

BlueSnap Taps First Data for Payments Processing Around the World

New relationship provides safe, secure cross-border payment capabilities for eCommerce merchants

WALTHAM, Mass. — November 20, 2014 — Merchants often view selling globally to be too complicated and overwhelming. Understanding these challenges, BlueSnap, today announced that they have partnered with First Data, the global leader in payment technology and services solutions will provide safe and secure cross-border payment capabilities for the company's ecommerce merchants.

BlueSnap has reinvented and optimized the checkout experience by combining intelligent payment routing, frictionless one-click checkout, cross-border payments, award-winning Smart Subscriptions, multiple integration options and dynamic eCommerce tools into a single international gateway. Combining the power of First Data with BlueSnap's state of the art eCommerce payment gateway provides merchants with the global reach to grow their business and helps BlueSnap achieve their strategy of making every payment successful.

"BlueSnap is an innovative company with a deep understanding of eCommerce and mobile payments," said Guy Chiarello, First Data president. "BlueSnap makes it easy for merchants to sell online with no additional development and First Data makes payment transactions secure and fast with the goal of helping our clients grow their business no matter their size or geography."

As a recognized global technology leader, First Data enables payments around the world for more than six million merchant locations, thousands of card issuers and millions of consumers. First Data supports all payment transactions across a variety of platforms, from mobile and online to the traditional checkout counter, whether they are check, debit and credit or gift card.

"BlueSnap's merchants can now leverage the power of First Data's global processing capabilities when offering our localized shopper experience," said Ralph Dangelmaier, CEO of BlueSnap. "Selling globally has never been easier."

With \$50M in new funding and over 110 employees in Boston, London, Silicon Valley, Israel and Chicago, BlueSnap has moved into an aggressive growth phase spurred by worldwide demand for better checkout experiences and robust cross-border payment processing. Today, BlueSnap supports shoppers in 180 countries with localization in 29 languages, 60 currencies and 110 payment types.

About First Data

First Data is a global technology leader in the financial services industry. With 24,000 employee-owners and operations in 35 countries, the company provides secure and innovative payment technology and services to more than six million merchants and financial institutions around the world, from small businesses to the world's largest corporations. Today, businesses in nearly 70 countries trust First Data to secure and process more than 2,000 financial transactions per second, totaling \$1.8 trillion a year. First

Data's unparalleled infrastructure and partnerships go "beyond the transaction" with next-generation point-of-sale technology fueled by powerful analytics to detect fraud, gain insights into consumer spending, and strengthen customer loyalty. All day, every day, First Data helps its clients thrive in the evolving world of commerce. For more information, visit <http://www.firstdata.com>.

About BlueSnap

BlueSnap is a smarter global payment gateway powering the checkout process for eCommerce merchants worldwide, and fueling growth for online businesses serving global markets. BlueSnap is fulfilling its promise to convert more shoppers to buyers worldwide. Learn more at www.bluesnap.com.

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