

PRESS INFORMATION

heidelpay strengthens position by acquiring UNIVERSUM Group

Transaction volume tripled to €6 billion – heidelpay sends a clear growth signal to the market

22nd January 2019 – Heidelberg/Frankfurt am Main. The heidelpay Group, one of Germany's fastest-growing fintech service providers, is to take over the Frankfurt-based UNIVERSUM Group, a specialist in white label invoice payments. This transaction was approved by Germany's Federal Cartel Office earlier this week – the parties have agreed not to disclose any information on the purchase price.

By taking over the flexible payment and debt collection specialists from Frankfurt, the heidelpay Group is further stepping up the strong growth of previous years. In 2019, the Group expects to almost double the revenue that it generates, which will be in the region of €90 million. The Group also expects the retailer volumes handled in 2019 to increase tenfold compared with the year in which private equity company AnaCap Financial Partners came on board. Between 2017 and 2018 heidelpay could therefore triple its transaction volume to nearly €6 billion and boost the number of transactions by 150 percent.

Mirko Hüllemann, founder and CEO of heidelpay, explains: "Taking over the UNIVERSUM Group is an important milestone for us with a view to our future development. We are therefore delighted that the Federal Cartel Office has given us the green light." As a result of the acquisition, the UNIVERSUM Group's FlexiPay® in-house payment solutions are now also part of heidelpay's product range. With this move, heidelpay is building on its dominant position as an independent provider of its own payment methods on the European market.

As Mirko Hüllemann explains: "Here at heidelpay we specialise in processing payments – that is our core business. This acquisition allows us to broaden our position and to grow more quickly as well. We are now in a position to offer our customers a full-service package." Purchasing the UNIVERSUM Group, which also specialises in risk and receivables management, will enable heidelpay to cover the entire payment value chain with its solutions and, in turn, secure a greater share of the fast-growing digital market. By improving the checkout experience, heidelpay will be able to increase its appeal for major clients in particular. Mirko Hüllemann: "I have no doubt that there are exciting times ahead for us and for the payment sector as a whole."

Taking over the UNIVERSUM Group is a strategic move in the Heidelberg-based fintech service provider's efforts to expand its portfolio. Austrian payment service provider mPAY24 and POS service provider StarTec Payment & Service GmbH recently became part of the Group as well.



About heidelpay Group

Based in Heidelberg, the heidelpay Group is one of the fastest-growing and most innovative fintech service providers in Germany. The international payment processing specialist uses its own specially developed solutions such as payment via invoice, instalment payment, direct debit, direct payment and prepayment – and those of leading providers of credit cards or wallet solutions. As a payment institute authorised by the German Financial Supervisory Authority (BaFin) and with over 16 years of experience in e-commerce and at the POS to its credit, the heidelpay Group allows companies of all sizes to effect worldwide payment transactions.

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