



Rentabiliweb launches its “Be2bill Mobile” mobility-based payment solution

Brussels, 28 April 2015,

[Be2bill](#), the Rentabiliweb Group’s payment solution using bank cards, is now focusing on m-commerce with a high-efficiency mobile payment solution.

**M-commerce: strong clientele demand**

Consumer habits are changing, and merchants must adapt accordingly: **4.6 million French people have already made purchases using their mobiles**, and on average, this channel brings in 19% of the revenues of the leading e-commerce sites<sup>1</sup>.

Smartphones are now replacing TV in terms of usage time: 147 minutes on average per day versus 113 minutes for the TV.

**For its part, the market is estimated at €140 billion in Europe in 2015**, with an increase of 174% per year!

As such, the need to accept smartphone-based payments was becoming a priority for many merchants looking for new ways to boost their growth.

**Be2bill Mobile: the market’s most efficient mobile payment offer**

For Be2bill, payment has always been a question of deriving the greatest value from data, in order to **increase the transformation and reduce fraud**. In recent months, Be2bill has therefore developed a unique solution that will allow merchants to improve their mobility-based acceptance rate.



<ul style="list-style-type: none"> <li>Personnalisation de la page de paiement</li> <li>Plus de 30 moyens de paiement mobile</li> <li>Module anti-fraude spécifique</li> <li>Paiement en plusieurs fois</li> <li>Paiement en un clic</li> </ul>	<ul style="list-style-type: none"> <li>Intégration facile et rapide (SDK gratuit)</li> <li>Backoffice et export comptable intégré</li> <li>Jumelage de votre paiement mobile / internet / proximité</li> <li>MPOS propriétaire</li> <li>Fidélisation du cyberacheteur</li> </ul>
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<sup>1</sup> Forrester, « European Mobile And Tablet Commerce Forecast, 2014 To 2018»

Customisation of payment pages (responsive design or in-app mobile), specific anti-fraud module, payment on several occasions, retention of the cyber-buyer, linkage of mobile / Internet / local payments, easy integration... **these are but some of the functionalities intended to optimise sales for merchants while increasing their commercial performance.**

A few results from the first 200 merchants using Be2bill Mobile:



### **Be2bill Mobile: an offer that goes beyond the online/offline frontiers**

With a **Run Rate of €1 billion<sup>2</sup>**, more than 2000 e-merchant customers and more than 1000 physical shops (installation in progress), Be2bill is strengthening its presence in the payment market with “Be2bill Mobile”, both with existing customers and with new merchants attracted by a complete solution that includes distant sales, mobility and local sales.

Thanks to its *cross-channel* technology, Rentabiliweb offers perfect streamlining of mobile, Internet and local payments, thereby providing merchants with many options.

As such, mobility-based payment includes the reconciliation of financial flows, partial payment possibilities, payments on several occasions, pre-reservation via a portable telephone, etc.

Also, much more than a simple sales channel, a smartphone can also be used as a store-based payment medium (MPOS<sup>3</sup>).

With regard to MPOS, Rentabiliweb has **therefore developed its own collection medium**, that allows merchants to replace their EPTs with their smartphones or tablets!

Using MPOS, stores can now very easily manage **and create loyalty programmes**, thereby increasing the **average spend of customers and encouraging recurring purchases**.

<sup>2</sup> Run rate: the last month’s annualised business volume

<sup>3</sup> MPOS: Mobile Point Of Sale



Be2bill MPOS

Jean-Baptiste Descroix Vernier, Founding chairman of the Rentabiliweb Group declares: “Today, we are unveiling an additional service *that complements our payment offers. We’re jumping into m-commerce with both feet. With Be2bill Mobile, mobility-based collection becomes “friction-less”.*”

**Download the press release from the Group's institutional site:**

<http://www.rentabiliweb-group.com/en/?p=10124>

**Check out Be2bill Mobile website:**

<http://mobile.be2bill.com>

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#### About Rentabiliweb

Created in 2002 by Jean-Baptiste Descroix-Vernier, the Rentabiliweb Group is one of the European leaders in the field of payment and monetisation of digital content. With nearly 300 employees in France and abroad, listed in Euronext compartment C in Brussels and Paris, the group generated revenues of €74 million in 2014, with an EBIT of €2.2 million.

As a signatory of the Global Compact, the group rigorously applies the 10 principles set down by the UN.

Rentabiliweb is eligible for FCPIs (innovation investment mutual funds), and has the OSEO “Innovative company” label.

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