

Merim Groupe has acquired the Fintech company PayinTech

March 11th, 2021

Merim Groupe acquires the fintech PayinTech, to offer a complete user journey from ordering to payment in the tourism and catering sectors.

Merim Groupe has acquired the fintech company PayinTech to offer a complete user journey from ordering to payment in the tourism and catering sectors. Since 2013, the start-up PayinTech has established itself as one of the leaders in the “cashless” payment market industry, facilitating transactions and cash flow, particularly popular in campsites and amusement parks, stadiums and festivals.

Thanks to the support of investment funds such as Paris Region Venture Fund managed by Karista, Fa Dièse or the Banque des Territoires (CDC), PayinTech has built up a portfolio of leading references by deploying its solutions at Pierre & Vacances-Center Parcs, Aqualand, Parc Astérix, and almost 500 sites around the world around tourism and entertainment.

This acquisition allows PayinTech to utilize Merim Groupe's expertise as a specialist in the digitization of points of sale systems in the field of QSRs. Merim's network of 110 experts generated over \$20mil in turnover business in 2020 despite the health crisis' impact on the entertainment industry.

"This merger allows Merim Groupe to begin a digital transformation to partially reinvent and diversify themselves in order to anticipate post-COVID restart", affirms the CEO of Merim Groupe Nicolas Appert. "We share the same culture and the same ambition. Just like PayinTech, Merim's mission is to provide its customers with solutions that optimize the user journey in their points of sale and ecommerce shopping experience. Our clients, such as McDonald's and Burger King, are among the most advanced companies in this area."

According to the Co-Founder and CEO of PayinTech Bertrand Sylvestre-Boncheval, "The territorial coverage of Merim Groupe allows us to expand in even closer proximity with our customers, particularly in the tourism sector where cashless payment is very popular. The biggest advantage of this merger lies in PayinTech's ability to utilize Merim's wide range of digital point of sales systems (control terminals, click & collect, outdoor screens, drive-to-store)."

About Merim Groupe

Since 1999, the companies of Merim Group have brought together a set of skills and know-how to provide a global and innovative vision, in order to support their customers in the digitization and optimization of the shopping experience at the heart of points of sale.

In close collaboration with the operational and marketing teams of our customers and partners, our R&D department and our developers imagine solutions that transform a simple idea into a successful customer journey.

Many major local and international brands have placed their trust in the Merim Group. But it is our commitment to the quality of our products and the responsiveness of our teams that have enabled us to build these relationships over the long term.

For more informations : www.merim-groupe.com

About PayinTech

PayinTech is a pioneering and leading FinTech company in cashless systems in Europe. Its payment technologies are specifically designed for tourism, leisure, sport and culture operators. The company's ambition is to simplify transactions while enabling business customers to optimise their sources of income and their marketing data.

The solution's central hub consists of a transactional engine that acts as a "Private Central Bank". Users are equipped with a NFC wearable as means of payment within the ecosystem. Shopkeepers use a business application linked or not to their POS software.

PayinTech was founded in 2013 by Bertrand Sylvestre-Boncheval and Jean-Rémi Kouchakji. PayinTech has been a pioneer in this payment technology which was spread to the entertainment, tourism and event industries. Two fundraising events totaling 5.6 million euros were made to enable the company to become the world standard for cashless payment in just a few years.

For more informations : www.payintech.com

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