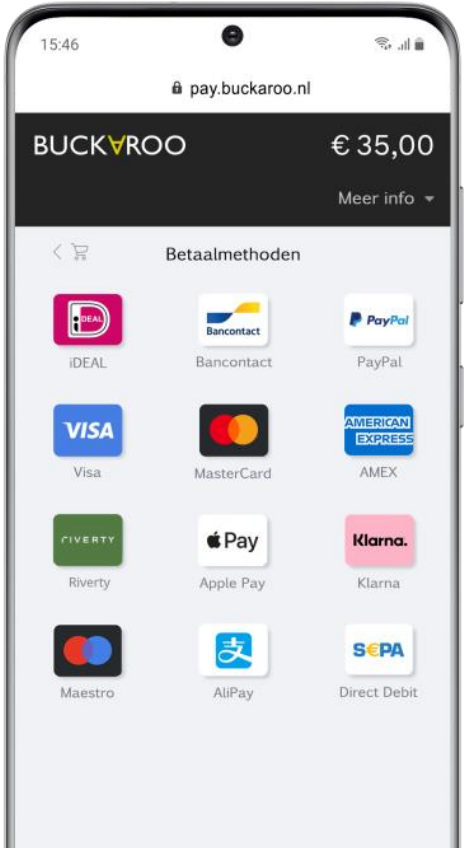
BUCKAROO

Your Partner in Payments

WE MAKE SURE YOU GET PAID



Buckaroo

Buckaroo Who?

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Trust & Reliability

They know

Fashion & lifestyle	Home & garden	Health & beauty	Media & entertainment	Licensed lottery	Electronics & telecoms	Top-up	Mobility	Food & beverage	Travel	Other[1]
BRANDFIELD	Fleurop	BODY&FIT	NLZIET	NEDERLANDSE LOTERIJ	cool blue	recharge.com	Parkos	PIC NIC	corendon	AMNESTY INTERNATIONAL
DECATHLON	Praxis	Haarspullen	PATHÉ THUIS	TOTO CASINO	mobiel.nl	ALPHACOMM	Swapfiets		Sunweb	ROYAL BELGIAN FOOTBALL ASSOCIATION
LOAVIES	BRICO	drogist.nl	VIDEOLAND		youfone	Translink	Nederlandse Spoorwegen			OCTA+
										VIVAQUA

Belgian Partners

doccle · pom · digiteal · Koalect · Stamhoofd

Together with our partners

King Baudouin Foundation – Working together for a better society – Powered by Koalect

Federale Overheidsdienst Justitie – powered by pom

Christelijke Mutualiteiten – Powered by doccle

DATS 24 – Powered by digiteal

luminus – powered by pom

water-link – Powered by doccle

natuurpunt – Powered by Stamhoofd

Consolidate the future

Strong local presence

2005

BUCKAROO

2020

BUCKAROO
BELGIUM

2021

SISOW
BY BUCKAROO

2022

sepay

BUCKAROO

FACTS AND RESULTS

01

170.000.000 +

Transactions

02

€ 10,5 BILLION

Volumes

03

24.000+

Customers

04

MORE THAN 100

Partners & Integrators

05

110+ FTE

Employees

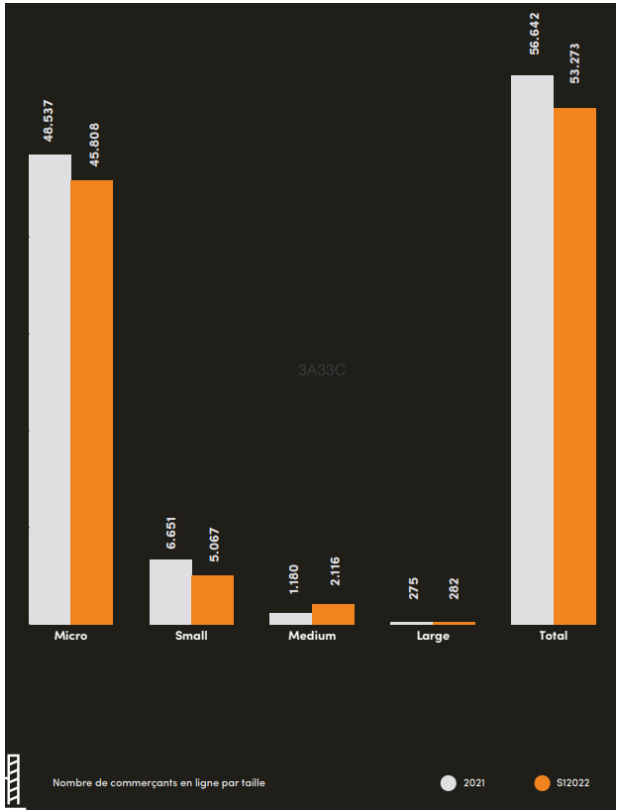
06

3 OFFICES

Utrecht, Helmond, Brussels

Belgium eCommerce landscape

Dare but be realistic!



Micro merchant

>> Online revenue ≤ €100,000

Small merchant

>> Online revenue € 100,001 - € 1,000,000

Medium merchant

>> Online revenue € 1,000,001 - € 10,000,000

Large merchant

>> Online revenue > € 10,000,000

Source: Safeshops eCommerce Barometer H1 2022

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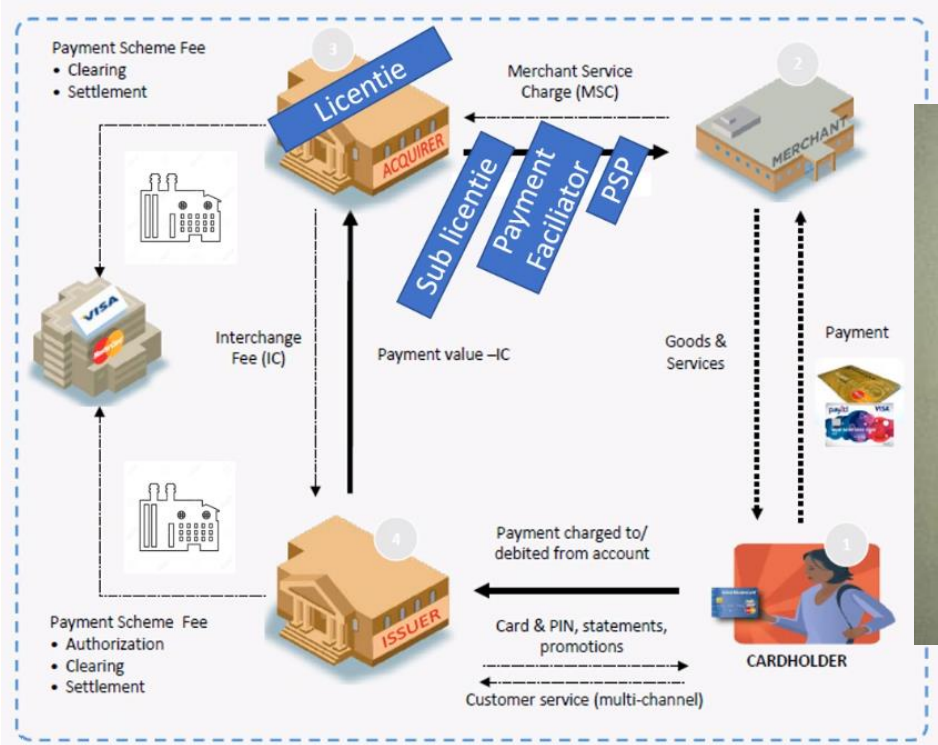
The payment world

Behind the scene



1 **CARDHOLDER**

- Purchases goods and services with card

- Seeks profitable behaviors from cardholders

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Cost of integrating

How should I integrate?

- Commercial relationship : direct or indirect
  > directly with a PSP or through a platform/software?
  > how does the boarding process work?

- eCommerce platform such as Prestashop, Woocommerce, Shopware, Magento, Odoo, Lightspeed, ...Plugins can be so different from PSP to PSP
  > what are the payment functionalities included in the plugin?
  > where is the plugin developed and maintained?

- By myself or with the help of an integrator/web builder
  > Do you have the expertise and time to focus yourself on this?
  > What are the skills of your developer(s)?
  > Are you satisfied by their technical documentation/ website?
  > Have you test their support?

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You and your customers

Ease of use

- User experience should be the focus

  For your customer:

  > Did you check how the web and the mobile checkouts look like?
  > Did you check what for information the customer will see on his bank statement?

  For you:

  > Did you check their technical documentation/ website?
  > Have you seen how you can search for a specific transaction?
  > Did you call their support?

- Conversion is key, Pay out is critical

  > Did you check how often pay out will be done?
  > Have you had a look at the financial reporting?
  > Do you know how simple/complicate the reconciliation process will be?
  > How are chargebacks handled?

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Payment Method Risks

Guaranteed or not?

- I need a large variety of payment methods.

> Not true. You need the right payment methods

- reach more potential buyers
- increase conversion
- reduce fraud and disputes
- optimize your transaction costs

- What are guaranteed payment methods?

> Payment methods where the cardholder can not dispute the transaction

- Bancontact
- Payconiq
- KBC of Belfius Pay Button
- iDeal
- Afterpay/Klarna

- What are non-guaranteed payment methods?

> Payment methods where the cardholder can dispute the transaction

- Credit Cards >> 60 to 120 days
- SEPA Direct Debit (domiciliation) >> 8 weeks +11 months

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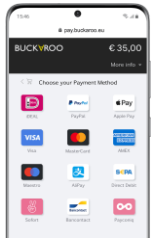
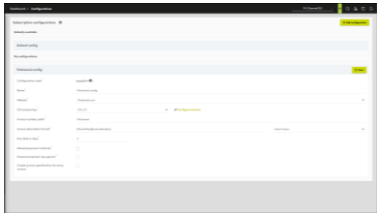
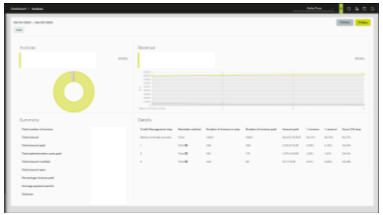
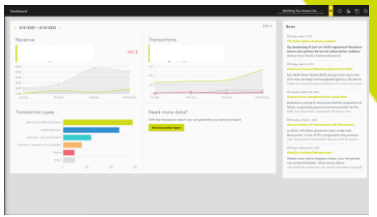
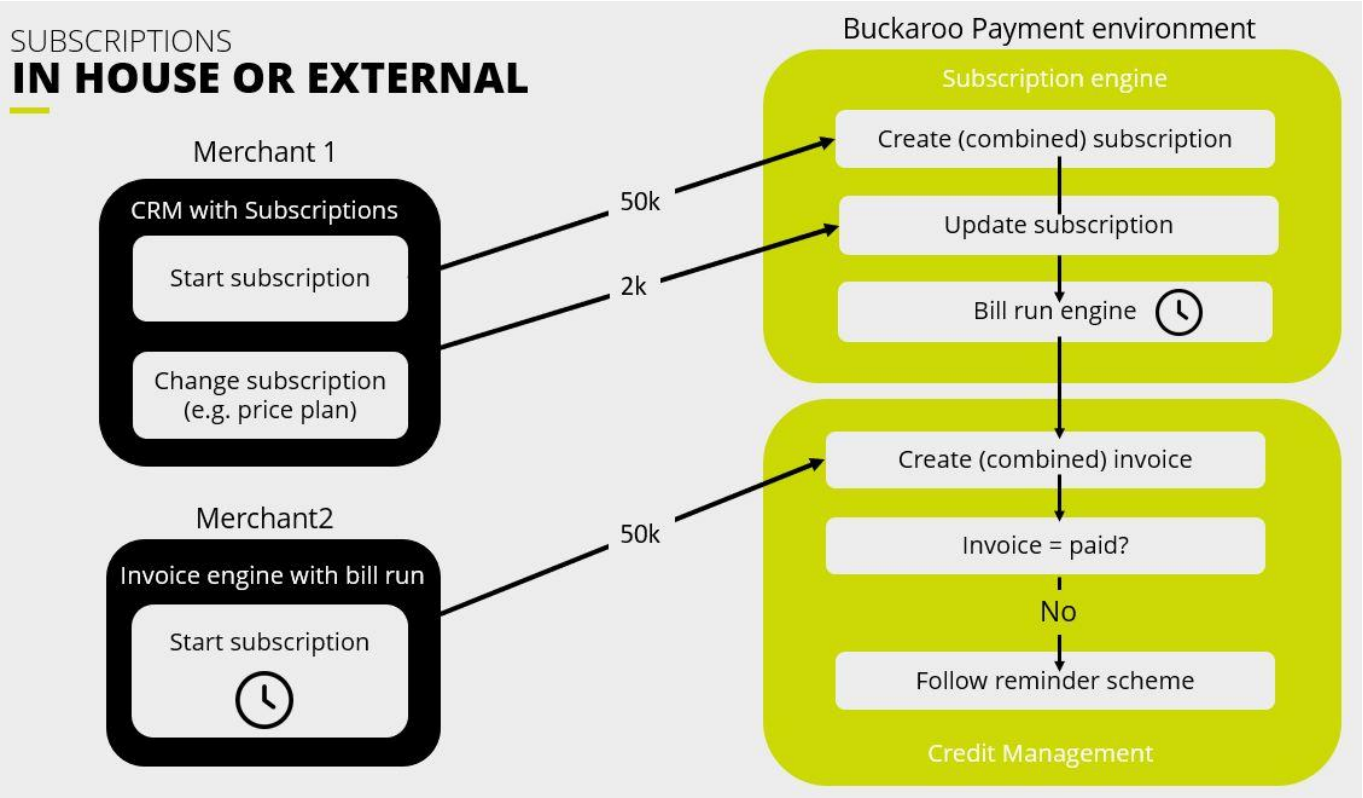
Some payment solutions

GET PAID

	SMART CHECKOUT	SUBSCRIPTION MANAGEMENT SOLUTIONS	CREDIT MANAGEMENT SOLUTIONS	MARKETPLACE SPLIT-PAYMENTS
User Interface				
Customer focus	Large, medium and small merchants	Subscription businesses (telcos, video on demand, utilities, etc.)	Subscription businesses (telcos, video on demand, utilities, etc.)	Marketplace business model

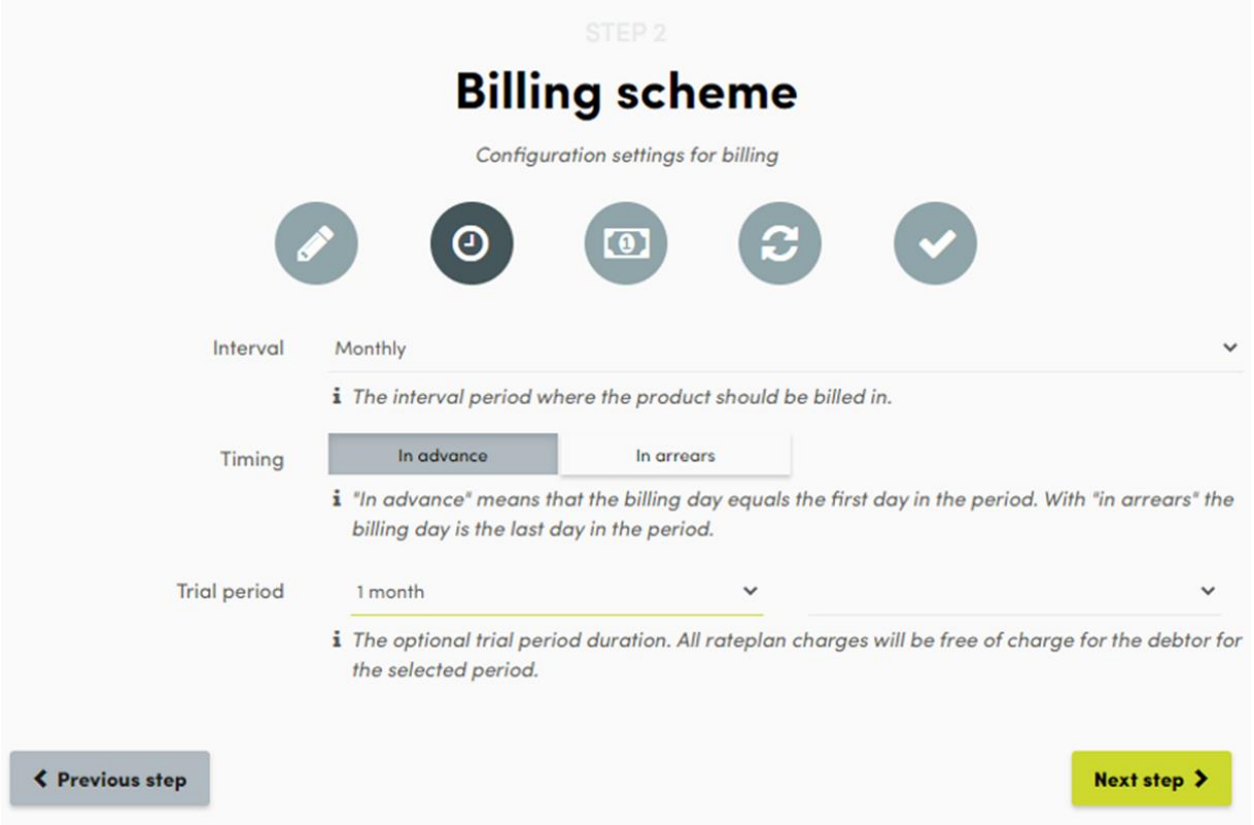
How to manage recurring revenue?

Subscription Management



Automating your recurring revenue

Subscription Management



Improving your cashflow process

Credit Management

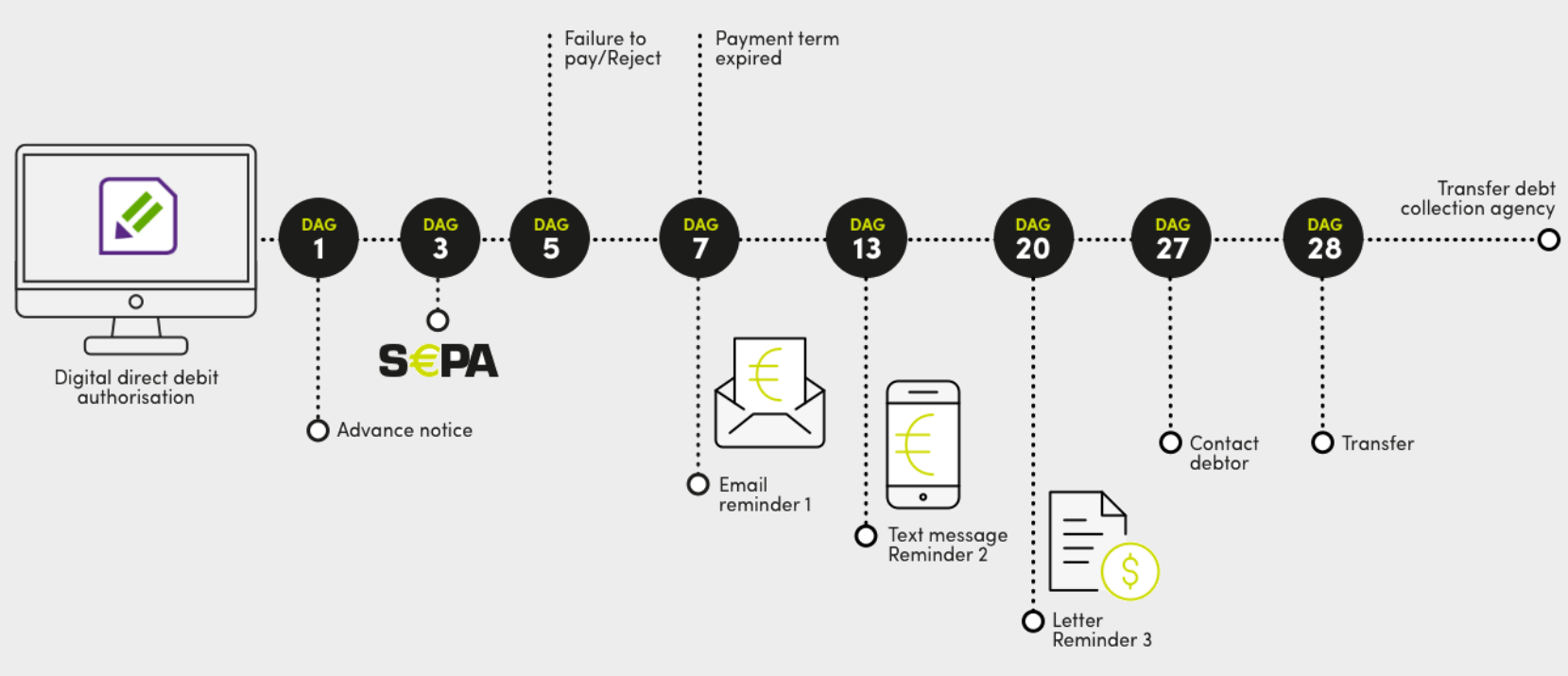
- ✓ Invoice specifications
- ✓ Invoice management with real-time push notifications
- ✓ Batch API to submit large quantities of invoices at once
- ✓ Credit notes can be easily created via an API call, Excel or in Buckaroo Plaza account and be combined with payment refunds
- ✓ Reporting (invoices status, dunning processes effectiveness)

- ✓ Paylink generated with each invoice
- ✓ Payments: Buckaroo directly debits the customer with the merchant's preferred payment method
- ✓ Recollect attempts if a direct debit fails (e.g. chargeback)
- ✓ "Second chance" email sent to the customer if a payment fails, is cancelled or abandoned

- ✓ Payment reminders customizable with Buckaroo's template editor
- ✓ Flexible dunning timing
- ✓ Custom events with Buckaroo Dunning Schedules
- ✓ Auto stop subscription if an invoice remains unpaid
- ✓ Collection agency transfer
- ✓ Offer payment plans to companies

Improving your cashflow collecting process

Credit Management



Get more protection

SHIELD against fraudsters

LAUNCH IN PROGRESS

Buckaroo Shield Premium

SHIELD against fraudsters

- Custom Rules
  > set up your own anti-fraud rules based on the default data points available.

- Management of black- and whitelists
  > maintain lists of payment characteristics (data points) in 'blacklists' and 'whitelists'.

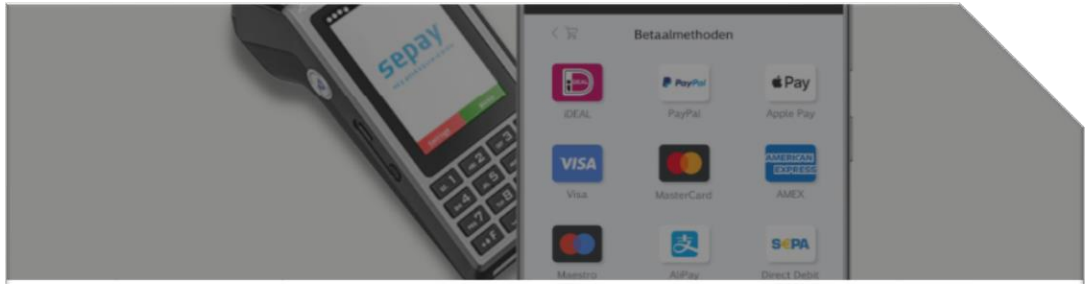
- Auto-blacklisting
  > Payment details of a transaction can be automatically added to a blacklist in case of a Shield rejection.

- Global Watchlist
  > additional sources of data related to suspicious payment data - outside your own business and transaction traffic.

- After-The-Facts refusals
  > transactions can be checked 'After-The-Fact', with the possibility of being reversed by Shield

IN STORE PAYMENTS WITH

POINT OF SALE



Home | Blog | Buckaroo acquires a majority stake in point...

5 MIN READ

Buckaroo acquires a majority stake in point-of-sale payment service provider SEPAY with the support of Keensight Capital

Posted on 11-07-2022

Press Release, July 11, 2022 - **Buckaroo has signed an agreement to acquire SEPAY, a successful Point-Of-Sale ("PoS") payment solutions provider in the Benelux, with the support of Keensight Capital, one of the leading private equity managers dedicated to pan-European Growth Buyout[1] investments and Buckaroo's majority investor alongside the managers of SEPAY.**

IN STORE PAYMENTS WITH

POINT OF SALE

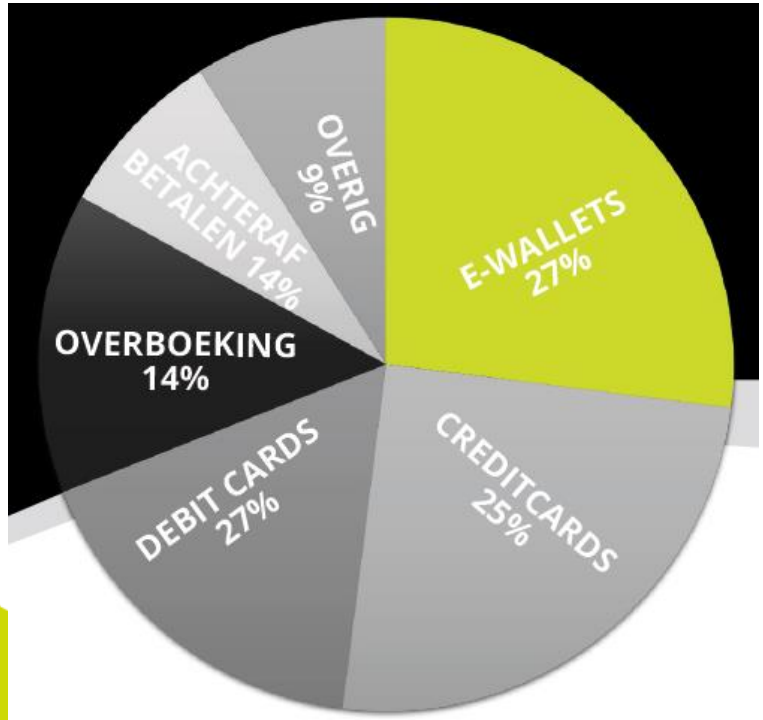
FORESEEN 2023 for Belgium

Why Sepay?

E-Wallet for merchants

Your own loyality tool

FORESEEN 2023



BETAALPROCES VOOR DE WALLETHOUDER

DE WALLETHOUDER KIEST ZIJN WALLET ALS DE GEWENSTE BETAALMETHODE IN DE WEBSHOP

DE WALLETHOUDER GEEFT AKKOORD OP HET AANKOOPBEDRAG

DE BETALING/ TRANSACTIE WORDT BEVESTIGD VANUIT DE WEBSHOP

Advantages

Your own loyality tool

FORESEEN 2023

- Customers who buy regularly can build up savings to spend later.
  This encourages repeat purchases.
- Transactions are not only faster, but also a lot cheaper compared to normal transactions.
- Ideal for settling smaller amounts
- Credit balance is tracked automatically and immediately visible on the customer portal
- Perfect loyalty tool for customer retention

GET IN CONTACT WITH US

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BUCKAROO

CREATE YOUR BUCKAROO ACCOUNT QUICKLY AND EASILY

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Français

BUCKAROO

Buckaroo Belgium

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1831 Diegem

Belgium

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