

BlueSnap Welcomes 40 More Customers and New Leadership in Israel

Global payment gateway makes long-term commitment to expanding service, operations and R&D in Israel

HERZLIYA, Israel – October 26, 2014 – BlueSnap announced today that 40 new Israeli companies signed with the global payment gateway in the last 12 months. In addition, BlueSnap signed a long-term office lease in Herzliya and hired Meir Gefen, former COO at KMI Software Systems, to serve as General Manager. These announcements signify BlueSnap’s commitment to expanding service, operations and R&D in Israel.

In the past year, over 40 fast-growing Israel companies started processing payments with BlueSnap including Israel Experience, Feedvisor and EyeClick. They join longtime customers such as DudaMobile, MyHeritage and many others.

“Israel’s entrepreneurs are thriving and innovating in this vibrant hi-tech market,” said Ralph Dangelmaier, CEO of BlueSnap. “We are excited to expand our team and support the amazing growth of our merchants with our smarter payment gateway.”

Over the past 11 years, BlueSnap’s Israeli office has become a key source of innovation and growth for the company. As General Manager of the Herzliya office, Meir Gefen will lead the R&D team.

In his prior role at KMI Software Systems, Meir developed and marketed a suite of web-based enterprise software systems for maintenance knowledge management that is used by technicians worldwide. As VP of Products & R&D at Contentnet Education, he managed the development of an Android-based classroom management system for schools. In previous roles, Meir led software organizations at Applied Materials, Dassault Systèmes and Cimatron. He holds a master’s degree in Electronics Engineering from Tel Aviv University.

“BlueSnap has strong financial backing and a very talented group of people developing the right product in a hot and growing market,” said Gefen. “I look forward to taking the technology to the next level and strengthening BlueSnap’s presence in Israel.”

Israel is the world’s third largest source of NASDAQ-listed companies after U.S. and China with 74 companies currently trading on the exchange. Israel is known to have the world’s highest per capita concentration of high tech startups and engineers.

For more information, please contact Meir Gefen, at +972-9-9527100 or via email meir.gefen@bluesnap.com.

About BlueSnap

BlueSnap is a smarter international payment gateway powering the checkout process for eCommerce merchants worldwide, and fueling growth for online businesses serving digital, physical and mobile markets. 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. With over 10 years experience serving merchants around the globe and supporting shoppers in 180 countries with

localization in 29 languages, 60 currencies and 110 payment types, BlueSnap is fulfilling its promise to convert more shoppers to buyers worldwide. Learn more at www.bluesnap.com.

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