

Paris , April 3rd 2014

## FRANKLIN & MARSHALL CHOOSE HIPAY TO HANDLE ALL PAYMENTS FOR THEIR NEW ONLINE STORE

**Paris – April 3<sup>rd</sup> 2014** Franklin & Marshall, the prestigious brand of casual and sportswear famous for its high quality Italian design, has chosen HiPay, part of the HiMedia Group dedicated to digital payments, to process Italian and International transactions on their newly re-designed website.

To handle the complexity of the different payment methods in use throughout Europe and the rest of the world through a single point of contact, Franklin & Marshall chose the support of HiPay, which already handles more than 10 million transactions every month. HiPay owns two European banking licenses: Payment Institution e Electronic Money Issuer. An additional guarantee and testimony of the reliability of the platform.

"Being able to offer all our customers around the world the opportunity to pay with the method that they consider "habitual" is certainly a big plus for our e-commerce site. For this reason we chose to collaborate with a solid partner like HiPay with a deep international expertise in the local payments" says Daniele Stella, IT Manager di Franklin&Marshall.

HiPay manages online payments for Franklin & Marshall in all countries where the store ships goods and has already processed payments in over 60 different nations, providing both local currencies and sensibility to local fraud issues.

HiPay has an extensive knowledge of the local payment preferences and purchasing habits in over 85 countries. HiPay analysis the principle payment methods available in each country and allows shoppers to choose the payment method they are most comfortable with such as Sofort in Germany or iDeal in The Netherlands while allowing the merchant to benefit from a single integration and simplified reconciliation.

As **Bruno Gloaquen, Director Europe HiPay** affirms: *"Being chosen by a leading international brand like Franklin & Marshall is a strong confirmation that the effort we put into making an interface that responds to merchants needs has paid off. We listened closely to merchants needs in handling all phases related to the payment process".*

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### Franklin & Marshall

"There's GDP and GDP: some are obsessed with Gross Domestic Product; others prefer the pursuit of Gross Domestic Pleasure".

For F&M, Gross Domestic Pleasure is the guiding light. Quality adds value to labor, and this is what F&M aims to provide through the products and services it offers the market.

For F&M, quality means developing its mission around the assumption of real responsibility towards the locations in which production is performed by sponsoring community sports and educational activities. Sports and knowledge are fundamental keys in guaranteeing people psycho-physical wellbeing, freethinking, and the awareness that being a part of the planet means exercising inalienable rights and honoring corresponding responsibilities.



digital payments experts

## Press Release

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“We never tell consumers fashion stories; we prefer to talk about a pure lifestyle inspired by the wellbeing born from social, cultural and ethical relations. We prefer to say that it’s better to look at the world with the curiosity of your own eyes than to have someone else describe it for you.”

### About HiPay

With over 10 million transactions processed every month, HiPay is an expert in online payments. It offers online publishers and e-retailers the most relevant payment solutions to leverage their businesses. HiPay owns two European banking licenses: e-money issuer and payment institution.

HiPay is a company of HiMedia Group. The group acts as a global partner supporting its clients in their online strategy optimization operating in two business areas, digital advertising - HiMedia - and online payment - HiPay. The group employs approximately 470 people worldwide and generated sales of €185 million in 2013. Independent since its creation, the company is listed on the NYSE Euronext Paris Compartment C.

More information on [www.hipay.com](http://www.hipay.com)

Follow us on Twitter: [@hipay](https://twitter.com/hipay)

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