



Press release

## **Lyra opens a new subsidiary in Mexico, under the management of Thierry Costes, director of Lyra in South America.**

**Toulouse, 24th march 2017 – As a recognized leader and expert for secure online & offline payments, Lyra is pursuing its international development, namely in South America, by opening a new subsidiary in Mexico.**

**After Brazil and Chile, Lyra is confirming today its commitment to provide a global offer for the LATAM area, and to work closely with local clients.**

**Thierry Costes, Director of South America, who has a deep knowledge about the area, will take charge of the subsidiary management to support Lyra's development on this new market.**

### **Entering the 2<sup>nd</sup> e-commerce & POS market in South America**

*« In the beginning, it's an opportunity from a Brazilian client who needed a POS solution that helped us to enter the Mexican market. 2<sup>nd</sup> market of South America concerning e-commerce as well as POS, Mexico is a dynamic country with a high equipment rate and encouraging growth perspectives. », explains Alain Lacour, Chairman & CEO of Lyra. «We want to offer the country all of our know-how and our innovation regarding payment, and be close to our clients for proposing a high quality of our services ».*

The opening of the Mexican subsidiary is the result of Lyra's International Expansion strategy Lyra's strategy of international expansion, which will include further openings on the LATAM area.

### **Thierry Costes\*, Director of South America**



Born in Rodez (France), Thierry Costes graduated at SUP'AERO. He starts his career in 1983 with Dassault Aviation as Project and Calculation engineer, then joins Dassault Systèmes to create the sales department in Blagnac near Toulouse and develops their activity in Spain and Portugal.

After several patent registrations and the creation of different companies, he pursues his career by developing an activity as consultant for marketing and innovation strategy. He accompanied several projects, namely for ANVAR and the local Incubator Midi-Pyrénées.

In 2004, Thierry joins Lyra to create his subsidiary in Brazil. Since then, he runs and develops the group in South America.

Thierry Costes is a member of the French Foreign Trade Advisors (CCEF) in Brazil, of the French-Brazilian chamber of commerce (CCFB), and member of HELIBRAS supervisory board. He also

joins several entrepreneur meeting in the technology area, like French Tech and French Founders.

#### **Figures about the Mexican e-commerce market (Source : eMarketer)**

- Mexicans increase their use of the internet: they should be close to 85 million users in 2019 (Mexico is counting 122 million inhabitants).
- The B-to-C e-commerce market represents 13.1 billion dollars in 2014 and should triple to reach more than 40 billion dollars in 2019.
- In 2014, retail generated 4.6 billion dollars of turnover and should reach 14.5 billion dollars in 2019.

*\*Picture available in HD by simple request.*

#### **About Lyra**

Founded in 2001, Lyra secures payments and develops innovative services to handle daily transactions and equipment. Based in France, Lyra is internationally available with 7 subsidiaries (Algeria, Germany, Brazil, Chile, Spain, India and Mexico). The Group counts 250 employees for a turnover of 53M€ (2016).

#### **Few figures of Lyra**

More than 50% of payment in France transits through Lyra

+ 9 billion secured transactions per year

+ 45 000 connected e-merchants

+ 1 500 000 POS Terminals worldwide

Lyra is certified PCI DSS, Visa merchant Agent, GIE Cartes Bancaires.

<http://www.lyra-network.com>

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