



PRESS RELEASE

Lidl launches gift cards in nearly 1,600 supermarkets in France, in collaboration with gift card specialist epay

A major partnership brings top international brands to Lidl checkouts across France

Gennevilliers, France – 12 November 2025 – Lidl France is partnering with epay, the leading specialist in prepaid and gift cards, to offer a new range of products in its 1,600 French supermarkets. The retailer is expanding its offering with gift cards and prepaid top-ups from major video game and entertainment brands. This collaboration allows Lidl to enrich the customer experience and meet a growing demand for this type of product. This initiative is one of a series of launches in different countries and is part of a broader partnership between Lidl and epay, which is already active in several European countries.

With a national presence and a solid reputation for its affordable, quality products, Lidl France serves millions of customers every week. As part of this new initiative, customers throughout France will now be able to easily purchase gift cards for gaming, streaming, shopping, or travel platforms directly at the checkout. It's a simple and convenient way to bridge the gap between physical and digital retail.

Bringing top brands to the checkouts

The launch includes a selection of the ten best-selling prepaid products, among them Les cartes cadeaux PlayStation, Nintendo, PaysafeCard, and EVERYWISH. All cards will be positioned at the checkouts, making them highly visible and easily accessible.

"Our priority is to always bring more value and convenience to our customers through offers adapted to their needs," said Théau DESMEDT, Purchasing Director at Lidl France.

"With epay as our partner, we can offer a wide selection of digital prepaid products from well-known brands, thus meeting the growing demand for content top-ups and gift cards directly at the point of sale during checkout."

epay continues its expansion in France with Lidl and strengthens its leadership in the prepaid market



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epay is the leading distributor of physical gift cards and digital top-ups in France. With a network of nearly 30,000 points of sale, more than 40 distribution partners, and over 50 local and international brands, epay offers extensive national coverage. By integrating Lidl's vast network of supermarkets, epay strengthens its presence and makes digital prepaid products even more accessible in consumers' daily lives.

"With this launch at Lidl in France, epay is proud to extend its prepaid gift card infrastructure through one of Europe's most trusted retail networks," said Amélie Dupuy, Product & Business Development Director at epay France. "This step gives customers real access to a choice of content top-ups and gift cards at the checkout, while demonstrating how epay is accelerating innovation in digital commerce within the physical retail sector."

This partnership reflects epay's commitment to providing scalable, secure, and retail-focused prepaid solutions through strategic international collaborations.

For more information:

Discover more about epay in France at: <https://www.epaydigital.fr/>

Global overview: <https://epayworldwide.com/>

About Lidl France

More than just a supermarket, over the past 36 years Lidl has become a brand that is a partner in the daily lives of the French. With its slogan "Lidl, ça vaut le coup", the brand affirms its commitment to purchasing power and social and environmental responsibility. A major player in the retail sector, Lidl currently has 1,600 supermarkets and 46,000 employees in France. Its offer is based on a selected assortment, almost 90% of which is private label, guaranteeing a single price throughout the country and the best value for money.

About epay

epay, a business segment of Euronet, is a leading global provider of payment processing and prepaid products and solutions. The company has built an extensive network of retailer touchpoints in 65 countries that connects brands with consumers all over the world. The company offers a diverse portfolio of services, products and solutions supporting the issuing and distribution of Payment, Branded Payments and Mobile for more than 1,000 brand partners via Commerce, eCommerce, and mCommerce. An end-to-end solution provider, epay delivers the technology and infrastructure to enable better payments solutions for our partners and their customers worldwide. www.epayworldwide.com

epay in France: <https://www.epaydigital.fr/>

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