



In-App-Bezahlen – Use Cases und Potenzial

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giropay ist ein Zahlverfahren der paydirekt GmbH.

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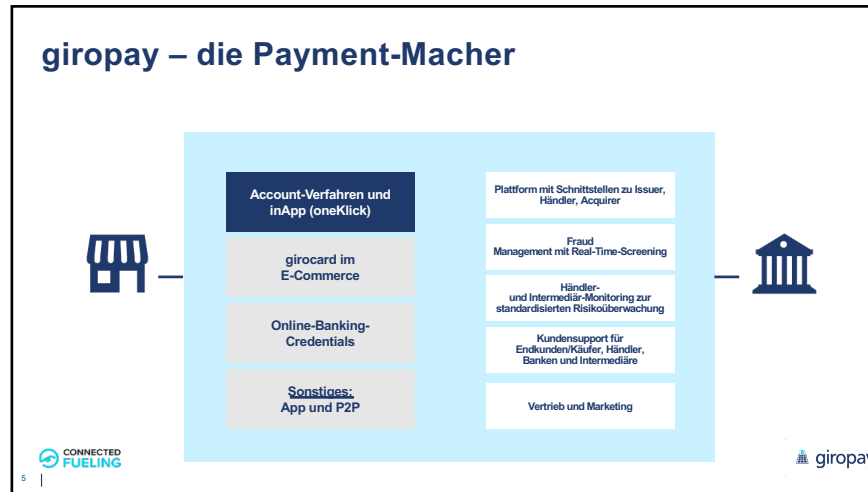
In-App, In-Car, In ...– über was sprechen wir?

In-App (on Smart-Phone or Watch)

Apple CarPlay / Android Auto

In-Vehicle / AOS

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In-App-Payment-Rational 1: Convenience



- Payment, dort wo Kauf stattfindet
- keine zusätzliche Dateneingabe
- keine Medienbrüche
- Account-2-Account (je nach Service)

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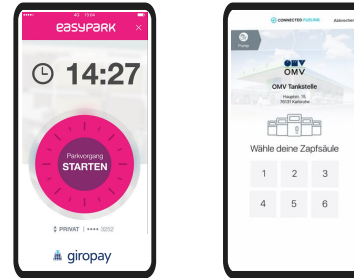
In-App-Payment-Rational 2: Conversion und Lock-in



- einmalige Einrichtung
- friktionslose Zahlung
- kleiner Schritt von Engagement zu Kauf
- Lock-in-Effekt: sinkende Wechselbereitschaft

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Use Cases Parken und Tanken – mit giropay

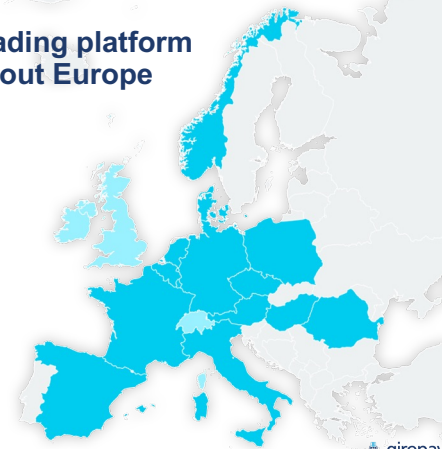


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Connected Fueling is the leading platform for mobile payment throughout Europe



A wide & growing variety of integrations to the infrastructure (e.g. POS system) of the service stations = meta aggregation.



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No. 1 in B2B




The broadest portfolio of digital fuel cards available.

CONNECTED FUELING

giropay

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...and B2C



All relevant consumer payments in one application.

CONNECTED FUELING

giropay **Apple Pay** **Google Pay** **PayPal** **VISA** **AM EX**

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PACE Drive – Most complete solution

Available on all devices



Cars & Trucks: Apple CarPlay/
Android Auto + In-vehicle

Smartphone

Smartwatch

CONNECTED FUELING

giropay

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Ausblick: Convenient Payments in der Individualmobilität



IN-STORE

CHARGING

WASHING

TOLLING

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