



Lyra continues its international expansion with the opening of three new subsidiaries: Argentina, Colombia and Peru

Toulouse, November 21st 2017 – The Lyra group, a recognized expert and leader in securing proximity and online payments, is accelerating its international development, specifically in Latin America, with the opening of new subsidiaries in Argentina, Colombia and Peru.

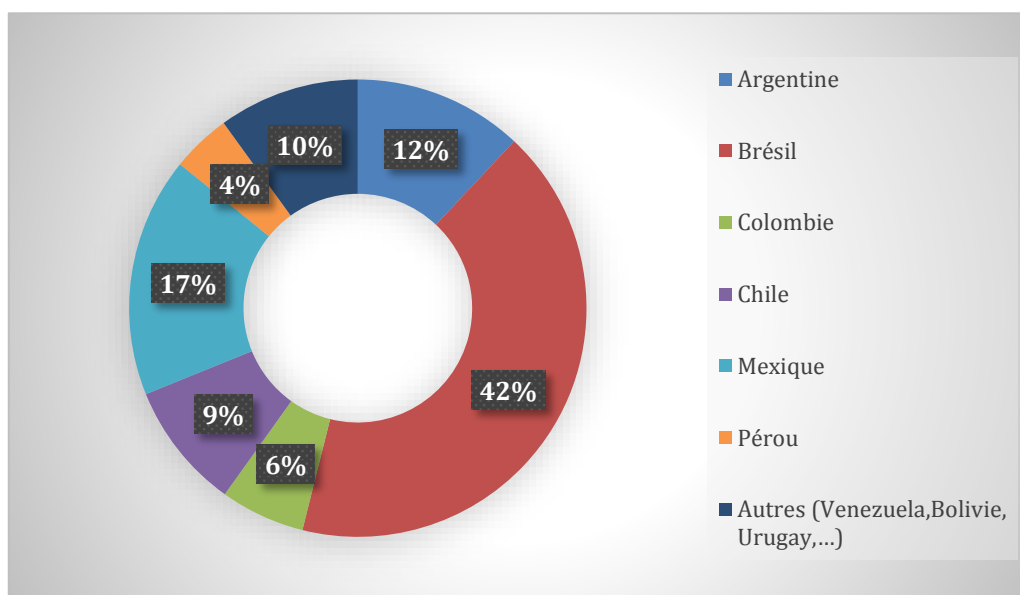
Established in Brazil since 2004 and in Chile and Mexico since 2016, Lyra is now consolidating its positions in the LAC region and fulfilling its ambition: to offer its customers a global service associated with a real geographical proximity.

Broad coverage of e-commerce in the LAC region

With growth in the e-commerce sector averaging 20% and a very high equipment rate, Argentina, Colombia and Peru represent real business opportunities for the Lyra group.

*"In these countries, 20% of payments are already mobile, while in France they reach only 12% for certain types of products. We therefore want to take advantage of this dynamic to offer them our know-how and our innovation in payment technology", says **Thierry Costes, Director of Latin American operations based in Sao Paulo.** "The opening of these three new subsidiaries is the culmination of our strategy to establish ourselves in South America, based on a desire to be closer to our local customers. With this enhanced presence, Lyra now covers more than 80% of e-commerce in Latin America, a market worth more than \$60 billion".*

Focus on the e-commerce share of the LAC region countries where the Lyra group is established



Visa 2016 data

Adjustments specific to Latin America made to be closer to customers' needs

Latin America is the continent with the fastest growth in e-commerce (growth forecasts of +15% for 2018 versus 11% for the rest of the world). Some sectors, such as tourism, are already mature, but others, such as cosmetics, childcare and food are booming.

Thanks to its wide range of means of payment (Visa with payment facilities, Boleto, etc.), Lyra can meet every business need while taking into account the cultural habits related to payment.

On the technology side, m-commerce in the LAC region is still in the development stage at 25%. This opens up exciting prospects for disruptive offers for Lyra who is working on improving user experience for mobile payments.

About Lyra:

Founded in 2001, Lyra secures e-commerce and proximity payments and develops value-added services to manage transactions and equipment on a daily basis. Based in Toulouse, Lyra operates internationally with 10 subsidiaries (Algeria, Germany, Brazil, Chile, Spain, India, Mexico, Argentina, Colombia and Peru). In 2016, the group consisted of over 250 employees and had a turnover of €53 million (at constant exchange rates).

Lyra in a few numbers:

1 out of 2 payments in France is managed by Lyra
over 9 billion payments secured and transmitted in 2016
over 50,000 e-merchants
over 3,000,000 payment terminals in the world

Its services are certified PCI DSS, Visa Merchant Agent and GIE Cartes Bancaires.

<http://www.lyra.com>

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