



Press Release

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## DIBS and PrestaShop initiate partnership for growth in Europe

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**DIBS, the leading Nordic provider of payment solutions for Internet, today announced that it has entered into a strategic agreement with PrestaShop. DIBS payment solutions will be integrated into PrestaShop's e-commerce software that is used by 50 000 e-shops worldwide. The partnership enables PrestaShop's customers to choose DIBS as their provider of payment services.**

"The agreement with PrestaShop is the first major step in DIBS strategy to expand outside the Nordic region. We provide PrestaShop with new business opportunities related to financial transactions and they provide us with an excellent distribution channel, particularly to the French market. Based on our strong position in the Nordic region, we are dedicated to continue to tap into growth opportunities across Europe together with our customers and partners," says Eric Wallin, CEO of DIBS.

PrestaShop is one of the world's leading e-commerce softwares used by over 50,000 e-shops worldwide, including prominent names such as Centre Pompidou, Peugeot Sport and Mercedes-Benz. The agreement with DIBS enables PrestaShop to deepen the commercial relations to its e-commerce customers with regards to payment infrastructure.

" PrestaShop is a driving force in e-commerce worldwide. Last year our community grew by over 250% and we are dedicated to continue our rapid growth as we are introducing our new version V 1.4, with over 65 new features. Together with DIBS we will enrich our e-commerce offering and will financially leverage our position at the centre of huge amounts of e-commerce transactions," said Christophe Crémer, General Manager at PrestaShop.

DIBS Payment Services is the leading independent provider of functional, secure and innovative payment services for Internet commerce in the Nordic countries. DIBS handles transactions for more than 14,000 customers and has offices in Stockholm, Copenhagen, Oslo and Gothenburg. DIBS is listed on the NASDAQ OMX First North in Stockholm, with Penser Bank as certified adviser.

Read more at [www.dibs.se](http://www.dibs.se).

The foundation for DIBS European expansion is its strong market position in the Nordic region, its technological leadership and its international payment infrastructure. After recent consolidation in the industry, only very few independent payment service providers remain in Europe and DIBS believes that there is a significant opportunity for DIBS. DIBS strategic direction is to further expand its presence into European markets.

DIBS and PrestaShop's cooperation will generate new customers and revenues, though it is too early to estimate the future number of users and transaction volumes.

DIBS European E-commerce Survey, published early January 2011, is a thorough analysis of the potential across Europe. Based on 8600 interviews, the total e-commerce market is estimated to be 178 billion euro in eight selected European countries; whereof the UK 47.6 billion euro, Spain 19.7 billion euro, Germany 55.7 billion euro, France 31.8 billion euro, Sweden 7.0 billion euro, Norway 6.2 billion euro, Finland 4.1 billion euro and Denmark 5.5 billion euro.

This means that the French market alone is nearly 40% larger than the combined markets in Sweden, Denmark, Norway and Finland. The potential for further growth across Europe is large as the average consumer completes only slightly more than one online purchase per month. Furthermore, e-commerce is still just a fraction of total household consumption.

**For further information, please contact:**

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