



## Local Press Release Ireland

### **Lidl Ireland partners with Euronet Worldwide business segment epay to launch gift card malls in stores nationwide**

14 November 2022

The famous retailer, Lidl Ireland, and Europe's leading provider of gift cards and prepaid solutions, epay, today announced their new partnership to launch gift cards into 175 Lidl stores across the Republic of Ireland.

The gift card mall (a physical presentation of all offered gift cards) features globally recognisable gaming, streaming and entertainment brands and many other content partners which are already available for customers to purchase across the retailer's stores.

Since entering the Irish market in 2000, Lidl has been committed to delivering top quality products at the lowest possible prices. Extending the portfolio and offering gift cards of loved and well-known consumer brands, Lidl Ireland has achieved the next milestone on the way to deliver outstanding customer satisfaction.

The use of gift cards continues to grow both for self-use and gifting. They are a great alternative to those who prefer not to use credit or debit cards as payment methods online and make for perfect gift options.

epay, a full-service payment provider and business segment of Euronet Worldwide, is responsible for Lidl Ireland's technical and commercial implementation of the gift card mall. This includes an API integration for enabling seamless gift card activations and transactions through the till system, and end-to-end design, production and implementation. epay's partnership with Lidl Ireland represents another exciting step towards its continuing mission to connect renowned brands with consumers.

Managing Director of epay, Richard Robertson said:

"We are thrilled to announce this new partnership between Lidl Ireland and epay UK. epay is extremely proud to work with Lidl Ireland to launch physical gift card malls in their stores nationwide for the first time, simplifying gift giving for thousands of shoppers across the country every day! Moreover, this is a wonderful opportunity for both Lidl as a retailer and the brands featured on the gift card malls to connect with new customers."

Liam Butler, Business Development Director for Lidl Ireland & Northern Ireland has commented:

"We are thrilled to be a part of this exciting partnership with epay. At Lidl, we strive to provide our customers with the high-quality products and the launch of epay gift card malls in our stores further solidifies this commitment. "

Conor Banahan, Strategic Partnerships Manager for Lidl Ireland & Northern Ireland also commented:

"This partnership acts as the bridge that connects our customers with other much-loved brands



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across Ireland – and this service is right on your doorstep at your local Lidl store! We look forward to seeing these gift card malls in action across our 175 stores in Ireland. “

Find out more about the gift card portfolio here: <https://epayworldwide.com/#supplier-content-categories>

### About epay:

epay, a segment of Euronet Worldwide, Inc. (NASDAQ: EFFT), is a leading global provider of payment processing and prepaid solutions that processed 3.12 billion transactions in 2021. The company has built an extensive network of retailer touchpoints with 770,000 point-of-sale terminals in 63 countries that connects brands with consumers all over the world. The company offers a diverse ecosystem of services, products and solutions supporting the distribution of Payment and Branded Payments for more than 1,000 brand partners via Commerce, eCommerce and mCommerce solutions. For more information visit [www.epayworldwide.com](http://www.epayworldwide.com).

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