



**PRESS RELEASE**

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## **BuyBox becomes the first European digital gift card solution to provide group payment in the US**

BuyBox is taking a new step toward its international expansion thanks to the delivery of its US patent based on group payment. This unique technology allows merchants to accept gift card purchases as a group, without any financial intermediary. BuyBox becomes the first European e-gift card solution to provide this technology in the US.

**Marc Guedj - BuyBox Founder and inventor** *"Purchase an order as a group on a merchant's website is very complex to manage. Indeed, group payment creates multiple transactions, which are not easy to process without heavy IT development.*

*BuyBox group payment technology handles several transactions coming from various participants into a single payment on a merchant's site. The principle is based on a "mirror authorization server" that replaces the bank's authorization server. This method allows merchants to manage group payment without modifying its current architecture."*

**Aria Ardalán, BuyBox CEO** *"We are very proud to receive this patent, which confirms that European providers are also able to compete with FinTech companies in the US."*

### **About BuyBox**

BuyBox is an Omnichannel Gift Card Solution as a Service (SaaS) dedicated to global brands and retailers. After several years of research and development, the company has created a plug & play solution to manage a complete gift card program: B2C and B2B sales, incentive, loyalty program and distribution. Over 50 international brands and 4,000 stores are using BuyBox each day around the world.

<https://www.buybox.net/en/>

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