



Press release

The Lyra group continues to grow with a turnover of 60 million euros

Toulouse, June 20th, 2019 - In 2018, the Lyra group, a leader in securing e-commerce and proximity payments, confirms its growth once again with a turnover of 60 million euros.

Following numerous investments and recruitments in France and abroad, 2018 saw the launch of Lyra Collect, which is the latest project of the Lyra group's payment institution. The launch of this project in Europe, together with the development of "full service" offers, reinforces the group's strategy which consists in strengthening its expertise in order to be closer to the needs of its customers and to expand into new markets.

"In 2018 we implemented many projects by relying on a global human and financial investment strategy, our main ambition being to leave our mark in the payment ecosystem. After the launch of our commercial activity as a payment institution and developing such services as payment via Chatbot or online payment with electronic meal vouchers in 2018, and we are now continuing to build on these achievements with even more ambition for 2019," says Anton Bielakoff, CEO of the Lyra Group.

2019: focus on global development and being at the forefront of innovation

"This year has been and will decidedly continue to be focused on international development. We expect a significant increase in sales, driven by our fast-growing subsidiaries, particularly in Latin America and India. We are aiming for a turnover of 70 million euros for 2019," says Anton Bielakoff. "In terms of innovation, we continue to work on complex projects that confirm our technological know-how and our knowledge of the payment universe and its transformations."

Thus, in view of the increasing use of the new version of 3DS authentication, Lyra quickly mobilized to become the first French platform to obtain the EMVCo certification, which is essential for offering a payment journey that includes 3D Secure 2.0, set to become mandatory this September.

Meanwhile, Lyra marked the beginning of the year with the exclusive launch of a payment service via the international instant messaging application WhatsApp.

In view of the rise of instant payment that is increasingly gaining popularity in Europe, the group also intends to strengthen its position and become a major player within this market segment.

Sustaining the group dynamics through recruitments

"As of June 2019, we are already witnessing a + 10% increase in the number of our employees compared to June 2018, with particularly significant growth in France, Brazil and India. This year, we plan to further accelerate recruitment, with a focus on development and technical engineer profiles as well as profiles with the skills required for managing our payment institution," says Anton Bielakoff. "This growth cannot be achieved without the involvement of our employees. Therefore, we continue to make consistent efforts to develop a strong corporate culture. We have just received the label "Happy At Work" following a survey carried out among our 290 employees, which reinforces the attractiveness of the Group and the reputation of our employer brand."

To support its growth, the Lyra Group's head office is expanding: the expansion of the Labège site, following the 2017 acquisition of nearly 81,000 ft² of land close to its head office, has reached its final stage. The new structure of 43,000 ft² should be ready to accommodate the teams, including the R&D Department, at the end of 2019.

Focus on some of the major events of 2018

- **The launch of the Payment Institution:** with this offering, the Lyra Group combines the performance of its technical platform with the flexibility of a payment institution to respond to market developments. This project has been awarded with the **Finance Innovation Label**, which recognizes the quality of innovative projects of the French banking, finance and insurance market.
- **Payment via chatbot** that offers a unique and interactive e-commerce experience.
- **New features for marketplaces**, favoring the automatic onboarding of sub-merchants and the flexible management of payouts.
- **Online payment via French Electronic Meal Vouchers** which creates new growth opportunities for the online restaurant industry.

In other parts of the world, **India and Brazil left their mark in 2018.**

- **India showed very rapid growth: Lyra has 52 employees in India and is currently recruiting 20 more. The turnover of 5 million euros has doubled rapidly.** Lyra's participation in the delegation of French companies selected by Business France to accompany the French president on his visit to India in March 2018 also put a spotlight on the group's Indian success story, thus reinforcing its notoriety.
- **In 2018, Brazil achieved the most impressive growth of the Group with + 51% of its turnover in local currency, significantly increasing its market share in the electronic banking sector.**

About the Lyra Group:

Founded in 2001 by Alain Lacour, Lyra secures e-commerce and proximity payments and develops value-added services for daily transaction and equipment management. Based in Toulouse, Lyra is present internationally in 10 countries (Algeria, Germany, Brazil, Chile, Spain, India, Mexico, Argentina, Colombia and Peru). In 2018, the Group had over 300 employees and a turnover of €60 million.

The Lyra Group in a few figures:

Over 12 billion secure payments transmitted worldwide in 2018

Over 55,000 e-merchants

Over 4,000,000 payment terminals worldwide

Its services are certified PCI DSS, Visa, MasterCard and approved by GIE Cartes Bancaires.

<https://www.lyra.com/>

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