



## Headlines

### The Wallet - **A sovereignty issue for Europe's payments**

- **UNITED STATES** - With iOS 16, Apple breaks away from banks and unveils a "Pay Later" option
- **INTERNATIONAL** – Samsung Wallet returns, richer than ever
- **EUROPE** – Study: A French plebiscite for the European digital portfolio
- **INTERNATIONAL** – Meta Pay officially launched, clarifying its ambitions

After Tap to Pay, the new payment service for the iPhone, Apple is unveiling Apple Pay Later, a payment facility that will enrich its range of financial services integrated into the Apple wallet. Other players such as Google and Samsung are also leading the (technological) race by unveiling new features for storing identity documents or dematerialised physical objects, such as car keys, to hook consumers into these ecosystems. More than a matter of convenience, it is also an effective way to integrate more people into their financial services. It is also a matter of sovereignty that the EU does not intend to delegate to these foreign players. The EU is therefore repositioning its EPI project around the EU Digital wallet. A study carried out by Thales shows that Europeans are quite keen on the use of a digital wallet, with the French in the lead. Eighty-five per cent of them are in favour of the issuance of a wallet by public authorities. Meta also unveils its ambitions, with Meta Pay, in this field, with the prerogatives of offering a portable identity and interoperability between the various metaverse platforms, including Meta, but also between cryptocurrencies and fiat currencies with the aim of facilitating the integration and adoption of these new universes by users.

### Crypto & Metaverse - **Continued interest despite difficulties**

- **INTERNATIONAL** – Worldline launches a virtual showroom in the Metaverse
- **EUROPE** – Coinhouse wants to become the first crypto-bank
- **FRANCE** – Young Platform densifies the French crypto market
- **INTERNATIONAL** – Meta Pay officially launched, clarifying its ambitions

This is one of the feedbacks from Money 2020, which has become the mecca for events in the payments field. Crypto players were taking in the center of the scene, demonstrating not only that these players are benefiting from a significant influx of capital, but also that this industry is gaining a real foothold in financial services. This is also confirmed by the entry of a traditional bank, the Swiss bank Oddo BHF, into the capital of the startup Coinhouse, a French player specialising in crypto. Another topic that is on the rise and of particular interest to payment players is the metaverse. In particular, the payment giant Worldline is offering its merchant clients a showroom to display their latest innovations, and is unveiling, in partnership with Bitcoin Suisse, a solution capable of accepting payments of any kind, whether crypto or non-crypto. This issue of matching real and virtual currencies is an important factor in driving adoption. This is also the motivation behind Moneygram's new project, which will rely on the Stellar blockchain to simplify international transfers. Recipients of these crypto-currency transfers will, in effect, be able to withdraw local currency from Moneygram ATMs. Circle, whose parent company is the provider of one of the most popular stablecoins in the US, has just announced its intention to issue a digital currency backed by the euro, taking a backseat to the Central Bank Digital Currency project that the European Union is working on.

# Contents

<b>HEADLINES</b>	<b>1</b>
<b>CONTENTS</b>	<b>2</b>
<b>A WORD ON...</b>	<b>3</b>
<b>CARDS</b>	<b>4</b>
The Aix Marseille Provence Metropolis launches a new Open Payment service	4
Marqeta to issue physical cards for Klarna	6
Sofinco and Renault launch a credit card dedicated to electric mobility	8
<b>MOBILE SERVICES</b>	<b>10</b>
Samsung Wallet returns, richer than ever	10
<b>B2B PAYMENTS</b>	<b>12</b>
Qonto announces the launch of a simplified billing service	12
Kresus automates trade discounting	14
BNP Paribas and Expensya renew the management of professional expenses	16
<b>OPEN BANKING</b>	<b>18</b>
Budget Insight delivers on its vision of Open Finance internationally	18
<b>INTEGRATED PAYMENTS</b>	<b>20</b>
The fork launches its tabletop payment application	20
Vinci Autoroutes launches its own all-in-one application	22
<b>CROSS-BORDER PAYMENTS</b>	<b>24</b>
Moneygram to offer transfer service using Stellar's blockchain	24
<b>FRAGMENTED PAYMENTS, BNPL</b>	<b>26</b>
With iOS 16, Apple breaks away from banks and unveils a "Pay Later" option	26
Scalapay participates with Twig in the development of the circular economy	28
UK toughens its stance on BNPL	30
Revolut takes its turn in the BNPL market	32
<b>E-COMMERCE &amp; E-PAYMENT</b>	<b>34</b>
Just, the french one-click payment startup	34
<b>POS, CHECKOUT &amp; MPOS</b>	<b>36</b>
Yavin initiates payment by transfer from Eftpos terminals	36
<b>VOUCHERS</b>	<b>38</b>
The Up Group launches an all-in-one employee benefits card	38
<b>A2A &amp; INSTANT PAYMENT</b>	<b>40</b>
P27 pushes its own instant payment solution for the Nordic countries	40
<b>IOT, CONNECTED DEVICES</b>	<b>42</b>
Caixa and Visa deploy Swatch Pay! in Spain	42
<b>CRYPTOS AND CBDC</b>	<b>44</b>
Worldline launches a virtual showroom in the Metaverse	44
Coinhouse wants to become the first crypto-bank	46
Young Platform densifies the French crypto market	48
Meta Pay officially launched, clarifying its ambitions	50
<b>DIGITAL ID &amp; BIOMETRY</b>	<b>52</b>
Study: A French plebiscite for the European digital portfolio	52

## A word on...

**BRAZIL – Mercado Pago**, the payments arm of the Mercado Libre financial company, is preparing to make the PIX payment initiation tool developed by the Central Bank of Brazil available to the more than 10 million sellers who use its services in the coming days. By making the act of payment more fluid, the company hopes to increase the number of online shopping carts that turn into sales. In November 2020, the Brazilian central bank launched **PIX**, a free, 100% digital interbank transfer solution accessible from a mobile phone and open to all Brazilian users. Approved by the Central Bank in February, Mercado Pago is part of a small group authorised to offer payment initiation via PIX, along with Banco do Brasil, BTG Pactual and Itaú Unibanco. The company already offers individual customers the possibility of using the initiator to make interbank transfers. B2B payment initiation would therefore be the second initiation service launched by Mercado Pago. The bank is counting on this new service to increase the conversion of online purchases. This eliminates several steps, such as opening the banking application, copying and pasting the PIX code and validating with the password, and then returning to the shop. This is where many customers give up. PIX accounts for about 25% of the volume processed by Mercado Pago and shows greater success in completing a purchase. According to the company, about 75% of the transactions made via PIX are successful.

**FRANCE – The Beaugrenelle shopping centre** in Paris will be the first establishment of its kind to accept cryptocurrencies. Customers will be able to use their cryptocurrencies to pay for purchases in 115 shops and restaurants in the mall. Purchases will be made via a gift card provided by the French startup **Lyzi**, which is a payment, buying and selling crypto app, but also cash-back. In fact, a 10% bonus will be offered by Beaugrenelle to each of its customers. Customer journey: All you have to do is enter an amount in euros on the platform, which displays the equivalent in cryptocurrency. The platform generates a QR code that merchants only need to scan to validate the transaction and be paid in euros. A total of 21 cryptocurrencies can be used, such as bitcoin or ether. The operation will take place between 8 June and 8 July 2022.

**INTERNATIONAL – FinTech Circle** has announced its ambition to introduce a stablecoin backed by the Euro in the near future. Simply called **Euro Coin**, this new digital currency will be issued from the United States, bypassing the European authorities. The Euro Coin will be available on the Ethereum blockchain on 30 June, according to Circle. Other blockchains will follow. These new tokens will allow companies and institutional clients to : Transfer euro cash more easily to the blockchain, access the crypto-asset market, make and accept payments in Euros on a global scale. The Euro Coin will be fully backed by Euro-denominated reserves held by financial institutions like Silvergate Bank. Circle was already the co-issuer, with Coinbase, of the 2nd largest Dollar stablecoin by capitalisation, the USDC. It is now also taking the lead on the European currency, deploying its EUROCC in the US initially, pending harmonised regulation of digital assets in Europe.

## Cards

### The Aix Marseille Provence Metropolis launches a new Open Payment service

The Aix Marseille Provence Metropolis is launching a new Open Payment service with the operator Transdev and AXEPTA BNP Paribas which will be deployed on all the regular lines of the Salon Etang Côte bleue network in 2022.

#### FACTS

- This simple and convenient new service does not add any extra cost to passengers, nor does it require the purchase of new compatible equipment.
- With each journey validated in as little as 500 milliseconds, the queues generated by on-board ticket purchases disappear, enhancing the quality of the passenger experience
- Simply get on board and present your contactless payment card at the validation terminal like any other ticket.
- User experience :
  - In a single gesture, the journey is paid for and validated. The passenger is in good standing for 1 hour for his initial journey.
  - When transferring, the contactless bank card must be beeped again.
  - In the event of a check, it is sufficient to present the card with which the ticket was purchased.
  - To monitor the billing of journeys, users have a page dedicated to the service and accessible from the website [www.salonetangcotebleue.fr](http://www.salonetangcotebleue.fr). After creating an account using the contactless bank card number, the mobility invoices can be consulted and downloaded in a few clicks.

#### ISSUES

- **To simplify the daily life of its regular and occasional passengers:** a new open payment<sup>1</sup> service was launched on 23 May on two of the network's lines to allow them to pay and validate their journey on board with their bank card and contactless payment compatible connected objects, directly at the validation terminals of the buses concerned.
- **Encouraging the use of these means of transport:** The Metropolis' objective is to enable nine out of ten inhabitants to be connected to a stop, a park-and-ride facility or a multimodal hub in less than ten minutes by 2025.

#### MARKET PERSPECTIVE

- While open payment was originally intended to address accessibility issues, particularly for foreigners or occasional users, to facilitate access via specific pricing and reduced commitment, this form of payment is tending to be deployed for other uses, particularly for more regular users.
- The other virtue of this type of payment, like contactless payment, is its simplicity and speed.

- The public transport network of the city of Cannes, Palm Bus, has just signed a partnership with Littlepay, a PSP that created an infrastructure adapted to public transport, Kuba, a ticketing specialist, and La Banque Postale to offer an open payment service within its bus network.

Source : [Presse release](#)



## Marqeta to issue physical cards for Klarna

Klarna is strengthening its partnership with Marqeta and will use its issuing platform to launch its Klarna card in the US. The card will allow users to pay anywhere using Klarna's "Pay in 4" solution online and in-store.

### FACTS

- Klarna has been using Marqeta's card issuing platform since 2018 to issue virtual cards.
- As a physical extension of the Klarna app, the physical Klarna Visa card will provide shoppers with the same control, convenience and flexibility when making purchases in physical shops as when using Klarna's Pay in 4 solution.
- Cost of the card: free for the first year, then \$3.99 per month. It is available with 2 visual options.
- Reminder of how it works: another debit card must be set as the source of supply. Thereafter, all purchases made with the Klarna card are spread over 4 refunds (without fees) made every fortnight.

### CHALLENGES

- **Anticipating the effects of credit regulations:** Although the new regulations that will govern split payment activities are not yet known, one thing is certain: obtaining credit will be subject to greater security and immediacy could be called into question in the customer experience. To address this, at least on the card side, Klarna will be able to rely on one of the most modern and responsive issuers to provide its customers with physical and virtual cards and to move to digital wallets so that users can start spending immediately after credit approval.
- **Spreading its offer more globally:** While the Klarna card was previously only offered in the UK, its partnership with Marqeta should enable it to spread the new card to 13 new European markets, in addition to the US.

### MARKET PERSPECTIVE

- The launch of the Klarna card comes against the backdrop of Klarna's rapid growth in the US, which continues to be Klarna's fastest growing market in terms of volume.
- Marqeta, meanwhile, reported a 53% increase in the number of transactions processed in the last quarter of 2021; an increase the issuer attributes in part to growth in the Buy Now Pay Later market.

Source : [Presse release](#)



## Sofinco and Renault launch a credit card dedicated to electric mobility

Sofinco, Mobilize Financial Services (a Renault subsidiary), and DIAC have been partners since 2006. Today, they are renewing this association by launching a new Mobilize Visa Card. This card is intended for drivers of Renault electric vehicles and should simplify their mobility in a context of democratization of electric vehicles.

### FACTS

- The new "Mobilize Visa Card" is presented as a new financing tool combined with a revolving credit of between €700 and €5,500, which can be used in shops, online and for ATM withdrawals.
- This card can be used in an e-mobility context to:
  - finance the installation of a home charging solution for electric or hybrid vehicles provided by Mobilize Power Solutions,
  - pay for the recharging of your electric vehicle at the 230,000 charging stations of the Plugsurfing network in Europe,
  - benefit from a unique loyalty programme, allowing them to benefit from a 1% CashBack Sofinco offer.

### CHALLENGES

- **Extending credit offers:** DIAC's partnership with Sofinco has until now concerned the proposal of revolving credit offers for use in the Renault network's after-sales service workshops. Their new card now makes it possible to extend their credit offer outside the Renault network alone.
- **Supporting electric mobility:** The "Mobilize Visa Card" is also expected to play a key role in accelerating the electrification of the Renault vehicle range. And for the Crédit Agricole group, it is presented as a new tool for commitment to its energy transition efforts.

### MARKET PERSPECTIVE

- The democratisation of electric mobility is underway. In France, according to data communicated by the CCFA, 162,106 electric vehicles were registered in 2021. This figure represents a share of the total French car market of 9.8%, compared with 1.8% in 2018.
- And the trend seems to be accelerating, since the number of registrations of this type of vehicle is up by 46% compared to 2020. According to a study published by Deloitte in 2020, the market share of electric cars and plug-in hybrids is expected to reach 32% by 2030. Rising oil prices and the EU's commitment to carbon neutrality by 2050 are also driving forces for this transformation.
- But there are still barriers to the adoption of some drivers. A study by the University of Geneva (UNIGE) highlighted the fears of German and American drivers regarding autonomy, for example.
- The aim is therefore always to reassure drivers in order to facilitate the transition, with suitable tools. In addition to Sofinco and the Renault group, other players, not manufacturers, are also carrying out initiatives to facilitate the adoption of electric mobility. The latest example is Vinci Autoroutes and its new mobile application Ulys Electric.

Source : [Presse release](#)





# Mobile Services

## Samsung Wallet returns, richer than ever

Korean manufacturer Samsung has just unveiled the latest redesigned version of its famous Samsung Wallet. If mobile wallets have had trouble making their mark in the world, Samsung is offering its Wallet multiple centralized features today in order to impose it as an everyday tool for its users.

### FACTS

- Users of Samsung's Galaxy range of smartphones will now have access to a new version of Samsung Wallet. The Wallet now combines its Samsung Pay and Samsung Pass features to provide access to :
  - Digital IDs,
  - payment cards
  - loyalty cards,
  - digital keys (with SmartThings, notably compatible with Hyundai and BMW models),
  - boarding passes (Korean Airlines for the moment),
  - ...
- It also offers a Samsung Blockchain Wallet feature to allow users to track the prices of major cryptocurrencies.
- The new Samsung Wallet is presented as ultra-secure thanks to biometric data and the in-house Samsung Knox platform.
- This is a necessary promise as Samsung Wallet is also expected to store digital versions of official documents later this year, such as driving licences and student IDs.
- Six markets will initially be affected by the rollout of the new Samsung Wallet service. It will be available in France, Germany, Italy, Spain, the UK and the US.

### CHALLENGES

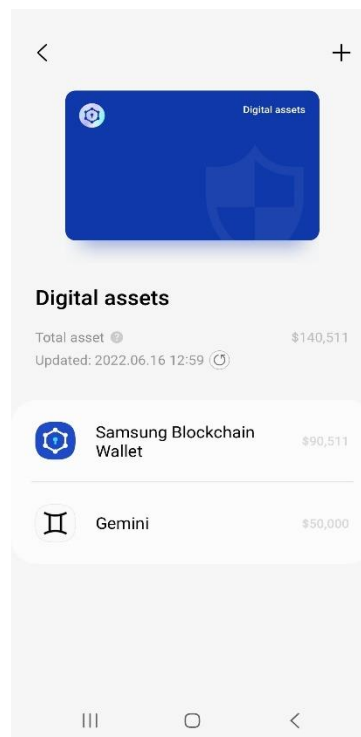
- **Centralise for a better service:** This new Samsung Wallet finally unifies the Samsung Pay and Pass services to offer a single point of access to numerous everyday services, both financial and access-related. The aim is to offer an ever more ergonomic and relevant service.
- **Relaunching a promising tool:** Samsung Wallet was originally launched in 2013 in Korea and the United States. But the democratisation of smartphones worldwide has not been synonymous with that of wallets, which have long been confronted with issues of service interoperability, security and compliance. Nevertheless, the smartphone remains, more than ever, a Swiss Army knife for everyday use and Samsung is now relaunching its offer with the hope, this time, of relying on a multifunctional model to convince the greatest number of people. A gamble that will remain subject to the signing of multiple partnerships for Samsung, in particular to make its digital key services democratisable.

### MARKET PERSPECTIVE

- Smartphone manufacturers are currently working hard to relaunch their wallets. In addition to Samsung, it is also Apple that has re-launched itself in this battle last March, by announcing that its digital wallet was becoming capable of storing identity documents.

- Last May, Google announced a major overhaul of its Google Pay application. Its ambition? Like its main competitors, the American web giant was looking to boost the use of its wallet in order to capture a now unequalled wealth: data.

Source : [Presse release](#)



# B2B Payments

## Qonto announces the launch of a simplified billing service

The neo-bank for professionals continues to roll out new features to improve the customer experience with a simplified billing system.

### FACTS

- This solution simplifies the process of creating, sharing and managing professional and personalized invoices directly from the Qonto account.
- Users will be able to generate, edit and send customised invoices with their company logo in a few clicks.
- The platform will also automatically track invoices for better visibility of incoming and pending payments.
- Once an invoice is paid, it will be automatically associated with the corresponding transaction.
- SMEs or freelancers who invoice directly from Qonto to their customers in the SEPA zone will also be able to receive instant transfers.
- Qonto also offers an advance payment service in partnership with Edebex.


### CHALLENGES

- **"Getting paid on time is a major challenge for the self-employed and small businesses.** According to a BCG report, the self-employed in France, Germany and Spain spend an average of 26% of their working week on "ancillary tasks" which include administrative operations such as invoicing or payment management.
- **Complying with the regulations:** Introduced by the 2020 Finance Act, the obligation to use electronic invoicing in business-to-business transactions will be rolled out gradually until 2026, taking into account the size of businesses, to enable each one to take on these new obligations under the best possible conditions:
  - from 1 July 2024 for large companies,
  - from 1 January 2025 for medium-sized companies,
  - from 1 January 2026 for small and medium-sized enterprises and microenterprises.

### MARKET PERSPECTIVE

- Even if it is the leader in its market segment, Qonto has to face competition that is also very dynamic, such as the fintech Libeo, which specialises in invoice payment and has developed a SaaS platform combining dematerialisation and centralisation of invoices with a direct payment solution.

Source : [Site officiel](#)



ESSENTIELS

Historique

Comptes

Cartes

Virements

SERVICES AVANCÉS

Facturation

Tableau de bord

## Facture

Client

SIRET: 362 281 296 00034

Logo

Items	Qté	TVA	Total
Services	10	20%	1 200,00 €
Equipement	4	20%	450,00 €
Livraison	1	20%	52,00 €

+ Ajouter un item

Total

1 702,00 €

TVA

340,40 €

TOTAL

2 042,40 €

Envoyer

## Kresus automates trade discounting

Less than six months after its launch, the fintech Kresus is raising funds with the ambition of positioning itself on the market for early payment of invoices. A few players have positioned themselves in this niche, with offers that combine automation and digital technology.

### FACTS

- Launched at the beginning of the year, Kresus has just completed a first round of financing of one million euros from business angels and bpifrance.
- Kresus offers an automated solution that takes care of the entire process of early payment of company invoices, from the setting of the rules that define the discount rate to the accounting recording of the operation. Kresus automatically collects invoices and automatically sends offers according to the rules set.
- Target: its solution is particularly aimed at large SMEs and key accounts that are able to generate cash quickly.
- Kresus charges a subscription fee and a commission on earnings.
- The fintech sells its solution directly but also works through brokers specialising in cash investments.

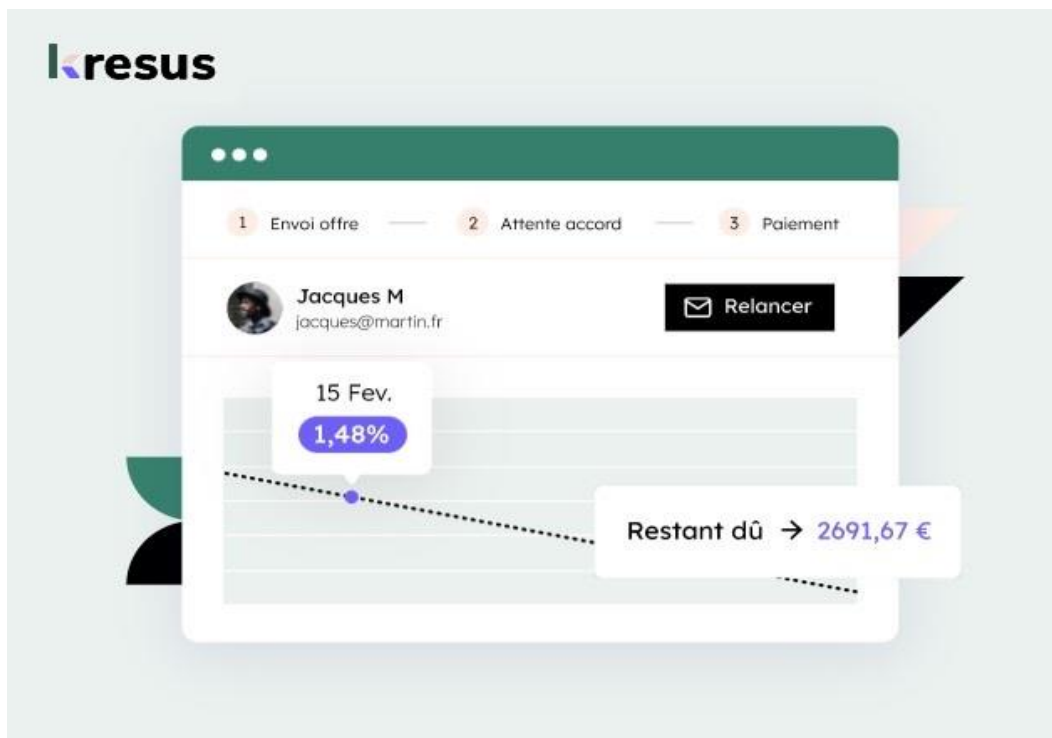
### CHALLENGES

- **Enhancing cash flow:** in the absence of secure short-term investment solutions that pay a return, discounting is a simple solution that is becoming increasingly popular, as it only ties up cash for the duration of the payment period, over very short periods. Hence the growing interest in the Kresus solution.
- **Taking care of suppliers:** Kresus also defines itself as a committed player in favour of customers and suppliers. Companies can create their competitive advantage with Kresus by positioning themselves as a player that takes care of its supply chain and treats its suppliers in an exemplary way by offering advance payments. In France, where more than half of all invoices are paid late, 25% of SME failures are due to late payment; in this context, the use of this solution can be a differentiating factor for companies.

### MARKET PERSPECTIVE

- More and more fintechs are tackling the issue of late payment, which remains a major concern for business leaders, especially the smallest ones. Libeo, which has acquired TrackPay, a software that helps reduce payment times for VSEs and SMEs, has just acquired a stake in Rubypayeur, a community-based collection solution.
- Defacto, which has just raised 15 million euros, has opted for instant credit for SMEs and plans to launch a payment in instalments service, targeting the self-employed in particular.
- Other start-ups, such as the accounting software Pennylane and the neo-bank Qonto, are also integrating services to reduce payment times.

Source : [Les Echos](#)



## BNP Paribas and Expensya renew the management of professional expenses

BNP Paribas has announced that it will soon offer a paperless expense management solution. The launch of this future service, scheduled for next September, is the result of a partnership with the specialist FinTech Expensya. It will allow the traditional bank to enter a market covered by alternative players.

### FACTS

- From September, BNP Paribas corporate clients will benefit from a new service for the dematerialised management of expense reports.
- Designed in partnership with Expensya, this solution will be based on a mobile application linked to BNP Paribas corporate cards. It will allow users to automatically enter their expense reports by scanning their business expense receipts.
- The system automatically scans all employee receipts to facilitate the validation, control and processing of their expense reports by their company's accounting departments.
- In addition to BNP Paribas Corporate cards, the service will subsequently be available to users of BNP Paribas Procurement cards and professional virtual cards.
- BNP Paribas also plans to extend its new service geographically. After France, it should also be offered by the bank in Belgium, Italy and Germany.

### CHALLENGES

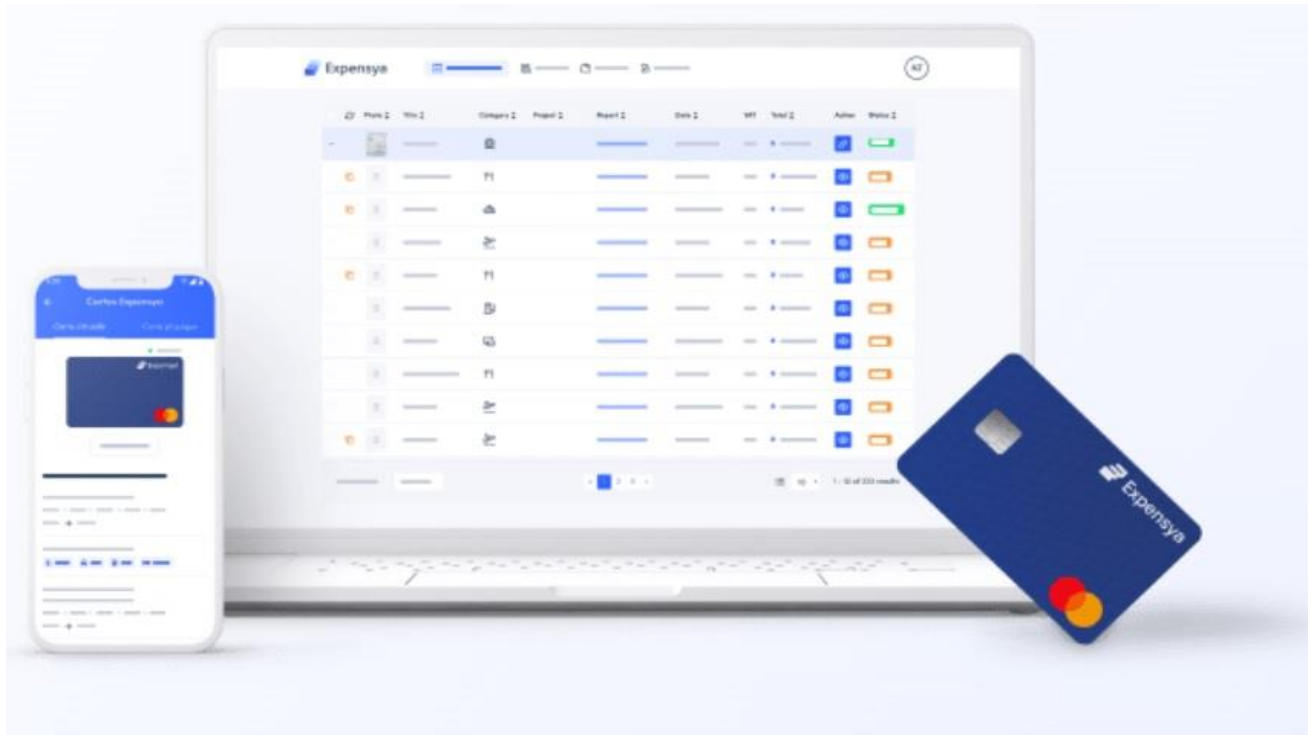
- **Accelerate expense processing:** Expensya's service promises to reduce the processing time for business expenses by 80%.
- **Collaborate to compete better:** This example of collaboration between BNP Paribas and Expensya, favouring the positioning of a traditional bank in a market covered by other FinTechs (such as Spendesk or Qonto for example) perfectly illustrates the ambivalence that currently governs the relationship between banks and FinTechs. The new service allows the bank to position itself on a market with high potential.

### MARKET PERSPECTIVE

- Last November, US Bank announced the acquisition of TravelBank, the FinTech behind an all-in-one business travel and expense management platform. The traditional American bank thus integrated the FinTech's services into its offer and opened up to expense management.
- This diversification effort by a banking player now also concerns the expense management market. And today, with BNP Paribas, it underlines a global trend.

Source : [Presse release](#)





# Open Banking

## Budget Insight delivers on its vision of Open Finance internationally

Following its exit from the Crédit Mutuel Arkéa fold, Budget Insight is implementing the strategic shift it announced by turning resolutely towards the international market. The PSG fund has given the company this opportunity, notably by allocating funds to finance acquisitions abroad. This move is essential to position itself in the face of increasingly powerful open-banking players with very extensive connections.

### FACTS

- Budget Insight's new achievements include extensive expansion projects for its activities.
- First of all in terms of internationalisation. Budget Insight has just made its payment API and account aggregation service available in new countries, namely Italy, Spain, the United Kingdom and Germany.
- But also in terms of diversification of its services, beyond the European concerns of the PSD2. The FinTech is therefore making official today :
- Its integration of the main crypto-asset and trading platforms: Coinbase, Binance, Bitpanda, eToro, Trade Republic, Mon Petit Placement and Kraken, which will later be joined by other platforms.
- its wider opening towards credit. While Budget Insight already facilitated the analysis of financial data through a connection to the account (with Finfrog or Algoan, for example), it now also collects legal and financial information on companies available on Pappers (from INSEE, INPI and BODACC), as well as payslips (from the MyPeopleDoc, Pagga (Lucca), Primobox and ENSAP electronic safes).

### CHALLENGES

- **Fundraising to fuel its international growth:** Budget Insight raised \$35 million last April when it joined the PSG portfolio. These funds will be used in particular to finance the internationalisation underway today. The fintech is now reporting much wider coverage (around 90%) in Spain and Italy. As for payment initiation, it is now offered in Italy, the UK and Germany.
- **A shift towards Open Finance:** with the new functionalities announced today, Budget Insight confirms its desire to extend its activities by addressing much more varied use cases. This is the case for KYB, which is now offered with Pappers, via a feature called Bill. Finally, Budget Insight has also announced the launch of Wealth in Italy, a solution for aggregating savings and securities accounts.

### MARKET PERSPECTIVE

- By 2021, Budget Insight had achieved a 44% growth in turnover. It expects to be between 40 and 50% again this year, with recurring revenues that could amount to €10 million.

Source : [Presse release](#)



# Integrated Payments

## The fork launches its tabletop payment application

The Fork, owned by the Trip Advisor group, is going to offer a payment solution at the table via a QR code system. This system set up by the Big Mama restaurant chain under the brand name Sunday is currently enjoying great success and is overshadowing its competitors.

### FACTS

- The former French start-up, specialising in online restaurant reviews and reservations, is celebrating its 15th anniversary this year. The platform was acquired in 2014 by TripAdvisor. It is now present in a dozen countries and works with 60,000 restaurants.
- Last year, it began to deploy TheFork Pay, a contactless payment solution integrated into its mobile application. It is now launching payment at the table via a QR Code.
- By the end of June, 200 restaurants will offer the service in three countries (France, Italy and Spain) that already have access to TheFork Pay. It is aiming for 1,000 restaurants by the end of the year.
- In 2023, the company will implement its solutions more widely in Europe.

### CHALLENGES

- **Facing a very dynamic competitor...** Sunday, which launched last year by raising significant funds, has also positioned itself in QR code payment. At the end of March, the start-up claimed to have signed up 5,000 restaurants worldwide.
- **...which means strengthening the teams:** The Fork plans to create 400 positions, including 200 developers, between now and 2023 to meet the accelerating needs.
- **And diversifying its offer:** As another way of expanding its services, it is speeding up the development of its gift card, which, alongside its digital version, will soon also exist physically in France.

### MARKET PERSPECTIVE

- In the continuity of its development in integrated payment, TheFork is working on several new features for the future.
- . The first, "eat now pay later", TheFork gives credit to the customer, to take advantage of the boom in this new practice and extend it to new services.
- The second is to offer loans to restaurant owners to finance their investments and encourage them to expand or improve their business.

Source : [Les Echos](#)



## Vinci Autoroutes launches its own all-in-one application

Vinci Autoroutes, the motorway infrastructure operator, has announced the launch of a new mobile application called Ulys Electric. As its name suggests, this application is intended for drivers of electric vehicles and offers them an all-in-one service to facilitate their electromobility.

### FACTS

- Vinci Autoroutes' new service is presented as an all-in-one service specially designed for electric vehicle drivers. It is based on a mobile application and a badge that allows :
  - plan an electrified journey,
  - geolocate charging stations,
  - access to nearly 30,000 electric charging stations in France and soon in Europe (Vinci has 433 on its network),
  - access to more than 500 car parks,
  - pay at 324 toll booths in France and in three other neighbouring countries (Spain, Italy and Portugal).
- The application is accessible without a subscription. Only a fee of 0.70 cents is charged to users of the service when they recharge their vehicle at the dedicated terminals.
- The offer is available from this summer; other services will be added over time by Vinci Autoroutes.
- In addition to France, the service is also available in Spain and Italy.

### CHALLENGES

- **Managing all mobility:** With its new service, Vinci accompanies drivers of electric vehicles throughout their journey, from their passage on the motorway, to recharging their vehicle and managing it in a car park, including outside its network.
- **Promoting electric mobility:** Vinci Autoroutes emphasises its ambition to make electric mobility easier, by limiting the obstacles to it, even though the network is not yet fully adapted to this mode of mobility. Moreover, 63% of Vinci motorway service areas are currently equipped with charging stations. The Vinci group will set up mobile charging stations to complement the existing fixed ones, pending the end of 2023, when it plans to finally equip its entire network.
- **Focus on education:** In addition to its practical services, Ulys Electric allows its users to ask questions to trainers in 30-minute sessions aimed at reassuring them about electric mobility. The service is accessible by phone, via an online chat or WhatsApp.

### MARKET PERSPECTIVE

- Vinci Autoroutes presented its Ulys app in 2018 as a digital companion dedicated to motorway users. The group has been enriching its offer since then, and in 2019 it will include a carpooling service.
- With more than 2 million daily users, the Vinci Autoroutes network represents a new major player in the democratisation of electric mobility.

Source : [Site officiel](#)

uly

## Ulys Electric

**0,00 €** /mois

### Vos dépenses de mobilité dans un compte unique

- ✓ Pass de recharge Ulys offert + Livraison gratuite
- ✓ Frais de 0,70 € par recharge

Valable uniquement en France 

# Cross-border payments

## Moneygram to offer transfer service using Stellar's blockchain

Money transfer company MoneyGram is looking to launch a new overseas money transfer service, in partnership with the Stellar blockchain, which would allow users to send stablecoins and easily convert them into fiat currency.

### FACTS

- Users of digital wallets on the Stellar blockchain will be able to convert their holdings into Circle's USDC stablecoin.
- Circle's USDC stablecoin went public in 2018. With a market capitalisation of \$53.8 billion, it is now the second largest stablecoin.
- United Texas Bank will serve as the settlement bank and act as an intermediary between Circle and Moneygram.
- Clients will also be able to cash in these assets using MoneyGram's network.

### CHALLENGES

- **Betting on a technology of the future:** Despite the recent price volatility, Moneygram's CEO is confident in the future of stablecoins and even wants to promote this technology to make international exchanges more fluid. According to the World Bank, remittances to low- and middle-income countries reached \$589 billion last year and are expected to increase further this year.
- **Speed up payment times:** Moneygram is challenged on the commissions charged but also on the delays in payments. This new partnership with Stellar will greatly accelerate the payment process, which will take place in near real time.
- **Building on a new partnership:** MoneyGram has ended its partnership with Ripple signed in 2019. This partnership allowed MoneyGram to use Ripple's services for cross-border payment and currency settlement. But, Ripple was the subject of a complaint by the US Securities and Exchange Commission (SEC), which also affected MoneyGram, prompting the company to seek a new partner.

### MARKET PERSPECTIVE

- To encourage wider adoption of cryptocurrencies, MoneyGram, has already been allowing its users to buy and withdraw bitcoins from its physical network since last year.
- The collapse this month of the stablecoin TerraUSD highlighted the risks associated with these types of digital assets. While Terra is different from the USDC, which is backed by equivalent dollar assets held in reserve, Terra's collapse raised concerns that these stablecoins could also lose their anchor.
- Meta has also begun experimenting with new money transfer channels and last year launched a Pax-based transfer service integrated with WhatsApp.
- PayPal has announced that users can now transfer their crypto funds outside its platform. This is a long-awaited feature that will bring the company's product closer to other popular crypto-currency services.



Source : [Presse release](#)



## Fragmented payments, BNPL

### With iOS 16, Apple breaks away from banks and unveils a "Pay Later" option

As signals to the contrary began to cloud the previously enthusiastic predictions of the Buy Now Pay Later market, Apple entered the market with the release of the latest version of its mobile operating system iOS. Apple had announced its intention to offer its own fractional payment service and, more generally, to further develop its payment services. This intention is now taking shape again, but it also marks a strategic shift on the part of Apple, which is breaking away from the banks to impose Apple Financing.

#### FACTS

- With Apple Pay Later, it is now possible to make a payment in four instalments without charge, spread over six weeks.
- To optimise budget management, the application allows you to see the amounts remaining to be paid, as well as the payment schedule.
- Powered by Mastercard's Installment solution, Apple Pay Later is available wherever Apple Pay is available in the US, both in apps and on the web.
- Apple Pay Later is part of Apple's iOS 16 iPhone software update which, if it follows Apple's typical release cycle, will arrive in mid-September.
- This is not the only update coming to Apple Pay, as earlier this year it unveiled 'Tap to Pay'. To make it easier for individuals (but also SMEs) to make transactions, Apple is now offering payment via Apple Pay directly from one iPhone to another.

#### CHALLENGES

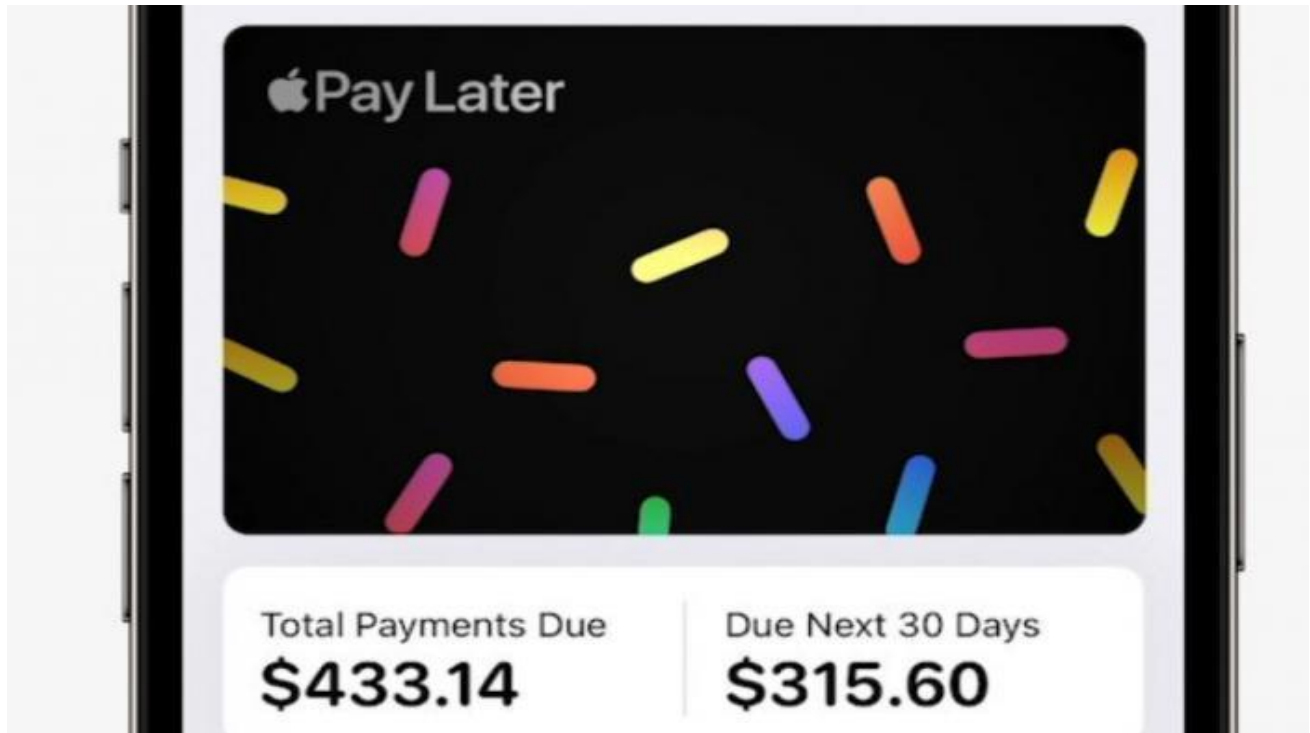
- **Accelerating the development of its payment functionalities, to enrich the Apple wallet, which is becoming a central element of the Apple brand's ecosystem of services:** Apple has reportedly been working with Goldman Sachs for a long time on a "pay later" service, and the technology giant's decision to acquire British fintech Credit Kudos in March was also reportedly linked to its plans to quickly launch its BNPL service. But where Apple is surprising is precisely in its choice not to let Goldman Sachs manage these loans. With Apple Financing, a dedicated subsidiary with the necessary equity, Apple is making its first autonomous move into financial services and is taking charge of customer scoring, drawing on the expertise it acquired when it bought Credit Kudos.
- **An untimely launch:** This launch is likely to be another blow to Klarna and Affirm, both of which have had a difficult few months with falling share prices and recent redundancies. However, Apple is likely to face the same challenges as its competitors, starting with the forthcoming tightening of regulations. Apple is also reportedly considering offering credit (Pay monthly), this time with banking partnerships (Goldman Sachs?).

#### MARKET PERSPECTIVE

- The BNPL remains incredibly popular among American consumers. More than 51% of Americans reported using a BNPL service in March 2021, according to a survey. And Accenture estimates that the number of BNPL users in the US has reached 45 million by 2021.

- But BNPL products are coming under increasing scrutiny from regulators, some of whom argue that the BNPL business model is unnecessarily risky. In a survey last year by Credit Karma, more than a third of respondents who had taken advantage of BNPL-style finance schemes said they had fallen behind on their repayments.

Source : [Techcrunch](#)



## Scalapay participates with Twig in the development of the circular economy

To break the link between "fast fashion" and "Buy Now Pay Later", the Italian fintech Scalapay is banking on a partnership with the British fintech Twig, which is positioned in the circular economy via the resale of objects between individuals.

### FACTS

- Scalapay allows consumers to opt to pay for their purchases in three or four instalments or in full after 14 days without having to make any upfront payments.
- What makes Twig unique is its model, which is based on immediacy and on the platform's own valuation of resold items.
- Scalapay customers will be redirected to Twig and can get an instant valuation of their clothes and electronics and sell them to Twig with immediate payment.
- Twig then sends them a prepaid package by post so that the customer can ship the product.
- The second unique feature of Twig's platform is that it will allow users to trade digital and physical items, either for cash or in exchange for digital assets such as crypto-currencies and non-fungible tokens (NFTs).

### CHALLENGES

- **Encouraging customers to think and act more sustainably:** Although debatable, the logic put forward by Scalapay is that if a customer can instantly resell something they have bought such as a dress or a bag, it helps them to buy better quality and even opt for sustainable brands whose products tend to retain more value over time.
- **Transitioning from payment to e-commerce:** Scalapay is not the only payment player looking to expand its initial position as a payment player to a true e-commerce player, where the monetisation of its model lies. To do this, the fintech is partnering with a company specialising in logistics and customer interaction.

### MARKET PERSPECTIVE

- Last November, it was the BPCE group's subsidiary, Oney, which proposed to put BNPL at the service of more responsible consumption with its operation called "win-win week". The operation launched by Oney aimed to finance purchases of second-hand or more responsible items more simply and free of charge.
- Earlier this month, Scalapay made a \$27 million investment in Italian service infrastructure network and payment card issuer Poste Italiane.

Source : [Presse release](#)



## UK toughens its stance on BNPL

Faced with the growing trend of alternative payment services, associated with credit, represented by BNPL, the British government has decided to impose new, stricter and more appropriate regulations. This decision could serve as a model for Europe, which has similar ambitions.

### FACTS

- While the UK government highlights the potential value of using fractional payment services to facilitate some spending, it points to the fact that the BNPL market has not developed within an appropriate framework to govern the new offerings. As a result, consumers are currently poorly protected at a time when the market is booming.
- The UK government is therefore planning to establish a specific framework to oblige lenders to ensure that their offers remain affordable and subject to the financial ability of borrowers to repay their loans. Their communication will also have to remain clear and not misleading. This framework will be specified in its Buy-Now Pay-Later credit agreements.
- Lenders will also have to submit their activity to the Financial Conduct Authority (FCA) for approval. Borrowers will be able to complain to the Financial Ombudsman Service (FOS) in the event of a dispute.
- The UK government's work should not only concern the BNPL market. The government will extend its new rules to cover other forms of unsecured short-term credit with similar risks for consumers.

### CHALLENGES

- **Protecting millions of people facing risks of over-indebtedness:** This is the promise the UK government made in the presentation of its initiative to justify launching this work on BNPL.
- **Controlling the supply and stability of firms in this market:** Firms distributing such loans will be subject to controls like any other financial institution and will have to be registered with the FCA.
- **Long-term work:** The UK government states that the complexity of the market requires long-term work. An initial consultation on draft legislation is expected to be published towards the end of this year. Secondary legislation is expected to be introduced by mid-2023, following consultation with the FCA.

### MARKET PERSPECTIVE

- Fractional payments giant Klarna recently announced that it would be reporting its customers' credit transaction information to the UK's leading credit rating agencies.
- More than a goodwill effort to promote the financial well-being of its customers, this decision was about two things. Firstly, to improve its image at a time when one of its flagship products was under scrutiny by the prudential regulators, but also to respond in anticipation of European regulations aimed at better supervising BNPL's activities.
- In the end, it is to the regulations, initially British, that this decision resonates. But the European Commission is also working on a revision of EU rules on consumer protection regarding consumer credit offers, with the aim of bringing BNPL within an appropriate regulatory framework.

Source : [Presse release](#)



## Revolut takes its turn in the BNPL market

The British neo-bank Revolut has long offered payment services as part of its alternative financial player offering. But it has so far stayed away from an increasingly widespread trend: that of the BNPL. It is now making up for this by announcing the launch of its own service in Ireland.

### FACTS

- Revolut has chosen Ireland as the location to launch its first split payment product.
- The new service will allow users to spread their payments over three instalments, up to an overall credit limit of €499. A fee of 1.65% will be applied to the total amount of the purchase financed via the service.
- Revolut also specifies that beyond this limit, it undertakes to check the solvency of its future "borrowers" by analysing their banking data via an Open Banking system that connects to all their accounts.
- Revolut plans to extend its BNPL offer geographically across Europe. Poland and Romania are expected to be included in this rollout later this year.

### CHALLENGES

- **Completing its super-app model:** This BNPL offer will consolidate the portfolio of varied services that the neo-bank has been trying to build for several months. In addition to this payment/credit solution, Revolut now also offers more traditional payment services, insurance, savings accounts and trading. Its positioning on the BNPL market was also announced by Revolut, which is also targeting the decentralised finance market.
- **Serving its first market:** Revolut did not choose Ireland by chance. The country represents its first market, where the neo-bank has nearly 1.9 million customers.
- **Taking advantage of a buoyant market:** Leading market observers estimate that BNPL could be worth more than £680 billion (\$831 billion) in Europe within the next five years.

### MARKET PERSPECTIVE

- In announcing its positioning in the BNPL market, Revolut chose to cite Klarna, and other FinTechs, as the models to follow in this direction. The neo-bank is therefore referring to the ultimate model for this market, which is under attack in the United Kingdom given the potential risks in terms of debt that it poses to the most fragile households.
- The BNPL is also outside the legislation that currently governs the more traditional credit market and will very soon be the subject of new specific regulation, both in the UK and in Europe.
- Revolut relies on an amount limit and a credit check before the transaction is validated, in order to offer a responsible service.

### KEY FIGURES

2015: Creation

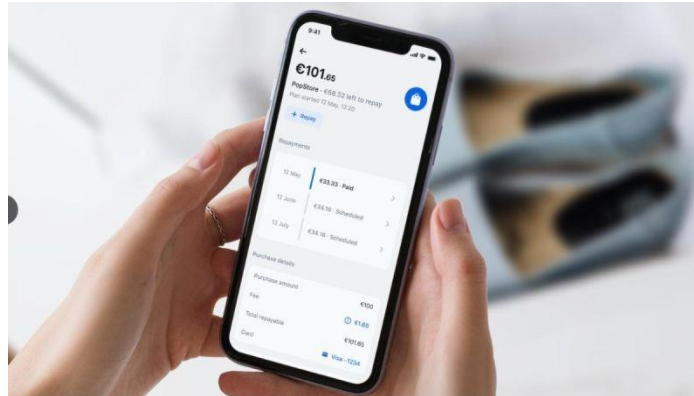
more than 18 million individual customers

500,000 corporate customers

90 countries covered by the end of the year



Source : [Bloomberg](#)



# Revolut

## Buy Now Pay Later

# E-commerce & E-payment

## Just, the french one-click payment startup

Just is a French fintech, launched at the beginning of the year, which proposes to simplify the payment process, reduced to a single click, by authenticating oneself on the browser. It has just raised €3 million to establish itself on a buoyant but also very competitive market.

### FACTS

- Founded in 2021 and launched at the beginning of the year, the start-up has just raised three million euros from Otium Capital and business angels including Didier Valet (former deputy CEO of Société Générale) and Jon Oringer (founder of Shutterstock).
- Just's solution is universal. It works on the Web and mobile applications regardless of the type of hardware.
- Just deposits a cookie that associates the user with the browser and device they are using. When a user shops online, and wants to pay with one click at a Just client merchant, they do not need to create an account or fill in a registration form.
- For the time being, it is only connected to credit card networks, as this is the most common payment method.
- About 60 e-tailers already trust the young startup, mainly Internet-based brands such as Le Slip Français.
- Just charges a commission of 1.4% and 25 cents per transaction and is targeting large groups to increase its volumes, with the hope of one day becoming profitable.

### CHALLENGES

- **Improving conversion rates:** Just claims that its customers have seen a 19% increase in their conversion rate, an 11% reduction in cart abandonment and a tenfold reduction in the time it takes to complete a purchase. And about 25% of their transactions are on Just.
- **Removing obstacles:** One of the weaknesses of one-click payment is fraud, which is higher than for more traditional transactions (registering a bank card, IBAN, etc.). The work involved in integrating it into e-merchant sites is also tedious. Some fintechs, such as the American company Fast, have paid the price, preferring to concentrate their efforts on acquisition and marketing, and the startup has accumulated debts, until it filed for bankruptcy last April.

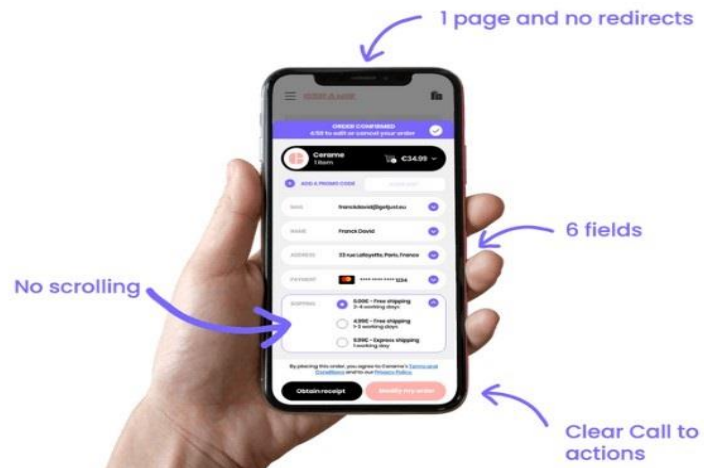
### MARKET PERSPECTIVE

- Since Amazon made its patent public in this area in 2017, start-ups have been created specifically for this segment, which had previously remained a private preserve. Paypal offers its own one-click payment solution and Mastercard has developed a click-to-pay solution. However, small players are now more interested in alternative payment methods such as account-to-account payments, which allow them to profit from reduced fees.

Source : [Site officiel](#)

**JUST.**

reduces average checkout time from 2.25 minutes to less than 15 seconds.  
How ?



## Pos, Checkout & mPos

### Yavin initiates payment by transfer from Eftpos terminals

Yavin is a French FinTech specialising in payment on Android terminals. In order to enrich its offer, it has just announced the deployment of a new service for initiating payment by transfer from these same terminals. This initiative is in line with the times, as instant transfer payments are gaining ground.

#### FACTS

- Yavin is introducing a new feature for its Android-based mobile payment terminals, which are now capable of initiating instant and free account-to-account payments.
- The start-up promises to participate in the democratisation of Instant Payment and the initiation of transfers on a usual support (a payment terminal) and especially, in a context of purchases in physical shops.
- Customer journey:
  - The merchant enters the amount to be paid on his Android Yavin payment terminal,
  - a QR Code is generated and displayed on the terminal,
  - the customer scans this QR Code with his smartphone and is redirected to his mobile banking application,
  - the transaction details are displayed and the customer can validate,
  - the transfer is generated and the funds are immediately delivered to the merchant.
- The transaction is free of charge for both the customer and the merchant.

#### CHALLENGES

- **Disrupting card networks:** Yavin's promise is to allow consumers to dispense with their payment card, without completely disrupting the customer experience. Hence the interest in integrating this new functionality into a journey close to the existing one, by relying on the existing payment terminals in shops.
- **Diversify its offer:** Yavin was created in 2019 by payment experts. Initially, it allowed for the integration of a tip application with Eftpos terminals. It is now taking a step further with this new solution.
- **Surfing on an innovative model:** Yavin emphasises the novelty of its initiative. But the Lithuanian start-up Kevin has also just raised funds to initiate transfers from physical POS terminals. Worldline is also reportedly working on the same functionality. For its part, Yavin is banking on a different remuneration model. Instead of being remunerated on the commissions linked to transactions, Yavin has chosen to charge for the services associated with the payment (split payment, tip, etc.).

#### MARKET PERSPECTIVE

- The ECB and the European Commission are working hard to spread the use of instant transfers. However, this diffusion remains slow, even though the solution has existed since 2018 and only 3 to 4% of transfers currently use the SCTinst in France. Hence the recently renewed recommendations that

instant transfers should be free of charge in order to encourage their spread. La Banque Postale has already taken the plunge.

- Yavin now has 1,000 French merchants as customers. It is targeting larger players than most of its competitors in the softPOS or mobile payment segment. It is also targeting Europe, as it is already present in Belgium and Ireland, and is aiming for Germany, Italy and Spain.

Source : [Presse release](#)

**yavin**  
Empower your business



## Vouchers

### The Up Group launches an all-in-one employee benefits card

The Up Group (formerly the Chèque Déjeuner Group) has had to rethink its strategy on several occasions in order to fight against increasingly fierce competition from Edenred and Sodexo, but also from innovative players such as Swile. And these efforts are now taking shape with the launch of a resolutely digital, all-in-one solution.

#### THE FACTS

- The Up group's new solution has been named UpOne. As its name suggests, it promises to be an all-in-one service capable of centralising employee benefits: meal vouchers, gift vouchers or even transport vouchers.
- This single solution (management for companies and payment for employees) can take the form of a physical or digital card. Initially, it will allow employees to spend meal vouchers, mobility vouchers, culture vouchers or gift vouchers.
- The solution paves the way for interoperability of services and the sharing of assets since the sums available on the vouchers can be transferred from one to another in order to facilitate employee spending according to their needs. This option must first and foremost be set up by employers.
- The Up group already states that its offer will be further enriched in the future:
- An Open Banking model, based on purchases made by bank card and an Artificial Intelligence tool connected to an employee account, is thus in preparation. It will automatically identify credit card purchases covered by employee benefits and giving entitlement to a refund.
- The UP+ service, a cashback solution, will be launched this summer. Beneficiaries of UpDéjeuner vouchers will be rewarded with 10 to 30% cashback on their purchases made in participating outlets.

#### CHALLENGES

- **Accelerating its digital transformation:** Faced with highly innovative competitors such as Swile, the Up group is highlighting its ambition to complete its own digital transformation with its new practical offer adapted to the needs of employees today. 33 million in research and development over the past year to ensure the digital transformation of its businesses and products. The group estimates that 63% of its activity is now dematerialised.
- **Consolidating a centralisation strategy:** The Up group also emphasises the fact that the launch of UpOne represents the culmination of a global strategy focused on acquisitions (of the CSE manager Leeto and the employee benefits specialist Hexeko, which now enables it to offer a centralised service) and partnerships (Betterway for sustainable mobility, Foodles for canteens, ToutesMesAides for social assistance and Rosaly, a specialist in payroll deposits). All of this is done with the aim of constantly enriching the services provided to employees.
- **Responding to economic challenges:** The Up group emphasises its ambition to respond to new expectations exacerbated by the health crisis and the geopolitical context. In particular, employees'

expectations have increased at the same time as inflation has reinforced the problem of purchasing power.

### PUTTING IT INTO PERSPECTIVE

- The announcement of the launch of UpOne is also an opportunity for the Up group to underline its good financial health. 566 million, up 6%, and a net profit of 48.6 million. The company expects to achieve a further 11% increase in profits in 2022.
- Up also emphasises the fact that its group currently manages 23 million cards in circulation, recording 345 million transactions in 2021.

Source : [Presse release](#)



## A2A & Instant Payment

### P27 pushes its own instant payment solution for the Nordic countries

Driven by the alignment of Nordic central banks around TIPS and the growth of instant payments, the P27 organisation is unveiling a harmonised payment platform for countries in the region that will enable them to manage domestic and international payments in real time.

#### FACTS

- Project 27 (known as P27) aims to establish a single pan-Nordic payment infrastructure for the 27 million inhabitants of the region.
- The platform will allow payments to flow instantly between people and businesses in the countries of Denmark, Finland and Sweden.
- Norway is not part of the current scope, but the banking community is showing increasing interest in joining P27.
- More than a dozen banks connected to the Swedish instant payment solution Swish, including Danske Bank, Handelsbanken, Nordea, OP Financial Group, SEB and Swedbank, are ready to test the Nordic payment platform by the end of the year.
- The new payment platform will allow a MobilePay app user in Denmark to transfer money to a Swish payment app user in Sweden.

#### CHALLENGES

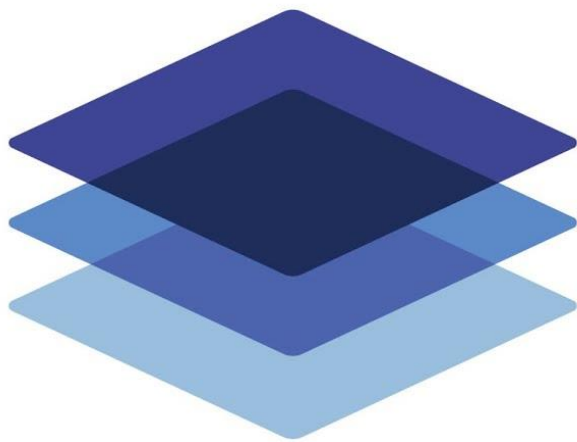
- **Standardisation and harmonisation of payments in the Nordic countries:** P27 is built on the ISO20022 format with the Nordic Payments Council (NPC) managing the Nordic payment systems. Open access and a common infrastructure will enable further harmonisation of the European payment landscape. P27 aims to replace a currently fragmented clearing landscape with a new infrastructure that provides simplicity and efficiency of scale, harmonisation and standardisation of payments, instantaneous capabilities, modular functionality, increased transparency and a resilient design capable of implementing robust security measures.
- **In a white paper published in June, P27 highlights the growing importance of instant payments and the need to ensure systemic resilience in the future.** This article aims to explain how P27 sees its role and the role of other players in the payments ecosystem in the future.
- **Building a common infrastructure:** The Nordic Payment Platform marks a new chapter in the so-called 'mutual interest' collaboration between the six rival financial groups. Deepening cross-border cooperation has gained critical traction in the face of increased competition in the digital payments sector from a growing number of fintechs and niche online banks.

#### MARKET PERSPECTIVE



- Last month Danske Bank launched its Turn to New Tech initiative, which encompasses greater use of application programming interfaces (APIs), cloud technology and better use of data in all key areas of the bank's business units.
- Sveriges Riksbank, the Swedish central bank, successfully completed the first phase of its migration to the Instant Payment Settlement System (TIPS), which paved the way for instant settlement of payments from EU countries to Sweden and vice versa, thus integrating the Swedish krona into the European mechanism.

Source : [Presse release](#)



# P27

## Nordic Payments

# IoT, connected devices

## Caixa and Visa deploy Swatch Pay! in Spain

CaixaBank has partnered with international payment giant Visa to offer the Swatch Pay! payment service supported by Swatch watches. This first in Spain is not a world first but represents a new impetus for payment via wearable devices, whose various initiatives have failed to become widespread.

### FACTS

- From now on, CaixaBank customers will be able to download Visa cards issued by their bank onto a Swatch Pay! compatible analog watch with NFC technology.
- The compatible watches can be purchased online or in a Swatch shop. They allow CaixaBank customers to carry a Visa payment card to make contactless payments in shops or restaurants, for example.
- To install their card, CaixaBank customers can choose from several options:
  - download the dedicated application, Swatch Pay! on their iOS or Android mobile,
  - ask in shop to receive a QR code to perform the operation from their smartphone,
  - set up their future smartwatch online when they buy it to receive it configured.
- The CaixaBankNow online banking services then allow them to manage a card downloaded to their mobile devices, including the Swatch Pay! card.
- They will only be asked for the card's PIN code to validate purchases over 50 euros.

### CHALLENGES

- **Continuing its geographical deployment:** Although Swatch Pay! is not yet available in France, the service is now accessible to consumers in some fifteen countries around the world: Austria, Germany, Denmark, Spain, Finland, Italy, Kuwait, Norway, the Netherlands, Poland, Portugal, Russia, Sweden, Switzerland, the United Arab Emirates, the United Kingdom and Ukraine.
- **Strengthening its leadership position:** For CaixaBank, the diversification of its mobile payment solutions represents an important challenge since the bank must confirm its status as market leader. It has 3 million customers using this type of service and will have carried out more than 240 million transactions by 2021. CaixaBank customers have also increased their use of mobile payment by 57% in 2021. In addition to Swatch Pay!, CaixaBank cards can also be used via Apple Pay, Samsung Pay, Garmin Pay and FitBit Pay.

### MARKET PERSPECTIVE

- Presented as a new medium of the future since the mid-2010s, wearable devices have not finally triggered a profound transformation of payment services and uses.
- Various initiatives have been taken around the world since then, by a variety of players, both traditional and more specialised. CaixaBank, for its part, is continuing its efforts to encourage the adoption of this type of practical service in the daily lives of its customers.

Source : [Presse release](#)



# Cryptos and CBDC

## Worldline launches a virtual showroom in the Metaverse

The payment services company Worldline will be one of the first payment companies to enter the Metaverse. It will launch a virtual showroom dedicated to its merchants, which will allow them to open their own white label shop and use Worldline's payment services. The aim of this new showroom is to bridge the gap between the virtual world network and the real world for e-commerce companies.

### FACTS

- French company Worldline has announced the public launch of one of the first virtual showrooms operated by a payment company.
- The Worldline Métavers showroom went live in March and is located in Decentraland, in an area called Crypto Valley. It is organised around events:
  - a "merchant of the month" area, placed in the heart of the Worldline virtual terrain, presenting a merchant with a new product. The product can then be purchased directly via the Worldline payment engine.
  - A café area powered by Payone, Worldline's joint venture with Germany's Sparkassen-Finanzgruppe (DSV), the leading merchant services provider in Germany and Austria. This space will encourage social interaction and informal meetings between users, Worldline representatives and merchants.
  - A virtual stage for events with space to host virtual product presentations and share knowledge with Decentraland users.
  - the possibility to support charitable projects, starting with support for Ukraine through well-known charities. Social responsibility is at the heart of Worldline's concerns, hence the importance of helping those in need.

### CHALLENGES

- **Seizing an opportunity after e-commerce:** The metaverse (and Web3 as a whole) is undoubtedly the next step in the development of the Internet. For Worldline, facilitating access to its merchant base and customers and providing a secure and transparent payment process in the Metaverse is an unavoidable opportunity. After the e-commerce revolution, Worldline wants to accompany this new revolution and help its merchants to position themselves to encourage the development of the commercial side of the metaverse.
- **Reconciling virtual and real payment:** Customers who do not hold crypto-currencies can make purchases from companies that use them for transactions. With the solution developed by Worldline and its crypto processing partner Bitcoin Switzerland, merchants can accept payments in Bitcoin or Ether as easily as any other traditional payment option.

### MARKET PERSPECTIVE

- With the divestment of its terminal business inherited from the Ingenico acquisition, the group's strategic direction is to make Worldline a leading international Paytech. To achieve this, the company is banking on its positioning with merchants and banks as a single point of entry to the payment ecosystem.
- The investment bank JPMorgan unveiled a showcase in Decentraland last February. Its aim is to be forward-thinking and to position itself as a forerunner in anticipating potential business opportunities.

Source : [Presse release](#)



## Coinhouse wants to become the first crypto-bank

French crypto asset trading and investment platform Coinhouse has completed a funding round in which Oddo Bank is participating. This new investment should allow Coinhouse to diversify its offer around crypto-currencies and to develop it internationally. Above all, it marks the brand new interest that traditional banks have in these investment instruments.

### FACTS

- Founded in 2015, Coinhouse was the first exchange platform to be registered as a digital asset service provider (DASP) in France in 2020.
- It has just successfully completed a second fundraising round of €40 million. Among the participants in the round were ConSensys and the bank ODDO BHF.
- Since the launch of its mobile application for the general public, Coinhouse has offered an increasingly wide range of services adapted to all investor profiles:
- a customer service department composed of crypto experts, based in Paris, multilingual and accessible by email and telephone;
- a team of account managers and experts dedicated to corporate clients;
- products for managing crypto savings: Crypto passbook and Managed Accounts in particular. Coinhouse launched a tethers savings account at the end of 2021;
- a crypto custodian offering for institutional investors and large accounts.
- The company also wants to accelerate its international expansion by doubling its turnover abroad this year, particularly in Luxembourg.

### CHALLENGES

- **This is the first time in France that a so-called "traditional" financial player has invested in a specialist crypto player.** Benoît Claveranne, manager of ODDO BHF, says he is convinced that there is a real transformation challenge for the sector in which it is necessary to participate to better understand it. The bank will take a seat on the fintech board. This move is symptomatic of the growing interest of banks in a sector that they had long neglected. Today, the status of PSAN, which provides a framework for the players, has made it possible to reassure all the players in the chain. As for Coinhouse, it now offers a service similar to that of a bank. For example, it offers a management mandate to invest in bitcoins and ethereums, like a private bank. These are all criteria that justify ODDO BHF's interest.
- **Focusing on BtoB:** The company claims to have already supported more than 20 major French and international brands by enabling them to securely acquire and hold land in metavers, or to accept payments in crypto that are immediately converted into euros for the sale of non-fungible objects or tokens (NFT), without having to manage the complexity of a portfolio or the accounting management of volatile assets. Today, the BtoB segment represents nearly 30% of its revenue and is set to grow.

### MARKET PERSPECTIVE

- Coinhouse has also just announced a partnership with the BtoB neo-bank Qonto, to allow the latter's corporate clients to invest part of their cash on crypto-assets. This is a demand that comes from Qonto's customers.
- The bank Delubac & Cie has also just launched an offer to buy and sell and hold crypto-currencies for institutions, companies and individuals, a new sign of the maturity of this market.
- The stock market crisis that affected technology stocks in the US did not spare crypto players, who themselves experienced their own crash after the collapse of Terra. Investments have become rarer and tend to select projects with a long-term transformation.

## Profile

- Coinhouse states on its website that it manages over 350,000 accounts.
- It employs around one hundred people.
- A subsidiary of the French unicorn Ledger, it became independent in 2018.
- The company has been profitable since the end of 2020.

Source : [Presse release](#)





## Young Platform densifies the French crypto market

Italian FinTech Young Platform, which created a platform for managing and investing in crypto-currencies, has just announced that it has raised a large amount of money to accelerate its internationalisation. Among its target countries, France. A deployment that contrasts a priori with the current crisis observed on the crypto-currency markets, but which confirms the potential that investors continue to see in the long term.

### FACTS

- Young Platform has closed its new investment round for an amount of €16 million. This round of financing was notably carried out with Azimut, one of Europe's leading independent asset managers with over €83 billion in total assets.
- Young Platform previously operated in Italy, where it offered a platform of digital products capable of facilitating access to the crypto-currency market.
- Its offering is distinguished by its educational approach and its efforts to popularise content on blockchain technology and its applications. It also supports a unique system of rewarding its customers via its own digital currency YNG.
- With these new funds, Young Platform will now offer its services outside its historical Italian borders, in particular in France and Spain.
- However, the FinTech says it is still waiting for its PSAN registration for the moment.
- Young Platform also plans to recruit new employees to increase its team from 41 to 110 by the end of 2022.

### CHALLENGES

- **Building on very rapid growth to push its advantage more widely in Europe:** Young Platform raised its first round of funding for an amount of €3.5 million in June 2021. Since then, it has become one of the top three crypto-currency trading platforms in Italy, with a 36% market share, and is growing significantly. As a result, the company had more than one million users at the end of the first quarter of 2022 and was managing a transaction volume of €200 million at the end of December 2021.
- **Democratising crypto-assets:** The main objective of Young Platform's fundraising is to simplify and expand access to the world of crypto-currencies. To achieve this, the platform intends to develop its model towards that of an alternative, digital bank focused on new financial services.

### MARKET PERSPECTIVE

- The crypto-currency market is currently hit by a deep crisis, highlighted in the news by the historic fall in the price of bitcoin.
- But Young Platform prefers to highlight the opportunities of its market in the longer term. The FinTech company highlights the fact that the crypto-asset market has almost tripled in value by 2021, rising from \$772 billion on 1 January to \$2.19 trillion on 31 December.
- The outlook remains broad as globally, more than a third of Millennials believe crypto-currencies will replace cash and cards according to data from Deutsche Bank. Nearly 8% of French people also own crypto-currencies and 30% of French people are considering acquiring them, according to a study by consultancy firm KPMG



Source : [Presse release](#)



## Meta Pay officially launched, clarifying its ambitions

After an announcement linked to its name change last May, Meta Pay is now officially launched. This is an opportunity for the Meta group to specify the ambitions of its new payment body, largely dedicated to the new Metaverse environment.

### FACTS

- Mark Zuckerberg, CEO and founder of Facebook/Meta, has just published a post on his own social network to clarify the official launch of Meta Pay and, above all, its ambitions.
- And Meta's in-house alternative payment method is clearly identified as a tool dedicated to the Meta ecosystem as well as the new Metaverse environment.
- This digital wallet will allow users of the group's services (Facebook, Instagram, WhatsApp or Messenger) to make purchases, send money and make donations.
- But the service will also be available to visitors of the Metaverse, in order to carry out the same actions in the new generation virtual ecosystem.
- It will not only focus on payment but plans to establish itself as a full-fledged wallet for them. Meta Pay will allow them to store key information such as proof of their digital identity and all their digital assets (such as NFTs for example).
- Meta Pay is also presented by its creator as an interoperable tool capable of bridging different virtual worlds, preserving the value of wallets from one digital world to another.
- These new features should be available in the near future.

### CHALLENGES

- **Renewing its model:** As the world's leading social network, Facebook has long been working to perpetuate diversified activities (marketplace, means of payment) capable of capitalising on its strike force to impose in-house models on new markets. With varying degrees of success. Because the change of Facebook to Meta should make us forget that the group is losing ground in its core business (the network has lost subscribers) and that its diversified initiatives have met with a lot of resistance. This change of name reflects an urgent need to find a new way to remain relevant in its market.
- **A new world, a new currency:** This strategic shift by Facebook/Meta also illustrates the importance that the web giant attaches to the new environment of the Metaverse, a promised land for new digital activities. The question of payment in the Metaverse is a major one, since the environment is presented above all as a new space for exchange and sharing. It also offers a ready-made legitimacy for cryptocurrencies, even though their integration into the real world remains contested.
- **A virtual alternative to Wallets:** In his definition of Meta Pay, Mark Zuckerberg defined the basis of a Meta Pay capable of imposing itself as a 100% digital version, adapted to the virtual world, but a real alternative to the current Apple Wallet, Google Wallet or Samsung Wallet that are offered in the physical world.

### MARKET PERSPECTIVE

- Meta is now clarifying its ambitions at a time when the world of Metavers is still under construction. But the web giant seems to see it as a real Eldorado, a world more adapted to crypto-assets, which would offer all its place and legitimacy to an alternative wallet model, and if possible that of Meta.
- Other specialised players such as payments giant Worldline have seized the opportunity that payment represents in this new environment. Even if Worldline's solution is aimed more at merchants by offering them an acceptance solution, the enthusiasm of these players for this virtual universe should force its democratisation.

Source : [Site officiel](#)



# Digital ID & Biometry

## Study: A French plebiscite for the European digital portfolio

Thales has just published a study on the support for the future European digital wallet. 85% of French people said they were in favour of using this future device, which will allow them to identify themselves, exchange personal data with public authorities on their mobile and, incidentally, pay bills.

### FACTS

- The survey was conducted by Thales in December 2021, among 1,835 citizens in Belgium, Czech Republic, France, Germany, Italy, the Netherlands and Sweden.
- The French and Italians were the most positive about the EU Digital ID Wallet (EDIW), with 85% and 75% respectively saying they would use it.
- 66% of respondents identified security as the most important priority, while 46% see it as a convenience and 31% as a privacy factor.
- Just over 1 in 4 respondents already use an official national digital ID (27%); but just under half currently use only an unofficial scan or copy of an official physical document (45%).
- In almost all the countries surveyed, the government is identified as the preferred provider.
- In terms of UX, 34% of respondents currently have problems proving their identity when renewing an identity document, 30% have problems when making a high-value purchase and 29% have problems when applying for financial services.

### CHALLENGES

- **A self-serving study:** Thales is interested in Europeans' appetite for digital identity because it is itself a solution provider with Digital ID Wallet. "As a leader in digital security and a trusted provider of digital identities, Thales is committed to meeting these needs with proven wallet solutions," said Youzec Kurp, vice president of identity and biometrics solutions at Thales. However, the study has the merit of pointing out the priority use cases identified by users themselves.
- **Starting a technological and strategic race:** The GAFAs are also betting big on the wallet, a new version of the super-app, which embeds numerous services (identity cards, health cards, digital car keys, etc.). Several of them have already positioned themselves, such as Apple, which now stores American driving licences in its Apple Pay wallet. The European authorities must face up to these attempts and position themselves in this strategic niche for European sovereignty. Cybersecurity and the protection of personal data must be at the heart of this future system, even if this requires additional time.

### MARKET PERSPECTIVE

- In June 2021, the European Union officially confirmed its intention to introduce a Europe-wide digital wallet that will allow all EU citizens to link their national digital identity with other personal attributes and store them on their mobile phone.

- From the call for expressions of interest to identify a consortium of stakeholders, to the call for projects, the pace of this digital wallet project is fast.

Source : [Presse release](#)

