Press Release: Recharge.com announces partnership with Primer

Recharge.com, the European leader in online consumer-branded payments, has selected Primer to unify and scale its payment stack for its mobile and e-gift cards. The firm also plans to develop a new super app, where users can easily shop and pay for a variety of goods and services within one app.

Primer is the world's first automation platform for payments, with a completely unified checkout and payment integration system. Its technology enables merchants like Voi, Kilo Health and Parkopedia to connect their entire payment and commerce stack, and build end-to-end payment flows with a no-code editor.

Recharge will use this platform to provide a completely seamless payment experience to its users, combining its smart routing with Primer's automation platform to deliver the highest level of frictionless service to customers.

Primer's open, agnostic framework for payments means any developer can build a connection. For merchants, connecting payment services becomes an easy point-and-click experience. Connections include payment service providers (PSPs), payment methods, fraud providers, data connectors, chargeback services, tax calculation, loyalty and rewards platforms and more.

Gabriel Le Roux, Co-Founder of Primer, said: 'We're very excited to onboard Recharge.com as a merchant. We have a shared vision for sophisticated payment solutions that simplify and enable the ideal customer journey on the front end. Recharge's model of connecting customers with leading global brands complements our vision to create a unified framework for integrating payments and commerce.'

Günther Vogelpoel, CEO of Recharge.com, added: 'With Primer, we have established a partnership with a bleeding-edge startup that is at the forefront of automated payments and embedded finance, so naturally we're excited to be working together. By partnering with this outstanding innovator, we're solidifying the next phase of Recharge.com, where we build the super app for all branded payment needs.'

The term 'super apps' refers to digital applications that offer a wide variety of services all within one app, without having to switch to any others. The app becomes a multifaceted marketplace, rather than a single service offering. In the same way Google began as a search engine but now offers email, home security, cameras, phones and drones, Recharge is positioning itself as a platform for seamless payments that can cater to the financial needs of

millions — even billions — of consumers around the world.

Today the Recharge platform serves over three million customers with sales of over $500 million growing at 50% year-on-year. The company expects to reach over $1 billion within the next 2 years.

For queries, additional assets or interview opportunities, please contact Ross Cumming at press@recharge.com. For asset downloads, please click below:

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Primer Master