

BlueSnap wins Best Merchant Solution at PYMNTS 2016 Innovator Awards

Starbucks, Braintree and BlueSnap win Best Merchant Solution at the prestigious award ceremony presented live at Harvard University

FOR IMMEDIATE RELEASE

Waltham, MA (BUSINESS WIRE) — March 18, 2016 BlueSnap has won a 2016 PYMNTS Innovator Award in the category of Best Merchant Solution. BlueSnap is being recognized for innovation that helps online merchants solve checkout abandonment by providing frictionless mobile checkout for consumers and simple integration to the platform for merchants. This is the fourth year for this competition, which has seen an exponential increase in participants, and has a selection and voting process unmatched in intellectual rigor and competitive energy. **Judges this year included** Janet Estep, **NACHA**, Aaron Goldman, **General Atlantic**, James Hale, **FTV Capital**, Matt Harris, **Bain Capital Ventures**, Hans Morris, **General Atlantic**, Paul Purcell, **Continental Advisors**, Dan Rosen, **Commerce Ventures**, Karen Webster, **PYMNTS.com** and Matt Witheiler, **Flybridge Capital Partners**.

“We are thrilled to win a 2016 PYMNTS Innovator Award along side Starbucks and Braintree. With the Powered Buy Platform, we provide one of the best solutions in the market today to empower merchants to solve checkout abandonment and convert more shoppers to buyers all over the world,” said Ralph Dangelmaier, CEO of BlueSnap.

“The PYMNTS Innovators Awards is one of the most inspiring aspects of The Innovation Project,” says Karen Webster, CEO of Market Platform Dynamics and President of PYMNTS.com. “It puts innovation front and center and serves as a very visible reminder of the creative spirit and energy that will drive our massively dynamic payments and commerce ecosystem forward.”

The Innovation Project 2016 was held on March 16-17 at Annenberg Hall on the campus of Harvard University* This year’s theme: Payments at the Edge, focused on how payments are enabling commerce at the endpoints of many different ecosystems and opportunities.

BlueSnap’s Powered Buy Platform™ can help merchants optimize the eCommerce opportunity and increase their conversions by as much as 40 percent. The Platform provides flexible integration, empowering merchants to deploy the best checkout experience to engage their customers – from API to turnkey embedded checkout. Acquiring connections to multiple local banks around the world are provided through a single integration along with failover to maximize payment authorizations. The Platform also

offers value-added features such as dynamic eCommerce tools, including offers and coupons, subscription billing, fraud prevention and chargeback management. All of these capabilities are designed to convert more shoppers to buyers by solving checkout abandonment challenges.

To learn more about BlueSnap and how the Powered Buy Platform is helping merchants, please visit home.bluesnap.com

About BlueSnap

BlueSnap is a global payments technology company that optimizes global, mobile checkout and drives higher payment conversions by as much as 40 percent for eCommerce merchants worldwide. Their Powered Buy Platform fuels the growth for businesses eager to serve the global consumer and take advantage of the incremental sales opportunities that they represent. Learn how BlueSnap is fulfilling its promise to eliminate friction and convert more shoppers to buyers worldwide at home.bluesnap.com

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