

PRESS RELEASE

## **Start-up Digital Vouchers and gift card specialist epay announce mobile prepaid credit management partnership**

**Cologne/Munich, July 1, 2020:** "MeinGuthaben", a service provided by the recently established North Rhine-Westphalian company Digital Vouchers GmbH, enables consumers to manage credit on all commonly used gift cards and prepaid products flexibly in one application available as an app and on the Internet. The company's cooperation with epay, Europe's leading provider of prepaid and gift card solutions, will from now on also encompass the provision of prepaid credit products from the gaming, entertainment and shopping sectors. "With epay as our partner, we are adding both globally recognized and local brands to the portfolio we offer our customers and making it much more varied than the range of gift cards that consumers have previously been familiar with from the retail sector," says Sven Morawek, CEO of Digital Vouchers GmbH.

In this partnership, epay acts as a content supplier and uses the prepaid credit wallet to offer its more than 2,000 brand partners worldwide to access a new, innovative distribution channel with marketing opportunities tailored to each target group. "Our cooperation with the start-up is part of our expansion strategy. We are creating modern digital options for our brand partners so that they can stay connected with their customers, not only in-store but also online and using mobile technology," says Stephan Heintz, Senior Director Issuing epay.

### **Everything in one mobile prepaid credit wallet**

MeinGuthaben combines the management of vouchers for renowned gaming, entertainment, mobile communication and shopping brands as well as prepaid smartphone credit for reputable SIM card providers in one central customer account. There are no extra costs for the consumer!

Besides using it themselves, customers can also send credit to third parties by creating individual, personalized gift cards and sending them online or by regular mail.

### **MeinGuthaben – how it works:**

- Download the MeinGuthaben app from the [Apple App Store](#) or [Google Play Store](#), or visit <https://www.meinguthaben.de/>
- Create a personal customer account
- Choose the product and value you wish to buy or load your MeinGuthaben account and make your payment using a standard payment method such as Klarna, credit card or voucher card from a store.
- Or make someone's day: design the movie gift card or the wish voucher, redeemable at over 500 shops, and send it by e-mail or regular mail.
- Once you have successfully made your payment, go to the personal area and you will find the code you need to redeem your credit, e.g. to go shopping or to load funds onto your smartphone.

### **epay is expanding into digital channels and developing additional solutions for digital gifts**

The company's brand partners benefit not only from a new, innovative distribution channel but also from "just-in-time" promotion opportunities in the app that are controlled by the respective target groups; these can provide short-term support for promotional campaigns, discount offers, extras, bundles, and product launches, e.g. of new games, series or movies (e.g. movies, games).

The app also offers potential for epay when it comes to digital gift cards, since personalized design is a trump card for users in the field of e-commerce. As the company identified in its trend study "[Gift Cards in the Digital Age](#)", around one quarter of respondents said that individual design and the opportunity to create their own designs is important when buying gift cards online.

**Information for press officers: The partners will give journalists 10 euros in credit for test purposes if they send their contact data to [presse@epay.de](mailto:presse@epay.de).**

#### **About MeinGuthaben**

MeinGuthaben is a brand owned by Digital Vouchers GmbH, a company based in Brilon, NRW. The app and the web application combine the management of flexible credit for renowned gaming, entertainment, mobile communication and shopping brands as well as prepaid smartphone credit for reputable SIM card providers in one customer account. There are no extra costs. Besides using the credit themselves, customers can also create individual, personalized gift cards for third parties and send them online or by regular mail. Payments are made using well-known online payment methods or store cards. MeinGuthaben was established in the spring of 2020.

#### **About epay**

epay is a world-leading full-service provider for payment processing and prepaid solutions that processed 1.5 billion transactions in 2019. The company has built up an extensive network of retailers with 732,000 point-of-sale terminals in 54 countries, to connect renowned brands with consumers all around the world. The company offers a portfolio of gift cards (prepaid, closed loop and digital media), business incentives and payment solutions (card acceptance, terminals, e-commerce, mobile and Internet of Payment) for omnichannel commerce, and offers its services thanks to its proprietary cash register integration software. epay is a division of Euronet Worldwide, Inc. (NASDAQ: EFFT), a Kansas-based company which earned \$2.7 billion in revenue in 2019, employing a staff of 7,700 employees and serving customers in 170 countries.

#### **MeinGuthaben press contact:**

Sven Morawek  
Digital Vouchers GmbH  
Bahnhofstr. 43  
59929 Brilon  
+49 173 9 83 83 9 0  
[smorawek@meinguthaben.de](mailto:smorawek@meinguthaben.de)

#### **epay press contact:**

Jana Weisshaupt  
PR & Communications  
epay - transact Elektronische Zahlungssysteme GmbH  
Fraunhoferstr. 10, D-82152 Martinsried  
+49 89 899643-499  
[j.weisshaupt@epay.de](mailto:j.weisshaupt@epay.de)  
[www.epay.de](http://www.epay.de)