



Press Release

Paris, 19 October 2023

Lemonway and Payplug upgrade the payment experience of marketplaces

Lemonway, a leading pan-European payment institution in the marketplace sector and Payplug, the omnichannel payment solution specialised in card payments in France and in Europe are joining forces to provide marketplaces with a seamless customer experience.

The marketplace model continues to accelerate, having reached 38% worldwide growth in 2022¹. This success is largely determined by the checkout stage and the seamlessness of payments. Lemonway is therefore integrating Payplug's Payment Facilitator model to optimise payment performance for marketplaces. Indeed, thanks to a direct connection to the Cartes Bancaires network and Groupe BPCE, second largest banking group in France², Payplug achieves a net average acceptance rate of 94%,³ offering a seamless and secure payment experience that favors conversion.

"We chose Payplug to enhance our existing offering and provide an even better response to our increasingly demanding marketplaces. Thanks to this partnership, we are optimising the scalability of our pan-European third-party payment service." - Antoine Orsini, CEO of Lemonway.

Through quick and easy integration of the Lemonway API, marketplaces can benefit from Payplug's technology. The rapid activation of payment methods broadening the base of potential buyers, the availability of MultiCapture optimising the management of multiple baskets or even the provision of Hosted Field to PCI DSS standards leaving marketplaces the possibility of designing their payment page as they wish, will be key elements in the success of their customers' projects.

"What differentiates Lemonway is their unique expertise in the marketplace model. The combination of cutting-edge payment expertise and a thorough grasp of the associated regulations is in line with our desire to make the payment experience smoother for both merchants and buyers." - Antoine Grimaud, CEO of Payplug.

The Lemonway x Payplug partnership is the coming together of two complementary players, who share the ambition of an ever more efficient service for the marketplace model.

¹ Mirakl, 2023

² Groupe BPCE, 2023

³ Payplug, 2023

About Payplug :

Payplug is the French omnichannel payment solution designed for merchants, e-tailers and fintechs. Our cutting-edge technology platform, dedicated conversion tools and expertise in the payment chain are available via our turnkey modules, API or payment orchestrators. We are a team of 350 enthusiasts dedicated to realising the greatest ambitions of our merchants and providing them with a network of over 800 partners. We currently support 17,000 merchants such as Hast and Plantes pour tous, as well as major groups such as Maisons du Monde, Veepee and kiwi.com. Payplug has been part of Groupe BPCE and its Digital & Payments division dedicated to payment, digital and data expertise since 2017.

About Lemonway :

Lemonway is a pan-European Payment Institution offering a solution dedicated to B2B, B2C and C2C marketplaces and alternative finance platforms looking for a payment processing and collection system on behalf of third parties within a secure and regulated framework (KYC, anti-fraud). 400 marketplaces trust Lemonway, including 200 alternative finance platforms. Since obtaining its authorisation in December 2012, the FinTech has opened 11 million e-wallets for users of its partner platforms and has raised €50m from Breega, SpeedInvest and Toscafund. Regulated by the ACPR and with a European passport in 28 countries, Lemonway is based in Paris, Madrid, Milan and Hamburg.

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