

Payon, a leading provider of POS solutions in Brazil, has massively deployed PayinTech technology at festivals this summer

Press release - September 2019

The event industry has grown considerably over the last few years. The Brazilian culture of the festival is known worldwide and Brazil has shown with the 2014 World Cup and the Rio 2016 Olympic Games that it is an organizing country with world-wide influence.

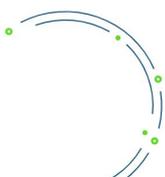
Today, Brazilian festivals are professionalizing and digitizing more and more, especially in points of sales, on-site flow management and participant experience. PayOn, a benchmark operator in this field in Brazil, and PayinTech, the global standard for cashless payment, formed a distribution partnership in early 2019, which is now bearing fruit.

"For the last 3 years, we have been a key player in the events industry in Brazil, with nearly 1,000 events equipped each year with our solutions. We have been interested in cashless for a few years and have been trying to develop our own solution.

We finally decided to rely on a proven solution, and on the expertise of a company specialized in cashless. We do not regret our choice and gain market share in Brazil thanks to this strong competitive advantage." Cristiano Oliveira, CEO of PayOn

PayOn integrated PayinTech's cashless technology into its offer in early 2019. Their developers used the PayinTech API to recreate a merchant application and a user application adapted to the local regulations and habits of Brazilian participants. PayinTech is also in the process of certifying a manufacturing partner of NFC cards and bracelets in Brazil to be short circuit and work with local suppliers.

This summer, PayOn has equipped in cashless the biggest Brazilian festivals including the Funn Fest, the Festival Cultura e Gastronomia, the Festa Junina or the Music Park. On average, it is between 5 and 10 million real a month that were managed in cashless between May and September. The rise in revenue on-site and the elimination of the problems related to cash allowed the festivals to have a very good return on investment. PayOn has a thousand customers on its ticketing and access features. The development potential for cashless payment is therefore significant, not to mention all new incoming customers interested in this new technology that has just landed in the country.





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About PayOn

PayOn is a Brazilian company specializing in sales and payments management for events, discotheques, bars and restaurants.

Its product range includes online ticketing, web management tools, access control and cashless payment.

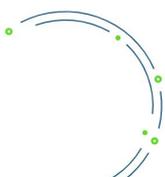
PayOn has 3000 customers including 1000 event organizers.
The team is divided into 4 offices to cover the Brazilian territory.

For more information : <http://v2.payon.com.br/>

About PayinTech

PayinTech is a fintech that provides a new cashless technology to manage on-site payments. It allows business customers to increase their revenue on-site and provide a better user experience.

PayinTech equips resorts, theme parks, events, stadiums, communities, businesses and NGOs in 16 countries across Europe, Africa, the Middle East and Southeast Asia.



The PayinTech offer is distributed by numerous regional partners (Brazil, Mozambique, Ivory Coast, Italy, Qatar, Polynesia ...)

The central hub of the solution is a transaction engine allowing to configure, control and boost sales. Users use an NFC object (wristband, card, smartphone) as a means of payment within the ecosystem. Merchants use a business application to cash this private currency. PayinTech technologies are proprietary and patented.

Two fund-raising totaling €5.6 million were made to enable the company to become the global standard for cashless payment.

PayinTech currently employs 30 people in France, Spain and South East Asia.

For more information : www.payintech.com

