



Headlines

Fragmented payments - **Time to count**

- **UNITED STATES** – PayPal's split payment offer is a success
- **UNITED KINGDOM** – Klarna will report credit scores
- **FRANCE** - LCL takes its turn in instant loans

While split payments aka "Buy Now Pay Later" are undoubtedly the strong trend of recent years, as shown by the figures posted by heavyweights such as Paypal, which rely on this practice to serve their ambition of centralising financial services. The authorities, who were sounding the alarm about the lack of regulation of this new practice, have sounded the alarm and are beginning to tighten up prudential requirements, following the example of Ireland which was the first government to legislate. In the UK, Klarna, which is trying to comply, has also announced that it will report the credit scores of its customers to the public rating agencies. However, the recession currently affecting the tech sector poses new threats to these young players whose model is still largely unprofitable and adjustments, notably through massive layoffs, have been announced. The traditional players are taking advantage of this to structure their offer, like La Banque Postale with Django, or even to come out of the woodwork like LCL, which is launching a new offer of instant loans as much to take advantage of the commercial opportunity that these new forms of credit represent as to stick to their customers' expectations.

Open Banking - **A true revolution for companies**

- **UNITED STATES** – Stripe becomes an open-banking player with Stripe Financial Connections
- **FRANCE** - Circuit adapts open banking to the audit world
- **UNITED KINGDOM** – Token.io wants to offer account-to-account payments
- **UNITED STATES** – Stripe unveils its marketplace

As innovations and uses related to open banking develop, it becomes clear that only part of the iceberg is revealed today, and that this regulation will profoundly transform many sectors in the wake of banking and financial activities. Indeed, banking affects all areas, and these will progressively adopt new data sharing practices that will open potential new business, at least, a new organisation around these activities. And it is in B2B that this fact is particularly relevant, since wherever the retrieval of strategic information can be automated, it is possible to integrate processes and simplify the work of companies. This is what the payment champion Stripe understood when it announced its intention to embark on open banking and unveiled its services marketplace a few days later. This strategy is not new, as it has been implemented by other players, but it requires a strong pull (the winner takes all), and Stripe can carry this ambition of a super app dedicated to B2B. In another register, open banking allows Circuit to disrupt auditing by monitoring in real time the accounting operations of its clients and by proposing an integration of the various services related to the auditing of its clients.

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A word on...

Blockchain & cryptos

- **INTERNATIONAL** – Revolut continues to expand and diversify. And its next goal seems to be clear from now on to become a super-app in both the traditional financial market and the decentralised financial market. The boss of Revolut, Nik Storonsky, recently explained the contours of his project in an interview. Revolut's new diversification projects should enable the neo-bank to develop a new super app model in the medium term. To this end, Revolut plans to launch into two major new markets: that of crypto-assets, via the deployment of a new wallet dedicated to crypto-currencies and decentralised finance, mortgage lending, international money transfers (for the moment, the service operates from the United States to Mexico and should soon allow Americans to send funds in 30 minutes to Chile, Brazil and South Korea), the BNPL (planned since last September). As a reminder, Revolut currently offers payment, insurance, savings and trading services. The neo-bank also acquired an electronic point of sale software specialist to enter the cash business.
- **FRANCE** – The world's leading crypto-asset trading and management platform Binance has just obtained its registration as a digital asset service provider from the French Financial Markets Authority. This gives it the necessary legitimacy to operate in Europe. With its new approval, Binance says it now wants to democratise the use of crypto-assets in France by making its services more widely available. The Chinese company is counting on 250 new hires to expand its infrastructure. If Binance could already operate its activities in France, today it has obtained the right to communicate directly with its (future) users and customers, and thus to democratise its activity and the crypto-asset market. In particular, the company is counting on pedagogy to convince, as it plans to launch an education program on the crypto-asset ecosystem for individuals and professionals. Binance is also moving into the premises of Station F to develop an incubator. Binance now joins the 36 other players in the world of crypto-assets that were previously regulated in France. The global benchmark for crypto-asset management platforms had already indicated its interest in the French market at the end of 2021. At the time, Binance was partnering with France FinTech to develop a joint initiative for a leading crypto and blockchain in France.
- **BRAZIL** – Brazilian neo-bank Nubank is enjoying tremendous success and is establishing itself as a major player in financial inclusion in Brazil. A position that should be further strengthened following the announcement of its association with Paxos, a regulated provider of crypto-currency products and services and already a partner of PayPal. Brazilian neobank Nubank will soon allow its users to buy Bitcoin and Ether. Other crypto-currencies could be added to the list later. The opening of this new feature is made possible thanks to the partnership signed by Nubank with the specialised player Paxos. It aims to democratise the crypto-currency market even further, by allowing investments as low as 1 Brazilian real. Especially since Nubank currently claims nearly 50 million customers.

Actor's Strategy

- **FRANCE** – The modernisation of the administration's payment systems is a fundamental issue. In 2018, the DGFIP extended payment by direct debit by making the PayFip solution (to pay bills issued by public bodies by direct debit or card) available to public authorities. Today, it is **Request To Pay** that is at the heart of its reflections. The DGFIP offers several solutions for paying bills for canteens, crèches, municipal swimming pools, local taxes, and other fines. Since 28 July 2020, the local payment system has been available throughout France. It allows you to pay these bills in cash or by bank card at a partner tobacconists. But to further simplify payment, the DGFIP is currently working on the creation of an instant transfer link, based on the request-to-pay system. A working group is currently working on this topic, according to a report published by the CCSF. The DGFIP is even considering the possibility of using request to pay to make payments in physical presence, in order to access municipal

services for example. This payment method could be implemented within a mobile application, via a QR code, for example.

- **SWEDEN** – Sveriges Riksbank, the Swedish central bank, has successfully completed the first phase of the migration to the Instant Payment Settlement System (TIPS). This paves the way for instant settlement of payments in Swedish krona. TIPS is a pan-European instant settlement service for electronic payments. It is offered by the Eurosystem to banks and payment service providers and operates 24 hours a day, 7 days a week, 365 days a year. TIPS currently only settles payments in euro. However, it has been designed and developed to allow settlement in central bank money in several currencies. Sveriges Riksbank is the first central bank outside the euro area to join the TIPS platform with its currency, taking advantage of this functionality. The central banks of Norway and Denmark have also expressed interest in joining TIPS with their respective national currencies to offer instant settlement of central bank money payments to their respective communities. In the second phase, the Swedish market will test the TIPS platform in preparation for the final migration in the first quarter of 2023.

Cartes

Google relaunches its Wallet and presents its "Virtual Cards"

At its annual I/O 2022 conference, Google unveiled its latest services and innovations. Among them, new features on the theme of financial services with a return to grace of the wallet and virtual cards optimised to facilitate online purchases. A new demonstration of strength for a web giant.

FACTS

- Google's big announcements this year include initiatives in financial services and payments in particular.
- Google is refocusing on its strengths and capitalising on its status as a web giant to add a new feature for issuing encrypted virtual cards to its Chrome browser. Users of the service will simply register their payment card with Google before activating the virtual card generation option on the card management page associated with their Google account.
- Virtual card numbers will be generated on the fly so that users can make secure online purchases. They will be automatically filled in on payment forms to make transactions as easy as possible.
- In addition to one-off purchases, these cards can also be used to pay for subscriptions. Transactions paid for using these cards will then be listed on pay.google.com.
- Google is relying on various financial partners to introduce this new functionality: Capital One, but also the major card issuing networks such as Visa, American Express and Mastercard (later this year).
- These virtual cards will be deployed free of charge in the United States. Their arrival on the market is planned for this summer, before being deployed in some forty other countries.
- After the Chrome browser, the functionality will also be extended to Android; an adaptation for iOS is planned later.

CHALLENGES

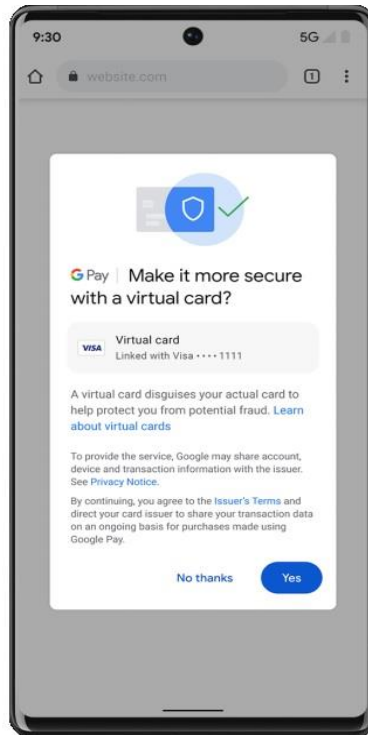
- **Capitalising on technological innovation:** Not that browser extensions are very innovative, but their use in the field of financial services, such as Klarna with its extension enabling BNPL services, is fairly recent. For once, Google is counting on its strength to try to democratise an existing model by presenting an optimised version of virtual cards, thanks to direct integration as a functionality within its browser.
- **Relaunching its services:** Google presents its new model of generating virtual payment cards as a complement to its financial offerings such as Google pay. In addition, other payment methods of Google users will be able to be stored within its Wallet, alongside boarding passes, loyalty cards, tickets for events or other health passes. Users of this service will also soon be able to store their driving licence in their Wallet, and even digital car keys. This is a way of relaunching the service, which was launched in 2011 and has since struggled to establish itself in users' daily lives.

MARKET PERSPECTIVE

- The main argument for Google's new virtual map feature is its integration with Google Chrome, the world's most used browser. The rapid growth of online shopping is contributing to the growing need for a secure and convenient online payment method.

- In addition, these virtual cards address a major challenge in the fight against online fraud. Losses from card payment fraud in the US reached \$12.56 billion last year, according to Insider Intelligence.
- The revival of Google Wallet comes as a competitive response to Apple, which also recently brought its wallet to the forefront.

Source : [Techcrunch](#)



Mobile services

Feedback: Bizum continues to make its mark on m-payment in Spain

The Spanish mobile payment service Bizum has just unveiled its results and uses. Spanish banks can pride themselves on having demonstrated that the success of an interoperable m-payment solution by credit transfer is possible. Indeed, Bizum continues to see its use grow and is now the second preferred payment method for e-commerce among Spaniards.

FACTS

- Bizum has just reached 20 million users and has exceeded 1,000 million transactions since its launch in 2016 (990 million correspond to payments between individuals and 10 million to payments in commerce).
- In terms of volume, this figure represents more than €50 billion spent via Bizum in online purchases or between friends (the majority of which are P2P payments, with an average of €51 per transaction).
- Since the end of 2020, Bizum users have been able to make payments and cash-ins between individuals using QR codes, which can be found in the 11,000 state lottery outlets. 200,000 face-to-face transactions have been carried out with Bizum, for a value of 22.1 million euros.
- In addition, Bizum enabled more than €33.3 million in aid to be paid out to the 6,000 NGOs listed. The donation system was set up by Bizum at the end of 2017.
- 31,000 companies now accept Bizum as a payment method.

CHALLENGES

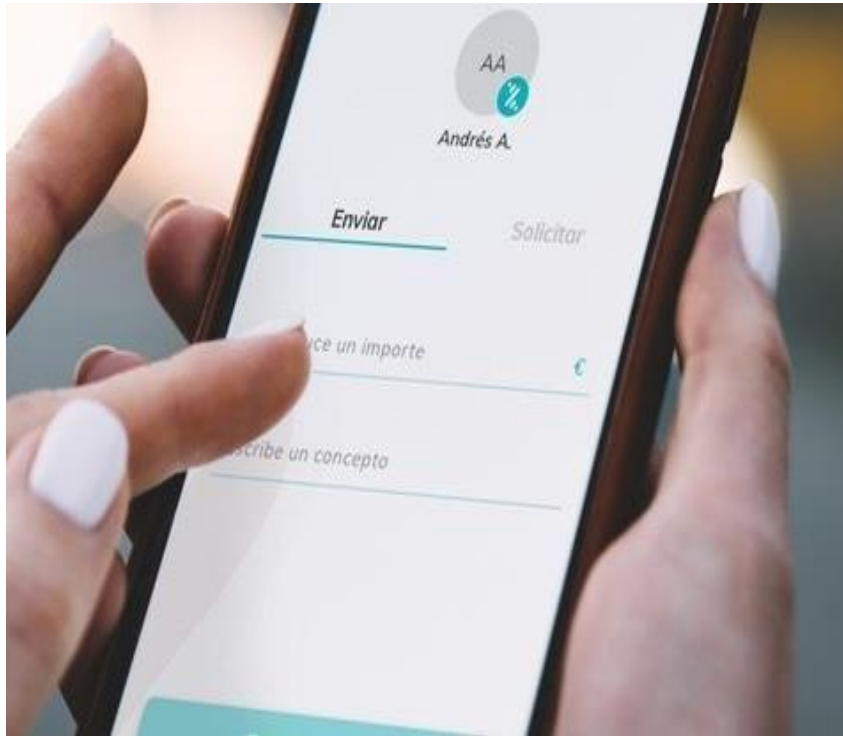
- **Bizum is gaining ground on the card.** Monei, a payment processing and invoicing tool for e-commerce players, has analysed more than 200,000 online transactions carried out during the first quarter of 2022 to highlight the evolution of payments in Spain.
- **Several key findings emerged:**
 - the continued decline in online card payments, established at 76.1% market share (2 points less than in the first quarter of 2021), although it remains the preferred payment method for Spaniards
 - the rise of Bizum, with a 15% market share, which is now the second preferred payment method for Spaniards, although it accounted for only 4.6% of transactions in the first quarter of 2021
 - the continued dominance of PayPal, with a 7.8% share of transactions,
 - a stable market share of 5% for wallets such as Apple Pay, Google Pay and Click to Pay.

MARKET PERSPECTIVE

- The European Payment Initiative (EPI) project has recently seen its scope reduced. One of the reasons given for this was the defection of many banks (particularly Spanish), which had been involved in the project from the start.

- The reason for this defection? Its own ambitions having exceeded the need for harmonisation of payments and European sovereignty. For beyond EPI, Spanish banks are defending pan-European ambitions for their Bizum solution.

Source : [Blog](#)



Bunq acquires Tricount to consolidate its position as Super-app in Europe

Bunq, the Dutch neo-bank, has announced that it has acquired Belgian FinTech Tricount, a specialist in expense sharing. This acquisition allows it to reach a new dimension on a European scale, by imposing itself as the second most important neo-bank in Europe, behind Revolut.

FACTS

- Bunq has boosted its expansion in Europe by acquiring Tricount. The friend-to-friend spending service has a customer base of some 5.4 million people.
- The terms of the transaction and the acquisition, which is pending regulatory approval, were not disclosed. Bunq will nevertheless continue to offer the expense sharing service developed by Tricount.
- Bunq has also been working on the launch of several new features:
- Jackpot, a novel lottery service allowing Dutch, German and French users of Bunq's services to have three chances to win prizes of EUR 10,000 each month (the chances of winning increase according to the rate of use of Bunq's services),
 - new tools for customising the application (e.g. highlighting favourite tabs),
 - an updated "Community" feature, allowing all Bunq customers to share their comments on the service, as well as other information, as on any social network.

CHALLENGES

- **Consolidate its European positioning:** with an international presence, Tricount relies above all on a solid user base in Europe (particularly in France, Spain, Germany, Belgium, and Italy). Bunq also operates in these markets but can now strongly consolidate its customer portfolio thanks to the acquisition of Tricount. Bunq has also had the luxury of acquiring a profitable player since 2021, in particular thanks to its premium subscriptions.
- **Expanding its offer:** following this takeover, Bunq is preparing to launch a new feature, called Slice, which allows the management of accounts between friends; a feature that has made Tricount's application so successful.

MARKET PERSPECTIVE

- Bunq's acquisition of Tricount confirms the ambitions of the neo-bank, which announced last July its intention to grow through acquisitions and mergers, following its Series A funding round. At the time, Bunq was already becoming a unicorn and making its mark in Europe.
- Bunq was founded by its sole shareholder in 2012 in the Netherlands and launched in Germany, Austria, Italy, Spain and France in 2018. A pioneer compared to Revolut (founded in 2014), the neo-bank was quickly overtaken by its younger sibling and communicates little about the number of its customers (estimated at 1.1 million in 2019). Revolut has nearly 1.5 million customers in France alone, and over 16 million worldwide.

Source : [Presse release](#)



Feedback: Satispay demonstrates its success

Mobile payment is a success story for many players around the world, from web giants to historic banks to innovative start-ups. Among the latter players, Satispay has established itself as a model in its home market: Italy. Its success has been proven and its latest results are proof of this.

FACTS

- One in four purchases made in Italian shops was made via Satispay in Italy last year.
- More importantly, 70% of the total volume of non-NFC payments made in shops was made via Satispay, representing 700 million euros in transactions and a 135% increase over 2020.
- In its ten years of existence, Satispay has managed to attract more than 1.5 million users and nearly 130,000 merchant partners (including major retailers such as Carrefour, Auchan, Autogrill and KFC).
- It was even valued at over \$1 billion after a \$215 million round of financing in early 2022, becoming the first Italian unicorn.
- Its innovative model has succeeded in establishing itself. Satispay is the originator of a mobile payment solution based on a bank account and, above all, disconnected from traditional card networks.

CHALLENGES

- **To stand up to the web giants:** 26% of all mobile payments will be made via Satispay in Italy in 2021, despite the presence of Google Pay and Apple Pay on the market.
- **Growth driven by the growth of an entire market:** Satispay can boast of very good results for its business. But its health also reflects that of the Italian digital payment market. According to the Observatory of Innovative Payments of the Milan research institute, the volume of transactions processed by digital payment in Italy in 2021 was 327 billion euros, an increase of 22% compared to 2020. Payments via smartphones and wearable devices jumped 106% to €7 billion. Contactless card payments remain the overwhelming favourite.

MARKET PERSPECTIVE

- Alternative mobile payment services are gaining momentum in southern European territories. Satispay's success may be that of a FinTech, but it illustrates the appetite of customers in these countries to adopt innovative mobile payment solutions in their markets.
- Thus, in addition to Italy and Satispay, the success story of Bizum in Spain also seems to illustrate this trend.

Source : [Linkedin](#)

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PERSONNES UTILISENT SATISPAY

B2B Payments

PayPal launches its pro financing offer in France

In order to extend its offers beyond the payment sector, PayPal France has just presented a new financing offer entirely dedicated to professionals. VSEs and SMEs are particularly targeted since, according to a study supported by PayPal, they are still struggling to find financing from traditional players.

FACTS

- PayPal has just introduced PayPal Financement Pro in France. This financing solution is particularly adapted to the needs of small and medium-sized businesses.
- PayPal Financement Pro represents an extension of the services of PayPal Commerce Platform, which offers various services to SMEs and VSEs to facilitate their activity.
- The new offer is first and foremost presented as reactive, allowing PayPal's small and medium-sized customers in France to obtain financing in just a few minutes, thanks to an online application process combined with an accelerated funds release system (PayPal's financing approval is based on the history of its customers' merchant accounts).
- The second promise of this offer is its ability to provide personalised and responsible financing, with repayments tailored to the activities of their target. Indeed, the loans granted by PayPal Financement Pro are not subject to fixed repayment periods. Repayments are taken according to a rate applied to the PayPal sales revenue of borrowing customers. This rate, negotiated upstream by PayPal and its customer, is set between 10 and 30% per sale.

CHALLENGES

- **Expand its offerings:** PayPal Financement Pro was previously offered by PayPal on four markets, namely the United States, Australia, the United Kingdom, and Germany. Today, VSEs and SMEs in France, but also in the Netherlands, can subscribe to this offer. Since its initial launch in the US in 2013, PayPal Finance Pro has provided over \$22 billion in capital funding to local VSEs and SMEs via more than 1.1 million loans granted. In Europe, these figures have reached more than \$3.6 billion in capital delivered to businesses through more than 230,000 loans granted.
- **Overcoming the shortcomings of the traditional system:** According to a YouGov study commissioned by PayPal, 57% of French VSE/SME managers said they had not obtained financing because of the requirements of financial institutions. Their requests for loans were related to cash flow needs (31%), their development (26%) or the purchase of supplies (20%).
- **Accelerate the process:** 29% of the companies questioned within the framework of the YouGov study for PayPal also put forward a major problem concerning the too long duration of the procedures of requests for financing and the release of the funds on the traditional circuit. And PayPal Financement Pro presents itself as a solution for simplifying and accelerating financing for professionals. This promise is more important as for 47% of VSE/SME managers, the responsiveness of the credit organisation's customer service is the main criterion for decision making.

MARKET PERSPECTIVE

- Online payment giant PayPal is unveiling its Digital Wallet, a digital wallet that incorporates new "everyday banking" features in September 2021. The objective of this approach was then assumed: to impose PayPal as a Super-App rather than a simple online payment service.
- Since then, PayPal has been working to defend this strategy by continuing its efforts to diversify its services. With some success, as evidenced by a credit offer developed by the group around the current theme of BNPL.
- Today, PayPal is particularly focused on financing for professionals to continue building its broad and varied range of financial services, ultimately a bank without a bank.

Source : [Presse release](#)



Open Banking

Stripe becomes an open-banking player with Stripe Financial Connections

Stripe has announced the launch of a new product called Financial Connections which completes its offer and allows its customers, thanks to a set of APIs, to consult their financial information directly from their Stripe account. This new service, which brings the payments giant into the open-banking market, represents a strategic advance for the group but is already causing problems for its (new) competitors just a few days after its presentation.

FACTS

- Stripe's new service, Financial Connections, is primarily designed to help Stripe's business customers connect to their end customers' bank accounts.
- Why?
 - To help them check their account balance,
 - to view their transaction history,
 - to limit the risk of fraud by verifying the bank account holder,
 - to set up direct debits.
- How do I do this? Stripe customers simply enter their banking credentials online and select the account they wish to associate.
 - Business model: The service billing system is based on its usage rate. Financial Connections customers will be charged \$1.50 per API call for account checks or 10 cents for balance checks, for example.
 - The information exchanged between Stripe's business customers and their end customers remains encrypted and secure.
 - Stripe Financial Connections will only be offered in the US, at least initially.

CHALLENGES

- **A new solution that is already proving its worth:** According to Stripe's initial evidence, companies using its Financial Connections solution reduce their risk of default by 75%.
- **Accelerating trade:** Stripe points to two concrete examples to justify the relevance of its new offering. By linking accounts, Financial Connections makes it easier to authorise new transactions such as loans (by quickly ensuring borrowing capacity) or donations (by directly linking the accounts of associations to those of their donors).

MARKET PERSPECTIVE

- Stripe is valued at nearly \$95 billion. The company has become an undisputed reference in the payment market and is now preparing its IPO. The launch of its new service also enables it to extend its offer to the coveted Open Banking market.

- The launch of Stripe Financial Connections was heavily criticised by financial services giant Plaid, which accused Stripe of taking advantage of their collaboration to develop its new service and of using confidential information.
- The accusations were made because Stripe was previously a partner of Plaid. However, the payments company has now decided to go it alone in the open banking market, thus establishing itself as a potential competitor to Plaid.

Source : [Presse release](#)



Circuit adapts open banking to the audit world

Circuit is an Irish fintech that wants to centralise the auditing business through Open Banking. A forerunner in this niche, Circuit announced today that it has completed a €6.5 billion Series A funding round.

FACTS

- The investment is co-led by specialist investment funds Aquiline Technology Growth (ATG) and MiddleGame Ventures (MGV).
- Founded in 2017, Circuit helps auditors verify company assets and liabilities in real time, and at source, through a connection to company accounts via open banking.
- It is aimed at accounting firms and relies on a network of banks, lawyers, large companies and SMEs that have joined the platform. The platform interfaces with the auditors when validating the accounting processes of an audit.
- Circuit's customers include the Big Four accounting firms and 19 of the top 20 accounting networks in most European countries. The company announces its intention to expand its activities in the UK and Ireland and to double its staff from 35 to 70 over the next 12 months.

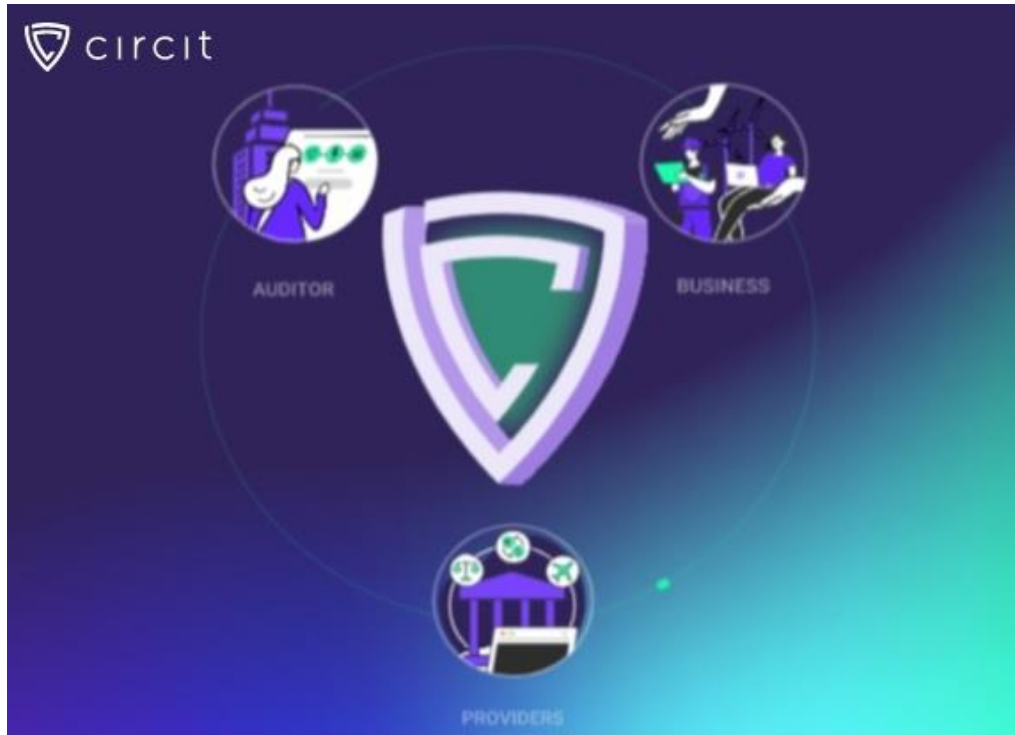
CHALLENGES

- **Disrupting audit control:** Circuit's platform automates the obtaining of accounting evidence, reducing both risk and audit time from weeks to minutes. The platform thus frees auditors from time-consuming manual processes.
- **Relying on open banking to integrate part of the value chain:** Integrating accounting processes through open banking is gaining momentum among fintech players. And, even if its application within the accounting verification of audit operations is a first, the company already sees possibilities for further development of its solution, by integrating it with payment players.

MARKET PERSPECTIVE

- Last year in the UK, Circuit acquired Audapio, a technology company that builds data analysis tools for financial audit and fraud monitoring.
- And in February this year, it signed an agreement with Danske Bank UK to integrate its technology into the bank's audit confirmation operations.

Source : [Finextra](#)



Token.io wants to offer account-to-account payments

Fintech Token.io has raised \$40 million to strengthen its open banking solution, improving banking connectivity across Europe, and offer an account-to-account (A2A) payment solution.

FACTS

- The round was co-led by Cota Capital and TempoCap, with participation from Element Ventures, MissionOG, PostFinance and existing investors Octopus Ventures, Opera Tech Ventures and SBI Investment.
- Token's payment volumes have grown 20 times in the last year and currently account for 21% of all account-to-account payments in the UK and Europe
- Token's customers include BNP Paribas, HSBC, Mastercard, Nuvei, Paysafe, Ecommpay, Rewire, Coingate, Sonae Universo, Volt and Vyne.

CHALLENGES

- **Incentive regulatory framework:** Since the UK Competition and Markets Authority (CMA) announced that it would require the nine largest UK banks to implement Variable Recurring Payment APIs (VRP) to allow customers to transfer money between their accounts, there has been growing enthusiasm for the topic of bank transfers.
- **Taking advantage of the dynamism of this market:** Over the next four years, the global value of open bank payments is expected to exceed \$116 billion, with Europe accounting for 75% of all transactions," said Todd Clyde, CEO of Token. Europe has become a global leader in open banking, open finance and real-time payments, and Token is uniquely positioned in the market.

MARKET PERSPECTIVE

- NatWest recently announced, for example, that it would offer VRPs as a payment option via an agreement with TrueLayer, GoCardless and Crezco.
- Payment service provider SlimPay, a specialist in recurring payments, has just announced its partnership with traditional bank BNP Paribas to develop and offer new services, including a European instant transfer offering.

Source : [Finextra](#)



Stripe unveils its marketplace

Just a few days after the launch of its "open banking" offer, Stripe unveils a marketplace, aimed at facilitating access and integration of third-party applications within its ecosystem. A super banking application strategy adapted to the B2B world.

FACTS

- Stripe Apps brings together a range of tools, providing a one-stop shop for managing operations with Stripe and its partners, making it easy to perform routine tasks, all on one dashboard.
- Accessible applications will be able to decide whether they want to make the applications they have developed available on the marketplace or keep them for private use. All of this can still be accessed directly on Stripe.
- Stripe App Marketplace includes more than 50 applications for accounting, CRM, electronic signatures, marketing, etc., such as DocuSign, Dropbox, Intercom, Mailchimp, Ramp and Xero - with more to come.
- This marketplace is not limited to third-party providers. Companies can use their own developers to create custom applications in Stripe App Marketplace for use within their business.

CHALLENGES

- **Leveraging open banking to integrate customers' financial, banking and accounting operations:** Simplify and automate With this new feature, Stripe aims to make life easier for its customers by offering essential applications directly within its dashboard. This desire to develop software-as-a-service (SaaS) would mean that no more time would be wasted changing programs to print a receipt or deal with customer support.

MARKET PERSPECTIVE

- Signifyd, a US-based fraud prevention company, has announced the launch of its Signifyd app on the Stripe marketplace to provide instant information on chargeback claims.
- In its latest business report, Stripe revealed record growth and business boosted by the effects of Covid on the digitalisation of businesses. It expressed reservations about the coming years and planned to diversify its activities to develop its prospects. Stripe Marketplace fits perfectly into this logic, aiming to capitalise on the centrality of its tool to attract new activities to its platform.

Source : [Techcrunch](#)

Beta

Stripe Apps integrate all the tools you use to run your business

Stripe Apps allow you to connect Stripe with your help desk, accounting software, and more so that you can simplify workflows and add context in Stripe to give you a holistic view of your business.



Intercom

Read and respond to Intercom conversations >



DocuSign eSignature

Bring payments and agreements together >



Xero

View relevant Xero customer and transaction data within the Stripe Dashboard >

Cross-border payments

Skaleet moves from core banking to international money transfer

The start-up Skaleet presents itself as a platform dedicated to financial institutions, at the origin of a "core banking" system allowing them to integrate new services in an optimised manner. But its ambitions are broader. Indeed, it has just opted for a partnership with the Singaporean FinTech Thunes, a specialist in international payment transfers. This will enable Skaleet to diversify.

FACTS

- Thunes is an instant payment platform created in 2016. It accepts more than 285 payment methods across more than 125 countries and in 79 different currencies. The fintech Skaleet enables financial institutions to launch new banking products quickly and easily.
- Through its new partnership with Thunes, Skaleet intends to further enhance its range of services to provide a new international instant payment offering to its customers, both businesses and individuals.
- Thunes allows players from all over the world to connect via a single API capable of simplifying peer-to-peer money transfers.

CHALLENGES

- **A brick-and-mortar offering:** By partnering with Thunes, Skaleet is adding a "payment" brick to its financial services offering and enriching its range in an agile manner; a strategy that fits well with its model and its raison d'être.
- **Getting a piece of a big pie:** According to the European Central Bank, the French send nearly 13 billion euros abroad each year. France is in third place, after Switzerland and Germany, in the category of countries with the most outgoing remittances.

MARKET PERSPECTIVE


- Skaleet is continuing its deployment today, strengthened by its many supporters and clients. 25 million raised in January 2021 to ensure its development.
- It also has many clients among French neobanks and FinTechs and a renowned partner and shareholder, Société Générale.

Source : [Blog](#)



Thunes. x Skaleet

**Skaleet s'associe à Thunes pour étendre
les capacités de transfert d'argent de ses clients
à travers le monde.**



FinTech Rapyd speeds up international B2B payments

Rapyd is an Israeli FinTech based in London that has developed an API to integrate financial services into all types of applications. Boosted by the pandemic, it has chosen to further develop its business by offering a payment solution to facilitate cross-border trade for companies seeking to expand internationally.

FACTS

- Rapyd has announced the launch of its new virtual account service. The aim of the service is simple: to help businesses expand internationally by becoming able to handle local payments in the form of wire transfers.
- Acting as local bank accounts, and therefore free from additional transaction fees and operational costs, virtual accounts make international payments simpler and less expensive.
- The solution makes international payments interoperable across more than 40 countries, in over 25 different currencies.
- The European (and UK), US and Asia-Pacific regions are particularly concerned.
- Using Rapyd's unique API, virtual accounts can be used with Rapyd Collect, Rapyd Disburse and Rapyd Wallet to enable enhanced acceptance and distribution of local and cross-border payments.

CHALLENGES

- **Responding to a topical issue:** According to a survey conducted by Rapyd, 93% of businesses say that expanding into cross-border markets is a priority for their organisation in 2022. However, this ambition is hampered by the fact that one in four companies say that supporting local payment methods remains an operational challenge.

MARKET PERSPECTIVE

- Rapyd has been in business since 2015 but has recently reached a valuation of \$2.5bn as a result of the pandemic and the rise of online payments, but also thanks to major investments raised from BlackRock, Fidelity or Target Global and Spark Capital. Rapyd is counting on a strong acquisition strategy, of companies established in Europe and Asia, to develop.
- Rapyd also counts payment specialist Stripe among its backers.

Source : [Presse release](#)

Rapyd

**The Fastest Way
to Accept and
Send Payments
Worldwide**

Payment Solutions that Power
Local and Cross-Border Commerce
for Any Business

Fragmented Payment (BNPL)

Circa wants to personalise the rent payment schedule

Residential rents are paid on a fixed date in the lease (usually at the beginning or end of the month). This practice is becoming increasingly common in France and the United States, where a technology company called Circa intends to change this. In a responsible approach, its solution is committed to making rent payments more flexible, by customising the schedule or split payments.

FACTS

- Circa is a US fintech that has created a mobile platform for borrowers. It offers payment options to modulate the repayment of mortgages and other loans.
- Now it is expanding its proposition to also address US residential tenants and landlords. The promise is simple: to make rent payments more flexible by allowing them to choose the date of collection or to make instalments rather than a single payment.
- User journey:
 - both tenants and landlords create an account in minutes;
 - Tenants can choose their payment method and customise their payment schedule by splitting the payment into up to 4 instalments, without affecting the landlord's payment;
 - the tenant can also modify his payment plan at any time;
 - notifications can be sent by Circa before each payment so that the user can check the status of his account and make a last minute modification if necessary.
- Business model:
 - Circa charges landlords \$1 per month for each lease submitted to its SaaS platform;
 - a fee is charged to tenants when they use the deferred or split payment service; half of this fee is returned to the landlords.
 - Circa also offers additional services to landlords (credit reports and delinquency management tool).

ISSUES

- **An inclusive solution:** nearly 6 million tenants are reportedly affected by late rent payments, representing \$41 billion in arrears each month in the United States, according to Circa's co-founder and CEO, Leslie Hyman. In addition to the trust issues that arise in the tenant-landlord relationship, these delinquencies lead to a decline in tenants' credit scores and a risk to their continued tenancy. It also estimates that among the large American insurers, nearly 20% of the deductions made on the 1st of the month fail and must be re-scheduled.
- **A service to landlords:** Circa insists on the win-win nature of its offer. Facilitating the payment of rents indeed avoids unpaid rents and represents a real advantage for landlords and owners. Indeed, according to its estimates, evictions generate costs of between 3,500 and 10,000 dollars and only 17% of collection procedures are successful. Hence the value of introducing flexibility to keep tenants in place.

PUTTING IT INTO PERSPECTIVE

- Fragmented payments are emerging everywhere as a new financing model that can make it easier for consumers and businesses to manage their finances.

Source : [Site officiel](#)

circa



Feedback: PayPal's split payment offer is a success

For several years now, PayPal has been expanding its credit offering by proposing a fractional payment offer, available in France since July 2020. Since then, the online payment giant has seen strong growth in this activity, which is proving to be a support for customer loyalty and a way to keep PayPal at the centre of their daily lives.

FACTS

- 18 million PayPal account holders have chosen the Buy Now Pay Later option since the service's launch, representing 4% of PayPal accounts.
- The web giant has seen a 256% growth in purchase volumes through its BNPL offering, equating to nearly \$3.6 billion spent in the first quarter of the year. 70% of users of its split payment solution do so via PayPal's mobile app. And in the US, merchants who offer PayPal Pay in 4 are seeing an average 21% increase in sales.
- More globally, PayPal currently has nearly 429 million active accounts worldwide, with 5.2 billion transactions recorded in the first quarter of 2022.

CHALLENGES

- **Making its presence felt in the daily lives of its customers:** PayPal's ambition was, among other things, to make its wallet an everyday tool for its customers. This is exactly what fractional payments allow, by integrating seamlessly into the customer's shopping experience, without friction, making PayPal a tool for facilitating these purchases on a daily basis. In terms of volume, PayPal estimates that customers who have installed its wallet on their phone make 25% more transactions on average.
- **Continue to expand its offering:** PayPal extended its fractional payment service to the UK in October 2020 and then acquired a Japanese specialist in the sector last September. Germany is also a country covered by this offer today. From now on, its ambitions are clearly geared towards extending this split payment offer internationally.
- **Grabbing shares in a high-potential market:** the global BNPL market is expected to reach 39.41 billion dollars by 2030, according to a new report by Grand View Research.

MARKET PERSPECTIVE

- PayPal's success is based on two pillars: its ability to offer a highly popular payment service and its adaptability to the e-commerce market. The latter was growing rapidly before the pandemic, but the pandemic accelerated its growth even further. By rebound, PayPal has benefited from this dynamism, as has its fractional payment offer.
- In France, moreover, the new edition of the BPCE Digital & Payments Barometer has just confirmed the boom in e-commerce and online payments. The analysis is based on the anonymised transactions of around 20 million bank cards issued by the Banques Populaires and the Caisses d'Épargne. It reveals that 2021 was another record year for e-commerce:
 - 1/3 of consumption takes place online for the under 35s,
 - the average e-commerce basket is almost half as high online as in-store (at 57 euros compared to 38 euros),
 - the share of spending done online is 85-95% for travel and airline tickets; 75% for education services and 98% for dating,
 - One in three clothing purchases is now made online.

Source : [pymnts](#)



Klarna to report credit scores

BNPL giant Klarna, whose flagship product is under review by prudential regulators, has announced that it will report its customers' transaction information about their credit transactions to the UK's leading credit rating agencies. This decision appears to be taken in anticipation of forthcoming European regulations to better regulate Buy Now Pay Later. At the same time, the fintech's valuation has reportedly fallen sharply and it is preparing for a crisis by reducing its workforce by 10%.

FACTS

- From next month, Klarna will pass on transaction information from its 16 million UK users to two of the UK's leading credit rating agencies, Experian and TransUnion.
- The changes include purchases made by users from 1 June using Klarna Pay in 30, Pay in 3, in-app shopping and Klarna Card.
- Klarna has also announced a series of changes designed to proactively address the UK regulator's concerns:
 - clear indications that BNPL options are credit products;
 - partnership with the Fairer Finance Group, to ensure that BNPL's terms and conditions are clear, simple and easy to understand;
 - improvement of the real-time scoring system based on open banking;
 - introduction of an internal complaints arbitration that acts on an interim basis.

CHALLENGES

- **Promoting the financial well-being of its customers:** this new initiative by Klarna is presented as much as a regulatory obligation (to come), as an opportunity for customers to build up a credit history with the rating agencies enabling them in the future to borrow from other traditional organisations requiring this type of history.
- **Tackling a 'criticised' view of BNPL:** One of the main points of attention in the Woolard report cited by the FCA is the invisibility of these 'small loans', which fly under the radar and which, when accumulated, can lead to indebtedness. Klarna reported higher defaults for 2021, up from 0.56% of gross merchandise volumes in 2019 to 0.67% last year. The aim of this new collaboration with the credit agencies is also to ensure that consumers do not get into unsustainable debt.

MARKET PERSPECTIVE

- While information on UK payment performance will be visible to other lenders, via a UK consumer credit report, Experian and Transunion have further analysis and updates to make to their scoring mechanisms before BNPL transactions have a direct impact on credit scores.
- The Irish central bank was the first to legislate on this issue. It has set out new rules for BNPL players, claiming that the new legislation fills a gap in consumer protection.
- Rumours are rife about a player as influential as Klarna. According to some analysts, its valuation has collapsed by 30% from its last funding round, as the fintech seeks to raise new funds.

Source : [Blog](#)



LCL takes its turn in instant loans

Between the success of BNPL and fintechs offering instant loans, traditional banks have seen their lending business seriously undermined. After a wait-and-see phase, most of them are reacting by proposing digital and easy-to-access offers to meet this new standard. LCL is now launching its Flex offer of instant loans, which is 100% digital.

FACTS

- This solution, called Flex, will allow its customers to borrow between 200 and 2,000 euros directly from the bank's mobile application, without having to go through an advisor in a branch or provide any supporting documents.
- Customer journey:
 - The customers concerned by this offer are informed by a notification on their mobile app.
 - They can then simulate and subscribe to the Flex offer in a few clicks
 - The signature is electronic and is done directly in the LCL Mes Comptes banking app
 - The loan amount is paid immediately
- The borrowing rate is 0%. The customer makes three monthly repayments according to a precise schedule communicated on subscription.
- Fixed fees that vary from €2 to €20 depending on the amount borrowed. In the event of late repayment, the overdraft rate applies.
- In accordance with the regulations, customers have a 14-day withdrawal period, even if the contract is executed immediately.

CHALLENGES

- **Attracting young people:** The instantaneousness and simplicity of subscription are two of the reasons why BNPL has been so successful with this population. Two advantages that have been reproduced in this new LCL offer.
- **Repositioning against the competition:** In recent years, several start-ups such as Finfrog, Bling and Cashper have entered this niche. But the banks are also getting involved: by buying Floa, BNP Paribas wanted to strengthen its position in this type of product.

MARKET PERSPECTIVE

- Last year, UFC-Que choisir attacked several of these players to denounce the vagueness surrounding the conditions of these loans as well as effective rates that sometimes exceed the usury rate. Indeed, to obtain their loans instantly from Cashper or Floa, consumers have to pay very high fixed costs in relation to the amounts borrowed.

Source : [Presse release](#)

NOUVEAU

Jusqu'à 2000 €, en 3 min chrono !

2000 €

Continuer

1 2 3
4 5 6
7 8 9
0

The advertisement features a bright yellow background with a blue stopwatch icon and a lightning bolt graphic. A smartphone is shown at an angle, displaying a mobile app interface for instant credit. The app screen has a dark blue header with the text 'CREDIT INSTANTANE' and a close button. Below the header, it asks 'J'ai besoin de :', followed by a small text block detailing terms and conditions. A large '2000 €' is displayed in the center, with a 'Continuer' button below it. At the bottom of the phone screen is a standard numeric keypad.

Clearpay rolls out fractional payment offering to small merchants

Clearpay, a leader in 'Buy Now, Pay Later' payments known as Afterpay outside the UK and Europe, has unveiled an in-store split payment offering available to small and medium-sized businesses in the UK.

FACTS

- Clearpay launched its 'pay in 4' in-store offering to major merchants in November 2021.
- Activating the functionality is quick and easy, a merchant simply needs to accept contactless payments.
- Customers can simply click to pay using a virtual system created on the fly and stored in the Clearpay app.
- Customers can pay for their in-store purchases in four instalments, without interest.

CHALLENGES

- **Demonstrate its attraction:** During its recent three-day sales event, Clearpay Day, SMEs saw a 32% increase in sales and a 33% increase in new active customers, demonstrating to small retailers the conversion potential of its 3 million UK customers.
- **Opening up an important new consumer channel:** In-store Clearpay card payments account for over 10% of Clearpay omnichannel merchants' total volume, with a higher average order value in-store compared to online.
- **Keeping up with consumer trends:** Research on the topic shows that Gen Z and millennials are particularly redirecting their spending to small businesses, accounting for 70% of their budget.

MARKET PERSPECTIVE

- With this new offer, Clearpay follows closely on the heels of its competitor Klarna, which launched a physical payment card, the Klarna card, last January, with the aim of distributing its fractional payment offer directly in-store.
- However, the Clearpay offer is different because it is based on a virtual card system, which is therefore dematerialised, but which will be accepted almost as widely, since it only requires contactless payment, which is widely accepted today.

Source : [Finextra](#)



Cash

After Nickel, Brink's turns tobacconists into banks

The cash-in-transit company Brink's now has new ambitions to diversify its activities. It is thus multiplying its partnerships with French tobacconists to offer financial services within this network of everyday retailers. Its association with the mutual insurance company Mae conceals broader ambitions.

FACTS

- MAE, the leading school insurance company, recently introduced the Brink's Payment Services solution. Its members can now pay their contributions or subscriptions in cash at more than 1,000 tobacconists and partner services in France.
- But Brink's has not stopped there. It also offers a solution that allows members to :
 - pay for purchases online at a tobacconist's (by presenting a QR code linked to the transaction and then validating the delivery of the product concerned),
 - to make cash deposits in tobacconists' shops, for the private and retail customers of a neobank (Vybe and Shine being among the first customers of the service).
- Unbanked individuals, vulnerable populations, teenagers and, more broadly, neobank customers, are particularly targeted by these new services.
- 2000 tobacconists have joined forces with Brink's as agents for the Brink's Payment Services solution, which in turn operates as a payment service provider.

CHALLENGES

- **Extending its functions beyond its core business:** As a professional and benchmark in cash transport, the multiplication of services provided by Brink's with its tobacconist partners now enables it to diversify into cash and payment management.
- **Finding new sources of revenue:** Like the French Post Office and the decline in mail, Brink's is facing the rise of the digital economy and the decline in cash. The Groupement des Cartes Bancaires business report recorded a 23% fall in cash withdrawals between 2019 and 2020. This is an issue for the management of ATM networks as well as for the cash-in-transit business.

MARKET PERSPECTIVE

- Tobacconists are gradually establishing themselves in the daily lives of the French people as more than just a local retailer, but as a broader service provider. Thus, since 28 July 2020, the Proximity Payment scheme has been available throughout France. It allows people to pay for their debts in cash or with a bank card at a partner tobacconist's.
- Furthermore, various initiatives by private companies have made it possible to integrate new financial services into the heart of tobacco shops. Loomis France signed a partnership with the Confederation des Buralistes last November to install ATMs in tobacco shops. But the most striking example of this diversification into financial services is Nickel.

Source : [Presse release](#)



MON PREMIER ASSUREUR

Transfer / Payment initiation

Open Banking: Kevin wants to initiate transfers from a physical POS terminal

The Lithuanian start-up Kevin provides an infrastructure enabling merchants to accept payments by credit transfer. It has just raised nearly \$65 million to support the deployment of its solution, which now aims to tackle the acceptance of credit transfers on physical Eftpos terminals.

FACTS

- Kevin's solution enables account-to-account transfers to be initiated from a mobile application or website and, soon, from an EFTPOS terminal at a physical point of sale.
- Kevin has just completed a Series A financing round led by Accel with the participation of Eurazeo and existing investors, including OTB Ventures, Speedinvest, OpenOcean and Global Paytech Ventures. This round of funding comes six months after Kevin received nearly \$10 million in investment.
- These funds have enabled Kevin to develop its A2A NFC payment solution, which enables transfers to be initiated from payment terminals installed at physical merchants. This solution should be operational in 2022.
- Kevin's goals are high: the FinTech plans to cover 35% of the payment terminal market in Europe by the end of this year, and more than 85% by the end of 2023. Kevin currently covers 6,000 merchants in 12 markets in Europe with its solution.

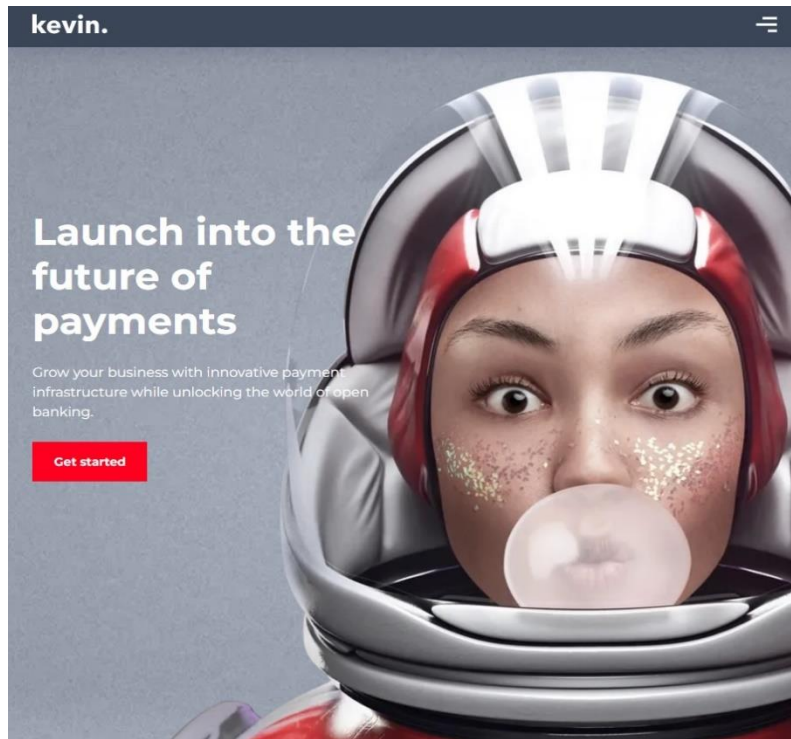
CHALLENGES


- **Doing without cards to reduce the number of intermediaries:** Kevin's raison d'être is to offer alternative solutions, adapted to physical commerce, in order to do without payment cards, which are considered costly and outdated. Founded in 2018, Kevin started by deploying its solution for online checkout, before turning to physical points of sale. Today, its value proposition lies in its simplicity, which ensures a better transformation rate for the merchant and lower costs.

MARKET PERSPECTIVE

- Worldline is reportedly working on a solution to accept credit transfer payments from a physical POS.
- Kevin says he has declined several takeovers offers; for the sake of independence, the start-up does not work with payment players such as card networks or players like Stripe or Adyen, which are all potential acquirers for a company that relies on open banking to simplify payment and reduce costs.
- Since 2021, Kevin has been working with Decathlon and has implemented his solution in the company's stores in Lithuania and Latvia. Decathlon is said to have seen its transformation rate increase by 50% with a doubling of the number of validated payment transactions.

Source : [Techcrunch](#)

A promotional banner for Kevin. The background is a close-up of a woman wearing a red and silver space helmet, blowing a large, clear bubble. She has gold glitter on her cheeks. The text is overlaid on the left side of the image.

kevin. 

Launch into the future of payments

Grow your business with innovative payment infrastructure while unlocking the world of open banking.

[Get started](#)

Volt turns card payments into money transfers

The British payment gateway Volt has just introduced a new payment service called Transformer. Its originality lies in its ability to create a unique link between payment by card and payment by transfer. A new way of initiating a "Pay By Bank" transfer.

FACTS

- Transformer is an original solution for "diverting" a card payment initiated online, in order to transform it into a transfer payment.
- This transformation takes place when the first digits of the card are entered when a customer decides to use it to pay for an online purchase; the first six digits corresponding to the bank identification number (BIN) allow Transformer to immediately identify the cardholder's bank. Transformer can then very simply offer to complete a transaction by bank transfer instead, in return for an incentive.
- To do this, the customer is encouraged to accept this "transformation" by means of a reward of loyalty points to be used at his or her retailer's for example.
- Transformer is particularly aimed at airlines, retailers, streaming services, car dealerships and other event companies.
- Customer journey:
 - The consumer enters the first 6 digits of their card,
 - Volt automatically detects the cardholder's bank,
 - It sends the payment order to a "Pay By Bank" type transfer form, pre-filled with the identification of the customer's bank,
 - The customer validates this choice and is redirected to his banking application to authenticate himself,
 - He then validates the transaction.

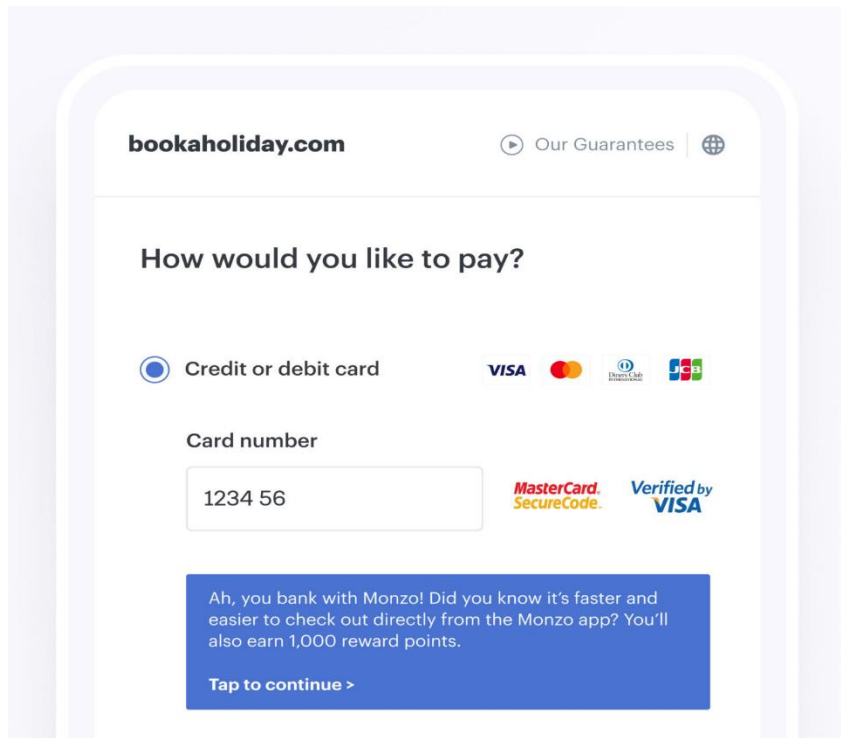
CHALLENGES

- **Reducing transaction costs for the merchant:** Volt's Transformer solution puts forward a value proposition based on the elimination of interchange fees for merchants accepting card payments. To justify this switch, Volt relies on rewards to give the end customer an objective reason to adopt this alternative payment method. It seems to be a big challenge to convince a user who initially left to use his card, but Volt is betting that the merchant will be a prescriber and that the end-user will be sufficiently motivated by the advantage granted by the merchant in exchange.

MARKET PERSPECTIVE

- Volt continues to explore the possibilities of Open Banking in payment initiation, to establish itself as a leading open payment platform in the UK. For the record, Volt is based on the Pay By Bank instant payment service developed by Vocalink and acquired by Mastercard.
- Another British start-up, Trilo, had chosen to encourage the end customer to push its payment by transfer solution.

Source : [Presse release](#)



Crypto-currencies & CBDCs

Facebook Pay becomes Meta Pay

The transformation of one of the world's most important social networks, Facebook, into Meta, made headlines a few weeks ago. More than a change of identity, this new name reflects a fundamental strategic shift for the group, which is determined to maintain its activities in the Metaverse. This transformation concerns all of Meta's activities, including those of payment.

FACTS

- Stéphane Kasriel is head of commerce and financial meta-technology at Meta. He has just published a blog post stating that the Facebook Pay service will be renamed Meta Pay in the coming weeks.
- This change logically follows the change in the identity of the entire group, but above all reflects a strategic transformation for the payment service. It should enable Meta to consolidate its position in the emerging meta-vendor environment.
- More than a payment service, Meta could carry multiple functionalities into the Metaverse:
 - to prove one's identity in the Metaverse,
 - to store digital assets
 - to serve as a global digital wallet for different means of payment.

CHALLENGES

- **Seize the opportunities of current changes:** New digital assets are currently emerging as solutions for monetising content and virtual goods. And Meta Pay intends to establish itself as one of the solutions of the future.
- **Developing a single wallet:** Facebook Pay is currently used to make payments in 160 countries and 55 currencies. Meta Pay plans to become a reference payment method within the Meta universe.
- **Contributing to global financial inclusion:** Meta is particularly targeting the estimated 1.7 billion people worldwide who lack access to basic financial services. In any case, this is one of the arguments put forward by Stéphane Kasriel to justify the upcoming expansion of Meta Pay.

MARKET PERSPECTIVE

- Facebook-Meta's digital currency projects have gone through many ups and downs over the years. The group even chose to launch its Novi digital wallet without its in-house Stable Coin called Diem.
- Since then, rumours have been circulating that a new virtual currency is being prepared within the group. The challenge is to find an innovative alternative to Facebook Pay, which relies on intermediaries to exist.
- Its new name nevertheless proves that this great upheaval is not yet planned for tomorrow and that Meta is not yet ready to fly with its own wings on the payment market, including in alternative universes.

Source : [Blog](#)



Meta Pay

Digital identity

Payment reference Checkout acquires identification specialist Ubble

British unicorn Checkout has announced that it has bought French identity verification startup Ubble. This move is further evidence that the most innovative players need to accelerate their efforts to comply with new regulations in order to sustain their business.

FACTS

- Ubble is the originator of a system capable of verifying identities based on the analysis, thanks to Artificial Intelligence and machine learning, of more than 2000 types of documents from 214 countries and territories. At the end of 2021, it had around fifty clients in France and Europe.
- It will now be owned by Checkout, a leading FinTech for payments in the e-commerce market. Thanks to Ubble's solution, Checkout intends to improve its own services in three major areas:
 - checking the compliance of sellers and fintechs with local regulations
 - verification of the identity of their end customers,
 - anticipating changes in the legal environment.
- The transaction is expected to close later this year subject to regulatory approvals. The amount of the buyout has not been specified.


CHALLENGES

- **Staying ahead of legislation:** The acquisition of Ubble will enable Checkout to secure its forthcoming certification by Anssi, allowing it to comply with regulatory developments, including in the fractional payment sector in which Checkout operates. Checkout also intends to develop its activities in the crypto-asset and decentralised finance markets in the medium term.
- **Expanding its offering:** In addition to regulation, Checkout plans to integrate Ubble's offering with its own services. The payment specialist thus plans to offer marketplaces an API-based offering integrating its payment service and Ubble's security solution.

MARKET PERSPECTIVE

- Following the example of Klarna and BNPL, there has been a trend for several years now towards innovation in the financial market, on the fringes of the legislation and regulations in force. But these alternative services are not without risk and are now being brought back into line with new specific standards.
- Other players, such as N26 for example, have been caught by the compliance bug for neglecting their regulatory obligations and are now suffering the consequences of their actions.
- However, Checkout is now demonstrating an intelligent preventive strategy by integrating the services of a player capable of providing the expertise it has lacked until now in terms of identification and therefore security.

Source : [Presse release](#)

The logo for 'ubble' is displayed in a blue, lowercase, sans-serif font. The letters are slightly irregular, with the 'u' and 'b' having a rounded, friendly appearance. The 'e' is also lowercase and matches the style of the other letters.The logo for 'checkout.com' features a stylized icon of a shopping cart or box on the left, followed by the text 'checkout.com' in a bold, black, lowercase, sans-serif font.

Mastercard tests palm and facial biometrics on a large scale

Mastercard has announced that it has launched the first pilots of its dedicated biometric payment programme. First tested in Brazil, this technology should be widely extended by the card network, which has given this programme a global scope to capitalise on a trend that has already seen the number of contactless biometric users double in 5 years.

FACTS

- The first pilot launched by Mastercard is currently taking place in Sao Paulo in 5 supermarkets of the St Marche chain, in partnership with Payface (for the technology).
- Journey:
- the cardholder can enrol in the programme from home or at a point of sale, from Payface's mobile application or that of the merchant;
- Enrolment involves registering palm or facial prints, which are then tokenised; and choosing the default payment card used;
- For each transaction, the customer simply presents his or her face or hand in front of the Payface biometric reader.

CHALLENGES

- **Large-scale pilots:** Mastercard has been experimenting with biometric payment at the point of sale for a long time. What distinguishes its initiative today is the scale of the device, which should soon be tested in Asia, the Middle East and the United States. For this, Mastercard has signed agreements with NEC, Fujitsu, Aurus, PaybyFace and PopID.
- **These are ambitious projects to avoid the disintermediation of the card in an increasingly "transparent" payment context:** Mastercard is already planning to integrate this technology into loyalty programmes, so that customers can be offered personalised offers when they go to the checkout, which they will validate by presenting their biometric fingerprint. In the long term, Mastercard also believes that biometrics will be essential for securing transactions in the metaverse.

MARKET PERSPECTIVE

- According to several studies cited by Mastercard, 74% of consumers have a positive feeling about biometrics. According to Juniper, the contactless biometrics market is estimated to be worth \$18.6 billion by 2026. And 1.4 billion people could be using it by 2025, more than twice the number of users in 2020.
- Perhaps the best known competitor to Mastercard in this area is Amazon, which has deployed Amazon one at Whole Foods and AXS, among others.

Source : [Presse release](#)

