



Webinar Safeshops

Michael Van de Wouwer

Did you know?

In Belgium*

19%

of transactions are **still being paid in cash**

42%

of Belgians have **max 20 € cash in their wallet**

87%

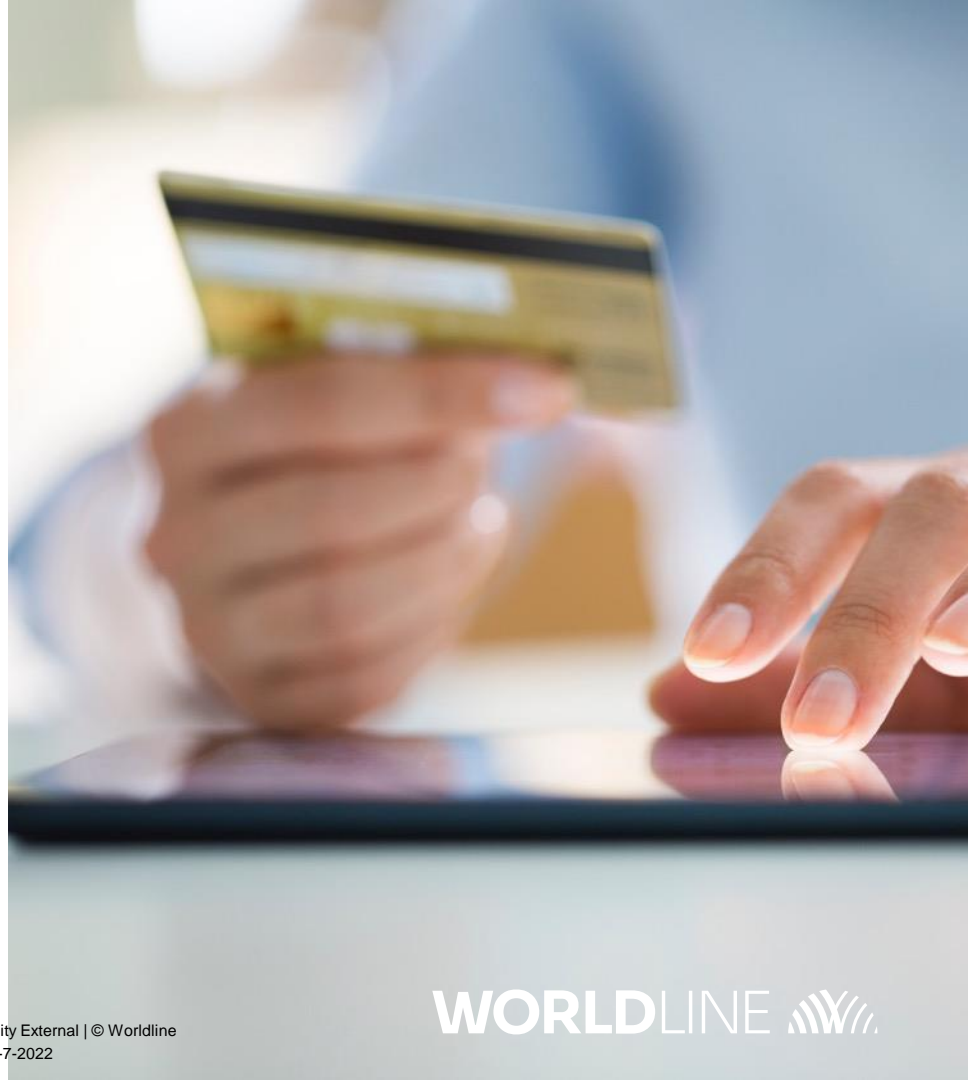
of consumers **prefer to pay digitally**

* Source: : Digital Payment Barometer from Febelfin 2021

Digital Payments
for a Trusted World

GTM BE | Confidentiality External | © Worldline
5-7-2022

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The two biggest concerns of the merchant

in terms of digital payment solution*



PRICE

Merchants have the perception that electronic payments are expensive



COMPLEX ECOSYSTEM

Merchants do not have the time to look for the best solution ; too many offers

*Based on survey carried out by BBDO

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Laws encouraging electronic payments

Objectives: Prevent fraud and increase security, consumers are free to choose their payment means

1 2016

*reviewed in
2018; 2021*

Fiscal deduction
(125%) for **one-off
digital investment** for
SMEs (until Dec 2022)

POS ONLY

2 July 2022

**Obligation to offer
electronic payments**
for **all commercial
activities. This
includes charities and
sportclubs for
example.**

*Officially voted since mid-
March 22.*

!

The goal is to
decrease fraud,
ease the payment
process and
increase security



Solutions from Worldline for Right to Pay Digital



ECOMMERCE



WL Pay by Link

Accept online payments **without a webshop** – fully secured -, via SMS, chat, WhatsApp and social media such as Facebook or Instagram or via a QR code.



WL E-Payments

Get started quickly with online and mobile payments and accept payments **in your webshop** via a secure page.



POS



SoftPos

Turn your phone into a terminal



1€/day packs

All-in-one package solution

If you are interest in any of these products please refer to



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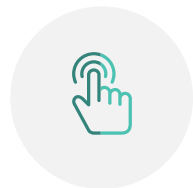
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WL Pay by Link

Accept online payments, even without a webshop



Easy

no integration or online shop required.



Affordable

no subscription or activation costs.



Fast

register online now, sell online after just 1 hour.



Secure

100% secure online payment links.



Practical

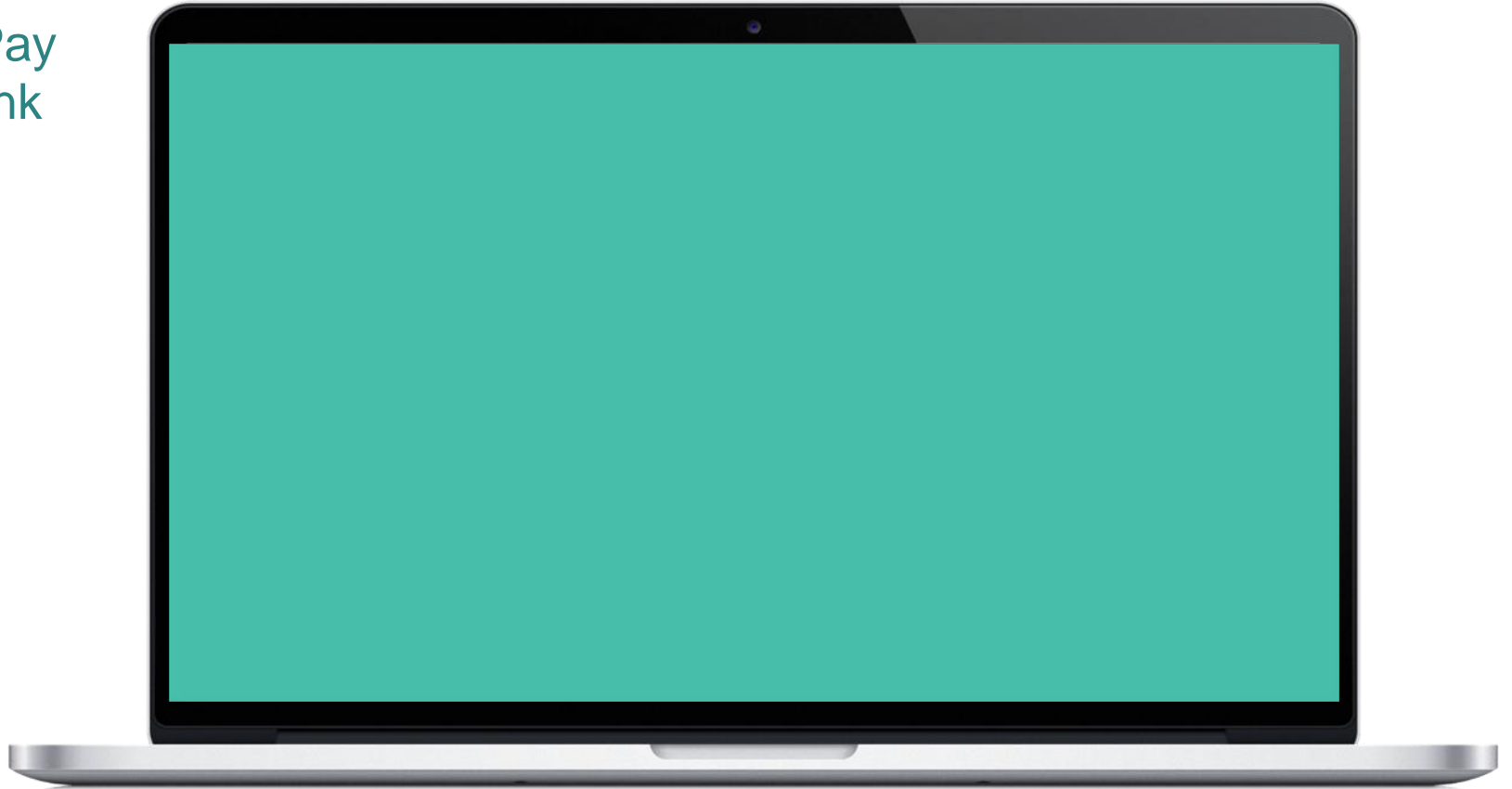
works with the most common payment methods in Belgium.



Flexible

make a QR code of your link and place it on your invoices or in your business.

WL Pay by Link



WL E-Payments

Accept online payments with a webshop



No subscription
or activation fee



Order online
now, and sell
online in 1 hour



Simple plug &
play integration
into your
webshop system



Compatible with
numerous
content
management
platforms



Covers the most
common
payment
methods in
Belgium

Interested?



Let's start via
digital
selfonboarding!



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WL E- Payments



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?

More info needed? Or
problems with
onboarding process?

Contact us via :
salesbe@ingenico.com