

## **Swiss Bankers to Focus on Growth and Prepare for Entry into New Markets with New Owner**

**Grosshöchstetten/Zurich, 17 December 2021 – Swiss Bankers Prepaid Services Ltd, the Swiss market leader for prepaid cards, has announced that the Switzerland-based, internationally active DDM Group has purchased 100% of its share capital and will therefore actively shape and support the strategic orientation of Swiss Bankers and the implementation of their international expansion strategy going forward. The transaction is subject to the issuance of all necessary regulatory approvals.**

The partnership between Swiss Bankers, the largest Swiss issuer of prepaid cards, and the DDM Group, which is domiciled in Switzerland, represents an important milestone and underpins the company's strategic focus and the corresponding implementation of its international expansion strategy. In recent years, Swiss Bankers has comprehensively digitalized and modernized its prepaid business, and has also launched new products and services. Swiss Bankers has also successfully introduced further business segments such as the innovative money transfer service Send and digital solutions through partnerships such as with the SME portal KLARA.

Hans-Jörg Widiger, CEO, Swiss Bankers: "Given Swiss Bankers' leading position on the Swiss prepaid market, its future growth potential depends heavily on the expansion of its services into new markets. Against this backdrop, our current shareholders have decided to allow Swiss Bankers to profit from the support of an experienced multinational investor. The transaction constitutes a very positive outcome for all parties involved. It will allow Swiss Bankers to launch its products on new growth markets while at the same time structuring its offer in Switzerland so that it is more attractive, something that will benefit both our clients and our sales partners."

The DDM Group, which was founded in 2007 and is headquartered in Zug, serves as an active investor and partner for financial institutions in Europe. This includes the acquisition of assets or companies previously held by banks, such as is the case with Swiss Bankers.

Florian Nowotny, CEO, DDM Group: "We are extremely pleased to help Swiss Bankers implement their future plans as a long-term partner. We feel certain that with our experience at the intersection of technology and the financial sector, we offer the ideal conditions to help Swiss Bankers pursue its ambitious growth strategy, which includes both strengthening existing core competencies and consistent acceleration of digitalization and internationalization."

The change in the shareholder base will not affect Swiss Bankers' clients. In future, they can continue to rely on Swiss Bankers for secure, innovative payment products and personalized service.

The transaction is subject to the issuance of all necessary regulatory approvals. Further information will be made public following the approval procedure.

## **Swiss Bankers**

Swiss Bankers is an internationally oriented financial-services provider with locations in the cantons of Bern and Zurich, as well as in Vaduz, Liechtenstein. The company leads the way in the development, distribution, and processing of innovative, deposit-based payment products and offers solutions for secure cashless payment transactions worldwide. Swiss Bankers has done pioneering work in Switzerland, enabling mobile payments with Apple Pay, Samsung Pay, Google Pay, and with wearables such as Garmin, Swatch, and Fitbit. In addition, Swiss Bankers is one of the first providers to use an app to offer a card-based and account-independent peer-to-peer money transfer service from Switzerland in numerous countries. The company was founded in 1975 and first became known through Travelers Cheques. Today, all Swiss Bankers cards enjoy great popularity and can be obtained directly from [www.swissbankers.ch](http://www.swissbankers.ch) or through more than 200 distribution partners, depending on the product.

## **DDM Group**

DDM Holding Ltd is an internationally active company that serves as an investor and partner for financial institutions in Europe. This includes the acquisition of assets and companies previously held by banks, including involvement in special, complex transactions and the acquisition and recovery of loans.

The DDM Group's objective is to combine its comprehensive experience in the financial sector, in the assessment of credit risks, and in the application of technology with a focus on high operative efficiency, and in this way, to create added value for its investors and stakeholders. DDM Holding Ltd was founded in 2007 and is headquartered in Switzerland. Their stocks are listed on the Nasdaq First North Growth Market, Stockholm (ticker symbol: DDM).

## **Media Contact Swiss Bankers**

Sandra Iseli, GRIP Agency AG

Swiss Bankers Media Office

[swissbankers@grip-agency.ch](mailto:swissbankers@grip-agency.ch)

Phone: +41 43 222 60 36