

Worldline Greece introduces two modern payment solutions for simple online shopping

Athens, 28 July 2025 – Worldline [Euronext: WLN], a global leader in payment services, actively supports the growth of businesses in the Greek market by offering two new comprehensive solutions for all professionals, whether they have an e-shop or not. Active in over 50 countries and with expertise in the digital transformation of payments, Worldline is committed to delivering innovative solutions that enhance business competitiveness and customer satisfaction.

In an era where Greek consumers seek shopping experiences defined by trust and high-quality service, as reflected in the E-commerce Survey 2025 conducted by GR.EC.A and ELTRUN, sponsored by Worldline Greece, the company offers new solutions that meet the demands of businesses regardless of size or industry. Over 55% of the consumers say they will not buy from a store that doesn't inspire trust, while "mature online shoppers" spend up to 80% more and seek experiences that go beyond price.

The e-commerce Gateway platform, introduced by Worldline, now featuring payment options via Apple Pay and Google Pay, and the free Live-Pay online payment platform, both meet the needs of any business seeking online transaction solutions, with a focus on security, speed, and technological ease. Both of Worldline Greece's solutions were recently relaunched with the support of Mastercard.

e-Commerce Gateway & Payment Link: sales via e-shop with the trust of major businesses

The e-commerce Gateway & Payment Link service from Worldline Greece enables online store sales with standards trusted by the largest e-commerce companies in Greece. With the addition of Apple Pay & Google Pay, customers can make payments even more easily and quickly, 24/7, using all major card types, including Mastercard, Visa, and Maestro.

Integration is simple—via API or with ready-made plugins for WooCommerce, Shopify, and Magento. Additionally, an advanced Back-Office management tool is available, enabling real-time transaction tracking, access to payment history, and management of individual transactions (partial/full charge or refund). Access is secured through personal credentials, with customizable permission levels for team members.

Security is enhanced with technologies like 3D Secure and PCI-DSS certification, fully aligned with the PSD2, ensuring a transaction environment that combines reliability and protection.

Live-Pay: Online payments at no cost and with broader accessibility

The Live-Pay online payment platform allows businesses to reach a wider audience and receive online payments through the platform, accepting all debit, credit, and prepaid cards: Mastercard, Visa, and Maestro. It's a solution that requires no technical setup or registration fees, offering immediate access to the world of online payments.

The platform operates 24/7, is accessible via browser or app, and supports payments with or without user registration, even offering interest-free installments where available. Businesses can create a custom profile with a logo and activity details, while also being granted access to

a management interface with capabilities for cancellations, refunds, and real-time transaction tracking.

ABOUT WORLDLINE

Worldline [Euronext: WLN] helps businesses of all shapes and sizes to accelerate their growth journey – quickly, simply, and securely. With advanced payments technology, local expertise and solutions customised for hundreds of markets and industries, Worldline powers the growth of over one million businesses around the world. Worldline generated a 4.6 billion euros revenue in 2024. worldline.com

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