



# PAYMENTS LESS COMPLICATED.

## One payment solution across all your shopping channels - Make your life easier with AltaPay.

**An AltaPay solution gives a merchant the ability to keep up with increasingly fierce competition across every shopping channel.**

Through cross channel tokenisation, we track and convert data from all transactions into simple, actionable insights. The result, a single view of the consumer across multiple channels, providing better service delivery, a positive impact on conversion rates, greater personalisation of marketing and the ability to provide a best in class

customer experience wherever and whenever a shopper engages with your brand.

Regardless of whether consumers buy an item online or instore or use their preferred payment method (in Denmark or across Europe), the purchase is mapped to an individual token allowing the merchant to identify consumers across all channels. We provide this for all our customers, and a key differentiator in the market. Choose an AltaPay solution to suit your business.

- ✔ One easy integration to access all international payment and local payment methods.
- ✔ A single gateway for online and instore transactions
- ✔ Complete reconciliation across all sales channels, territories and payment methods.
- ✔ Cardholder Reconciliation across POS and eCommerce platform in real time by use of tokenisation.

**Services for each business area: Acquiring, eCommerce payments, Instore Payments and Terminals and why?**



## Who is AltaPay?

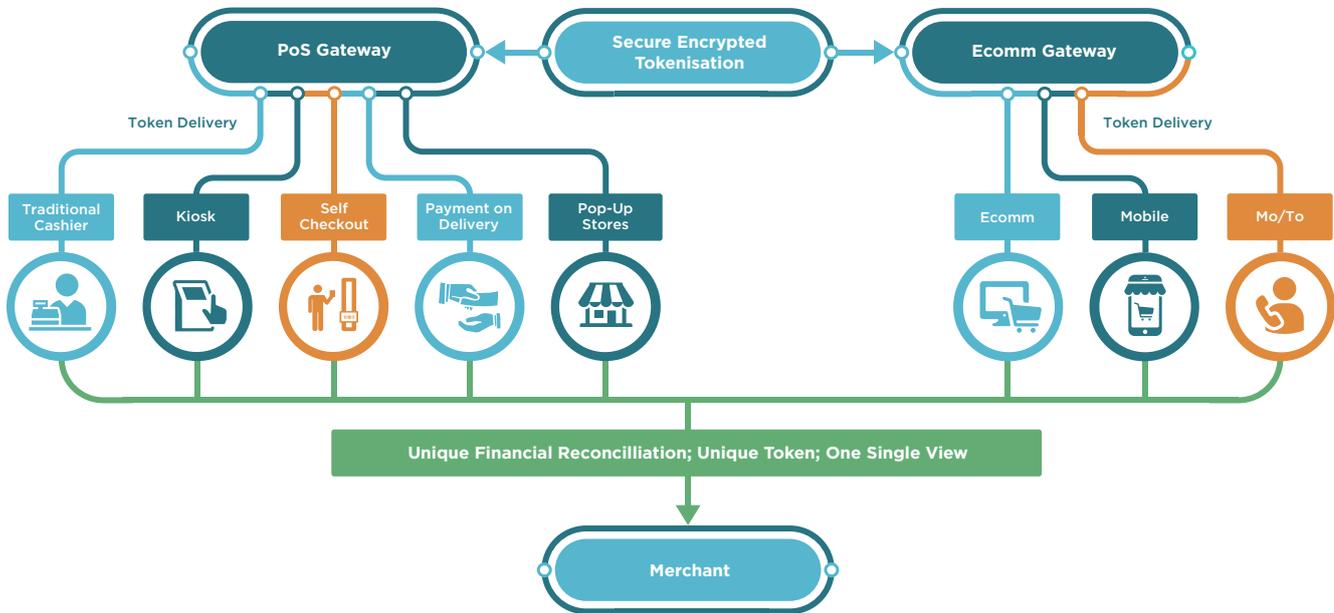
We are an international payment solutions company, founded in 2008 and headquartered in Denmark, we operate worldwide.

We provide a single connection to receive payments across e-commerce, in-store and mobile. An omni-channel payment solution, simplifies payments processing and helps merchants to expand internationally, consolidate service providers, add or merge sales channels, and implement true omni-channel experiences.

**Choose AltaPay, payments less complicated**



# OMNI-CHANNEL. NOT MULTI-CHANNEL.



The optimal payment solution should be simple and efficient with minimal heavy lifting. AltaPay delivers this with its best in class omni-channel gateway solution.

Our solution architecture gives you a holistic view of your payment activities across all geographies, channels and payment methods, all in one consolidated platform.

We support customer loyalty programs and ensure that the returns and refunds process is second to none for your customers. Built with reconciliation at its core, our omni-channel solution provides not just the opportunity for you to provide the best possible experiences to

your customers, but also gives you the possibility to refine and optimise business practices allowing you to spend more time making payments less complicated.

## AltaPay POS solutions...

Caters for all types of retail customers. Our PAX A920 Android solution fully mobilizes your POS system, giving you the flexibility and ability to deliver a customised and personalised payment journey, manage and update devices remotely, easily and in line with your brand.

The PAX Store App is build into our solution giving you the opportunity to supercharge your instore shopping experiences.

LET'S DO YOUR  
PAYMENTS LESS  
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