



JCB partners with PayXpert to expand in-store card acceptance for international shoppers and travellers coming to Europe and in the UK

Tokyo, London, and Paris 27 May 2025, JCB and PayXpert, a pioneering omnichannel payment services provider based in Europe and in the UK, today announced a strategic partnership to enhance JCB's card acceptance across European¹ and UK markets. The collaboration promises a smoother payment experience for both merchants in the regions and international JCB Cardmembers.

Through this collaboration, JCB's 164 million cardmembers will enjoy greater convenience and accessibility across a wide range of businesses throughout Europe and in the UK. PayXpert's varied merchant network is covering diverse sectors such as retail, hospitality, tourism, and transport. This partnership ensures broader JCB Card acceptance, making it easier than ever for JCB Cardmembers to use their preferred payment method while traveling and spending in Europe and in the UK.

By joining JCB's merchant community of 53 million worldwide, PayXpert is ideally positioned to facilitate JCB Card acceptance in Europe and in the UK and support the growth of its merchant partners. This partnership will also enable PayXpert's merchants to tap into the growing number of JCB Cardmembers, mainly from Asia, who frequently travel and shop across Europe. This way, merchants will be able to cater for the needs of international travellers and offer a more seamless and tailored in-store payment experience, encouraging repeat business and fostering loyalty. The collaboration will also facilitate cross-border payments, further enhancing convenience for both merchants and cardmembers. Moreover, JCB Card acceptance on POS terminals is enabled at no additional setup cost, empowering merchants to tap into new revenue opportunities effortlessly.

"We are delighted to announce our new collaboration with PayXpert to further expand JCB's presence in the European and UK market," said **Ray Shinzawa, Managing Director, JCB International (Europe) Ltd.** "This partnership aligns with our goals of providing JCB Cardmembers with a fast and secure payment experience, whenever they need it. By leveraging PayXpert's extensive network and expertise, we will further increase our JCB Card acceptance, providing unparalleled convenience for our cardmembers travelling throughout Europe."

Nicolas Riegert, Co-founder & CEO, PayXpert added, "We are thrilled to welcome JCB to our network and offer our merchants access to a wider customer base. This partnership showcases our commitment to providing seamless and flexible payment solutions that meet the evolving needs of our clients. Inclusivity is at the core of PayXpert's DNA, and by accepting international payment methods like JCB, we enable more global shoppers to enjoy a payment experience tailored to their preferences and habits. By welcoming JCB Cardmembers, our

¹ PayXpert Spain SL can facilitate the acceptance of JCB in the following countries in Europe: Austria, Belgium, Bulgaria, Cyprus, Estonia, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Czech Republic, Spain and Sweden.



merchants can attract new customers, increase sales, and enhance their overall customer experience.”

About JCB

JCB is a major global payment brand and a leading credit card issuer and acquirer in Japan. JCB launched its card business in Japan in 1961 and began expanding worldwide in 1981. Its acceptance network includes about 53 million merchants around the world. JCB Cards are now issued mainly in Asian countries and territories, with more than 164 million cardmembers. As part of its international growth strategy, JCB has formed alliances with hundreds of leading banks and financial institutions globally to increase its merchant coverage and cardmember base. As a comprehensive payment solution provider, JCB commits to providing responsive and high-quality service and products to all customers worldwide. For more information, please visit: www.global.jcb/en/

About PayXpert

PayXpert² is a pioneer in omnichannel payments, subsidiary of Societe Generale group. We support local and international brands across various industries, providing services both online and in-store. We have developed services focused on revenue optimisation, performance enhancement, fraud prevention, as well as cross-border payments such as Discover or JCB, and alternative methods like Alipay+ and WeChat Pay. Our solutions also integrate inclusive features for the visually impaired. Our vision is to create a payment ecosystem that facilitates an inclusive commerce experience. www.payxpert.com

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² PayXpert is divided into PayXpert Limited and PayXpert Services Ltd, a subsidiary of the Societe Generale group, which includes PayXpert Spain SL and PayXpert France. PayXpert Limited is regulated by the FCA and licensed in the UK. PayXpert Spain is regulated by Banco de España and licensed in Spain.