



Nexi Now Offers Tap to Pay on iPhone for Merchants in Italy with Nexi SoftPOS

Nexi brings an easy, secure, and flexible way to accept contactless payments, with only an iPhone and Nexi SoftPOS, initially to Italian merchant customers.

Milan — 29. May, 2024 — [Nexi](#), the European PayTech, now enables merchants in Italy to accept in-person contactless payments seamlessly and securely with Tap to Pay on iPhone, and will continue to expand the availability of Tap to Pay on iPhone to its customers in Europe where the service is available.

Tap to Pay on iPhone allows merchants to accept all forms of contactless payments, including contactless credit and debit cards, Apple Pay, and other digital wallets, using only an iPhone and the Nexi SoftPOS app, with no additional hardware or payment terminal needed.

At checkout, the merchant will simply prompt the customer to hold their cards, their iPhone, or Apple Watch to pay with their contactless credit or debit card, Apple Pay, or other digital wallet near the merchant's iPhone, and the payment will be securely completed using NFC technology. Tap to Pay on iPhone also supports PIN entry, which includes accessibility options.

Apple's Tap to Pay on iPhone technology uses the built-in features of iPhone to keep the business and customers' data private and secure. When a payment is processed, Apple doesn't store card numbers on the device or on Apple servers.

As well as providing an affordable, simple, and safe way to accept digital payments, Nexi's SoftPOS solution allows merchants to manage transactions in real time and easily send receipts providing merchants with increased flexibility and mobility. The solution enables the secure and simple processing of cashless payments at a mobile point of sale where the payment can take place from Apple devices exactly where the customer is without being limited by where the cash register is placed.

*"Enabling Nexi SoftPOS also on Apple devices provides Italian merchants with more flexibility and choice, resulting in an easier shopping experience for consumers and creating additional revenue opportunities to grow their business - **comments Roberto Catanzaro, Chief Business Officer of Merchant Solutions at Nexi** - With this expanded mobile offering, we are taking another step toward increasing the adoption of digital payments in Italy and further afield, as we look to help merchants and consumers across Europe benefit from more convenient payment options".*

Tap to Pay on iPhone enables Nexi customers to use a contactless payment acceptance solution that is easy to set up and use. Merchants will be able to unlock contactless payment acceptance through the Nexi SoftPOS on an iPhone XS or later running the latest version of iOS and can simply download the Nexi App from the Apple App Store to start accepting contactless payments within minutes.



For more information on Nexi please visit www.nexigroup.com.

Nexi

Nexi is the European PayTech, present in high-growth, attractive European markets and technologically advanced countries. Listed on the Euronext Milan, Nexi has the scale, geographical reach, and capabilities to drive the transition towards a cashless Europe. With its portfolio of innovative products, e-commerce expertise, and specific solutions for the industry, Nexi can provide flexible support for the digital economy and the entire payment ecosystem globally through a wide range of channels and different payment methods. Nexi's technological platform and best-in-class professional skills in the sector allow the company to operate at its best in three market segments: Merchant Solutions, Issuing Solutions, and Digital Solutions. Nexi continuously invests in technology and innovation, focusing on two fundamental principles: meeting the needs of its customers together with its partner banks and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments, offering customers the most innovative and reliable solutions to better serve their customers and grow. This is the way how Nexi promotes progress for the benefit of all: simplifying payments and enabling people and businesses to build closer relationships and grow together. www.nexi.it www.nexigroup.com

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