

Paris, January 14th 2019

TRANSACTION CONNECT, the start-up turning any payment card into a loyalty card, got the green light from the French banking authority to expand its technology in Europe

TRANSACTION CONNECT's technology, enabling to bind any payment card to a multi-brand loyalty program to automatically reward customer purchases, has just been certified by the French banking authority (ACPR). The company, already working with Unibail-Rodamco-Westfield, Hammerson and Frey, will now accelerate its development in Europe.

A smoother customer experience and better equipped merchants

TRANSACTION CONNECT reinvents the multi-brand loyalty program leveraging open banking and machine learning technologies.

No need to show a loyalty card, a smartphone or a QR code, any purchase is automatically recognized and rewarded when checking out.

Customers enjoy a cardless loyalty experience and merchants save time at the cash desk!

Already deployed in several shopping centres with very positive users' feedback, the technology has just received the Innovation of the Year Award at the International Retail Property Market show (MAPIC).

"TRANSACTION CONNECT enables retailers, shopping centres, city centres and railway stations, the marketplaces of the physical world, to make loyalty programs exciting again. The recognition of the banking sector is going to help us accelerating our development in Europe, within a favourable regulatory framework, ensuring the protection of our users' payment data" Didier GASTE, founder of TRANSACTION CONNECT.

Security and data protection requirements comparable to banks'

With this new accreditation, TRANSACTION CONNECT is recognised by every single bank in Europe, and thus authorized to provide its technology and services all over Europe.



Indeed, their activity falls within the scope of the European Payment Services Directive n°2 (PSD2), which results from the principle of data portability enshrined in the General Data Protection Regulation (GDPR).

In order to comply with the requirements of this regulation, TRANSACTION CONNECT worked closely for months with the French banking authority.

“This approval highlighted our steady investment regarding security and data protection, and enabled us to reach the very strict standards of the banking sector”
Pierre-Louis DUREL, COO.

The French start-up, leader in its domain, now meets requirements comparable to that required of banks and has access, in complete security, to payment data under the control of the banking authorities.

About TRANSACTION CONNECT

Founded in 2016 by Didier GASTE, former Chief Digital Officer of Unibail-Rodamco-Westfield, TRANSACTION CONNECT provides an exclusive technology to easily implement a spending-based loyalty program. No needs for additional software, hardware or point-of-sale integration, we leverage open banking technologies to collect and analyse purchasing data of customers that gave their opt-in when subscribing to the loyalty program.

Customers enjoy a cardless loyalty experience as they are automatically rewarded when they pay with their usual payment card. In addition, purchase data analysis provide retailers and malls with valuable insights to improve their marketing and strategy.

The service is invoiced as a monthly license in a SAAS mode.

TRANSACTION CONNECT is supported in its development by Wavestone, a consulting firm particularly recognized in the field of cybersecurity, and by Envestnet | Yoddle, world leader in banking aggregation.

References : Unibail-Rodamco-Westfield, Hammerson et Frey

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