



Press release

## A very positive annual performance review for the Lyra Group

Growth: +7%

Turnover: €55.7 million

Total head count: +20%

**Toulouse, July 11, 2018 - A recognized expert in payment security, the Lyra Group continues its growth and generates a turnover of over €55.7 M in 2017. These excellent results, together with the renewed confidence of Lyra's customers, reinforce the group's solid position in the payment security sector together with the relevance of its expertise to its French and foreign market expectations.**

*"Over the years, we have made innovation and internationalization the cornerstones of our development. Succeeding in combining growth, investments and team building wherever the group is present is a challenge that we are proud to have taken up once again this year. Our success in various areas of expertise encourages us to keep up our efforts",* says **Anton Bielakoff, Managing Director of the Lyra Group.**

### **2018: develop and invest ...**

The payment experience is constantly being redesigned and, therefore, the industry is changing rapidly. *"In order to develop concrete and innovative solutions, you have to be constantly alert and know how to anticipate market trends",* says **Anton Bielakoff.** *"Instant and mobile payments, tokenization, wallets, fraud and security: there are many key topics that we have identified and are already working on. All these developments rely on a significant human and financial investment strategy that will allow us to engage in the future of payment even more, both in France and abroad."*

**Key launch in 2018, the fundraiser service:** as a European Payment Institution, Lyra can both become the single point of contact for e-merchants who wish to sell in Europe and address marketplaces with a fundraising service. Pilot projects are underway in France and thanks to its international presence with 10 subsidiaries\*, the Lyra group intends to deploy its strategy wherever it operates and to support the activities of its subsidiaries. A fundraising offer has already been launched in India.

### **... for sustained growth**

Since its creation in 2001, the Lyra group has experienced continuous growth, **both in terms of its turnover and the number of its employees,** (which has increased from 145 in 2015 to over 260 today). To cope with the increase in its workforce, particularly in Brazil and India, Lyra is expanding its workspaces. In France, the 4000 m<sup>2</sup> extension of the head office in Labège, which will notably welcome the development department of the Group, is due to be completed in 2019.

*“These expansions are part of the group’s current dynamic”, continues **Bielakoff**. “In order to satisfy our growing customer base and maintain our growth, we have also done a lot of internal work to build an industrial organization while maintaining our agility and ability to innovate.”*

## **A look back on some of the successes of the past year**

Lyra continues to develop in the electronic banking sector, and this year’s major success has been the group’s partnership **with all French banks**.

Internationally, Brazil shows the most striking development with the **activation of 30,000 SIM cards per month**, alongside India, where the market is flourishing, with a major contract signed to provide **SIM cards for payment terminals of 220,000 postal workers** and to secure transactions.

In the e-commerce sector, Lyra’s successes include:

- Public bids won: City of Nice, Toulouse Blagnac Airport, URSSAF, Pajemploi...
- The growing success of the SogeCommerce online payment solution provided by Société Générale and developed by Lyra,
- The success of Crédit du Nord e-commerce offering, which uses the *PayZen by Lyra* gateway,
- The signature of a major white label contract in Brazil with First Data, who is the world leader in electronic payment and e-commerce solutions.

*\*Algeria, Germany, Brazil, Chile, Spain, India, Mexico, Argentina, Colombia and Peru.*

### **About Lyra:**

Founded in 2001 by Alain Lacour, Lyra secures e-commerce and proximity payments and develops value-added services to manage transactions and POS equipment on a daily basis. Based in Toulouse, Lyra is present internationally with 10 subsidiaries (Algeria, Germany, Brazil, Chile, Spain, India, Mexico, Argentina, Colombia and Peru). The group has over 250 employees and in 2017 it generated a turnover of €55,7 M.

Lyra’s key figures:

Over 10 billion payments secured and transmitted in 2017 worldwide

Over 55,000 e-merchants

Over 3,000,000 payment terminals worldwide

Lyra’s services are certified PCI DSS, Visa Merchant Agent and approved by the bankers’ association for credit cards GIE Cartes Bancaires.

<http://www.payzen.eu>

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