



Press Release

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BuyBox strengthens Splendia's e-commerce offering through the implementation of his online Gift Card system

Splendia, leader in online booking of luxury and character hotels, has chosen BuyBox's *Social Payment* solution to strengthen its e-commerce offering. A world first in the field of e-tourism!

There are many reasons for giving a gift: wedding, birth... and the implementation of BuyBox *Social Gift Card* on **Splendia.com** facilitate the organisation of gift. On **Splendia.com**, **users can now create gift cards alone or as a group** in a friendly, simple, fast and secure way. **As a group each guest can contribute to the gift** even if they live on the other side of the planet! Once the money has been collected, the gift card is offered to the beneficiary, who can use it as a payment method to purchase their reservation through Splendia.

*« It was time for us to provide a gift card service for our customers. With BuyBox, we have been able to deploy the solution quickly to take advantage of **innovative features** such as Social Payment »* says **Guillaume Rostand, marketing director of Splendia**. *« This is the first step in the deployment of new features on Splendia.com. We want to propose a travel experience rather than a simple booking service. **Moreover, we intend to integrate other features developed by BuyBox, especially relating to wish lists or to Facebook** »* says Guillaume Rostand.

BuyBox's Social Payment solution is offered under white label, thus allowing own branding and enabling merchants to easily integrate group payment functionality into their existing e-commerce processes.



« *Social Payment allows us to better meet the daily needs of our customers, and grow our business. BuyBox's solution is simple and clear. We appreciate end-to-end support and the real concern of BuyBox to respond to our demand. The team was able to address our concerns in the operational implementation. BuyBox has adapted its solution which has a guarantee of **flexibility*** » says **Elie de Coignac, CEO and founder of Splendia.**

A solution for players in e-tourism

For example in France, e-tourism accounts for the greatest online spend with a turnover of **17,7 billion euros, or 33% market share of e-commerce.** According to « Fédération du E-commerce et de la Vente à Distance » (FEVAD – Key figures 2012), 84% of French people used the internet to prepare and book their travel. And 20% of Internet users have used social networks to prepare their holidays. *Social Payment* is a new marketing lever which can be particularly adapted for e-tourism. « *Most people travel in groups and they are confronted with issues such as cost-sharing or payment for high value purchases* » says **Marc Guedj, CEO of BuyBox.**

« *With BuyBox, e-commerce sites can collect and organize group payments, e.g. for friends buying someone a birthday gift. Social Payment plays a key role before, during and after the act of purchase. It provides high added value to the online retailer by boosting customer acquisition, increasing the average cart value and enhancing the e-reputation* », says Marc Guedj.

BuyBox has a unique position in the market: BuyBox offers a B2B solution for merchants, available as a white label and fully customizable. BuyBox is « plug and play » and uses the merchant's standard bank account.

About BuyBox

Pioneer and leader of Social Payment B2B, BuyBox has created and developed a unique solution for online retailers - the ability to accept communal payments. BuyBox, distributed in SaaS mode, has been successfully deployed by well-known customers such as **Celio, Wonderbox, Micromania** and **ProwebCE**. BuyBox is also distributed by partners like LaSer and is integrated with the Worldline (Atos) Sips ePayment system. BuyBox is supported by **Iris Capital** (Orange, Publicis) and **Midi Capital**.

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