

## PRESS RELEASE

### **Open banking provider OptioPay secures funding from existing shareholders and new investors**

LeadX Capital Partner, an investment fund of METRO and Avaloq through its venture fund invest in OptioPay GmbH. The existing investors NN Group N.V., main incubator and the management team are joining the funding round, which is based on strong business growth.

*Berlin, 17. September 2020* – Open Banking specialist and FinAdTech OptioPay announces additional funding of EUR 5,250,000 and attracts strategically important new investors. METRO and Avaloq Ventures are participating for the first time alongside existing investors NN Group and main incubator (early-stage investor of Commerzbank Group) as well as the management team.

OptioPay and METRO will collaborate on becoming a pioneer in Open Banking services for the retail industry. The two companies developed a trusted working relationship in March 2020 through a successful cooperation in the Corona aid project "HilfeLokal". With its investment in OptioPay, METRO emphasizes the strategic relevance of Open Banking for the retail industry.

The Swiss financial services provider Avaloq and OptioPay are already in a strategic partnership to further expand OptioPay's Open Banking portfolio in the DACH-region. The follow-on investment by existing shareholders NN Group and Commerzbank underlines OptioPay's strong growth trajectory in the Open Banking market and the excellent development of the FinAdTech company in creating important customer relationships.

*"We are proud to be able to rely on new and existing investors even under extraordinary circumstances related to COVID-19. The additional capital provides us with new resources to further expand our Open Banking technology. Financial-data-based campaigns provide unprecedented opportunities for relevant and efficient marketing,"* CEO Marcus Börner said regarding the new financing round.

OptioPay's Open Banking technology creates personalized contract managers and campaigns, helping consumers optimize their spending, realizing greater value in their on- and offline purchases and improve their finances, all based on transactional data. Users securely link their bank account to benefit from campaigns that increase value via vouchers, cash back, contract optimization, member benefit programs, discounts and other offers related to user preferences derived from transactional bank data.

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**Press information:**

<https://www.optiopay.com/press/>

**About OptioPay:**

OptioPay is a financial technology provider specialized in Open Banking for customer-centric, value-add solutions and banking data-based campaigns. The FinAdTech operates an Open Banking platform as a white label solution for companies from various industries. In addition to well-known partners such as Adidas, Amazon, Douglas, Ikea, Lieferando, Otto, Rewe, Rossmann or Zalando, the top 100 corporate clients encompass DZ Bank, Comdirect Bank, Sparkasse, Commerzbank, HDI, AXA, Gothaer, Fonds Finanz, Blau Direkt, Deutsche Post, BS Energy, or Basler Kantonalbank. OptioPay was founded in 2014 in Berlin by Marcus Börner (CEO) and Oliver Oster (COO). It employs over 50 people from 24 countries and operates in the DACH-region and the Netherlands.

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