



PRESS RELEASE

Bye Bye Cash: New Payment Technology Conquers Mass Market orderbird and ConCardis provide cashless payment with NFC, Apple Pay & Co.

Berlin / Eschborn, 17th, February 2015. The iPad Point of Sale (POS) provider orderbird www.orderbird.com, together with its strategic payment partner ConCardis (www.concardis.com), introduces a solution for cashless payment with card or contactless via NFC (Near Field Communication) such as Apple Pay.

The joint product makes orderbird the most affordable and accessible provider of cashless payments in the DACH (Germany, Austria, Switzerland) market of mobile POS (mPOS) systems. Both companies aim is to further strengthen its leading position in the German speaking markets.

ConCardis is one of Europe's leading providers with around 30 years of experience in the field of cashless payment, as well as more than 400,000 points of acceptance.

Cost leadership in the field of mPOS systems

The newly developed Chip-and-Pin card reader allows for secure card payments and contactless payments via cards or smartphones equipped with a NFC-Chip. "The integrated payment solution by orderbird and ConCardis is the most affordable in the POS market. We want to set a standard, and provide our customers with the best solution in the industry creating further demand for our services", says Jakob Schreyer, CEO and founder orderbird. The card payment solution is seamlessly integrated into the POS system. It allows even the smallest of restaurants and mobile food operators to offer cashless payment that is both attractive and flexible for them. The fee for the business is small with only 0.95 percent for EC-cards and 2.5 percent for credit cards per transaction - there is no minimum volume of sale requirement, base fee or fixed contract.

Cashless payment Trend in Retail and Technology

Card payments are popular among consumers. The NFC-technology has started to gain traction since most mobile phones and wearables are already equipped with the technology – Apple Pay is also based on NFC. Big companies like Toshiba, BMW and MasterCard have recently announced at CES that they are planning on expanding their services based on NFC. The synergies of cashless payment options in modern consumer devices and POS technology allows for the market to be developed quickly.

Marcus W. Mosen, COO ConCardis says: "We are setting new benchmarks with our mobile payment solution - making POS card acceptance easier and cheaper. With our new card reader every hospitality business today can already take advantage of a payment solution that provides the standards of the future."



About orderbird:

orderbird (www.orderbird.com) is an award-winning iPad Point of Sale system for the hospitality industry. orderbird was founded in 2011 by Jakob Schreyer, Bastian Schmidtke, Patrick Brienen and Artur Hasselbach with the goal of establishing a more affordable and intuitive POS system that fits the real needs of the modern catering industry. The fast-growing company is currently home to more than 60 employees at its Berlin location. Over 3,000 customers — restaurants, cafés, bars, clubs, ice cream shops and beer gardens — in the United Kingdom, Ireland, Germany, Austria, Switzerland are already using the orderbird POS system.

About ConCardis:

ConCardis (www.concardis.com) is a joint venture between German banks and savings banks and is one of Europe's leading providers of cashless payments, with some 30 years of experience in the field of card acceptance. The company serves 230,000 customers in Germany, Switzerland, Austria and Benelux, providing a full range of debit and credit card payment services to around 400,000 points of sale in face-to-face retailing as well as in e-commerce and mail order. The payment institute is authorised by the German regulatory authority BaFin and is successfully expanding into other European markets.

Press Contacts:

orderbird:

Nicole Scheplitz

Tel.: +49 176 100 22 491

E-Mail: press@orderbird.com

www.orderbird.com/presse

Pressekontakt ConCardis:

Kerstin Pitsch

Tel.: +49 69 7922-4681

E-Mail: presse@concardis.com

www.concardis.com