BuyBox widens access to communal payment for brands : examples of two complementary cases, clients Banque Edel and Paris Saint-Germain F.C

BuyBox's solutions include communal payment functionalities, wich meet businesss'marketing, practical and technical requirements. The implementation of an online gift card service for Banque Edel (banking subsidiary of Mouvement E.Leclerc) and th "Appli Birthday" application for Paris Saint-Germain, affirms BuyBox's unique B2B positioning. BuyBoxis seen as a value creator for all players in the e-commerce industry, pure players and clicks and mortar businesses.

Social Gift Card : a multichannel marketing lever
The BuyBox Social Gift Card system allows internet shoppers to give a gift card from an individual or from a group (friends or family). An online Social Gift Card service increases conventional performance indicators such as customer acquisition, sales, brand awareness and customer loyalty.

Banque Edel, banking subsidiary of Mouvement E.Leclerc (leader in retail distribution in France), launched a new gift card service with a kitty online system. Available on a dedicated website, it allows the beneficiary to use the gift card as a payment method to purchase at point of sale, including through his smartphone. Based on BuyBox Social Payment technologies, this service could be deployed in less than two months.

 « *We believe that **Social Payment enables brands to attract and retain.** This new project extends the scope of application of our business. We bring solutions to multi-channel issues and web-to-store* » says Marc Guedj, CEO of BuyBox.

Social Payment **allows monetization of Facebook fans**
Linking in with features of Facebook's Open Graph such as birthday notifications, the BuyBox *Social Payment* solutions are a real value proposition for brand communities. **The appearance of communal payments within social networks is a response to online gift purchasing or** *Social Gifting***, and results in a tangible monetization of Facebook users for brands.**

Paris Saint-Germain launched "Appli Birthday" : this application allows the internet shopper to readily organise a communal present via an online kitty on Facebook. "Appli Birthday" for Paris Saint-Germain is the product of a joint collaboration between the LaSer Group, the PlayApp agency and BuyBox. It is a bespoke product developed by PlayApp and is based upon the communal payment API from BuyBox.

"Appli Birthday brings together, for the very first time, communal payment tools and Facebook functionalities. The implemented service is dedicated exclusively to Paris Saint-Germain and runs completely smoothly for the user." says Marc Guedj, BuyBox CEO.

About BuyBox
BuyBox**, pioneer and leader in B2B Social Payment,** has created and developed a unique product, aimed at e-commerce websites, for the implementation of communal payment solutions. BuyBox's customers include **Celio, Wonderbox, Micromania, Splendia** and **ProwebCE**. Available as SaaS through buybox.net, the product is distributed by the LaSer Group and is integrated into the **Worldline** (Atos Group) online payment gateway. BuyBox is supported by **Iris Capital** (Orange, Publicis) and **Midi Capital**.

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