



## **COLLECT & CONNECT**

Trusted partner for payment

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# OMNICHANNEL PAYMENT SOLUTION FOR INCREASED CONVERSION

*While associating innovative technologies, Lyra is revolutionizing payment. Giving you the opportunity to answer new needs, the French fintech is always working on new uses for its clients.*

## OUR PRIORITY: YOUR FLEXIBILITY

Lyra drives your entire process of payment. From e-commerce to POS, or from WhatsApp payments to anti-fraud management, with Lyra, you are choosing a supra secured solution and an important ease of use.



Free payment modules



Anti-fraud tool



International support



3DS2 feature  
certified



Reactivity of our  
support team

## OUR MISSION: COLLECT & CONNECT

**Thanks to Lyra, your action field is limitless!**

Lyra is providing merchant contracts and driving payments and their reconciliations.

Customer habits never stop evolving, this is why we want to offer them the opportunity to choose the mean of payment they want to use, among more than 100 different ones. Opening their buying perspective to an international dimension.

## E-COMMERCE

### Marketplace

Manage your merchants' payments via our third parties whilst complying with applicable legislation.

### One stop shopping

Facilitate your payment mean management through a single tool.

### Conversion

Benefits from anti-fraud tools and redefined data mining to improve your acceptance rate.

### Smart routing

Identify the best performing channel whilst maintaining a fluid customer experience.

### Payzen

The PayZen secure payment platform allows you to connect payments to your e-commerce website with your acquirer/bank.

### White label

Dedicated payment solution for banks.

## POS ROUTING

### Electronic payment terminal (POS)

Our solutions allow you to route your bank flows securely. With Lyra solutions, you have the best tools to supervise your business activities and to optimize your terminal fleet management.

# AN OMNICHANNEL SOLUTION

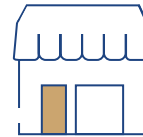
Whatever your business model is or your customers' needs are, your commitment is fulfilled by our payment solution. With Lyra, you undertake to create a handy, suitable and quick to manage payment solution for all types of purchase.

**Thanks to Lyra, you enable your customer to use the kind of sales channel they want!**



## Mobile payment

- ◆ Fully responsive page
- ◆ In-app
- ◆ Wallet



## Store payment

- ◆ Offline
- ◆ Connectivity for POS



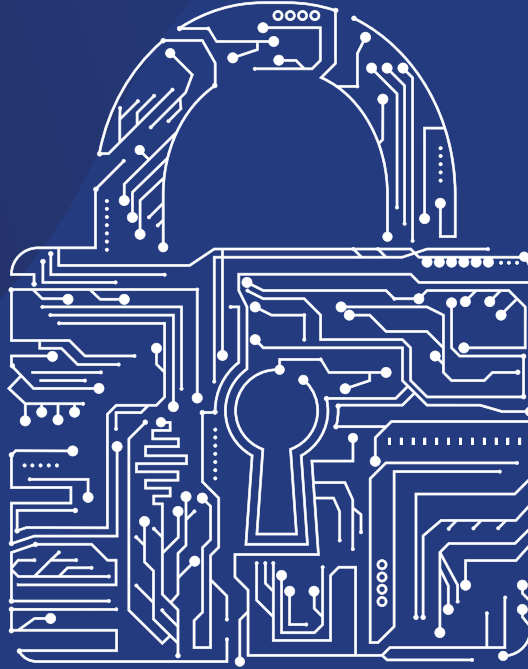
## E-commerce payment

- ◆ Embedded (API rest)
- ◆ Redirection
- ◆ Iframe
- ◆ Chatbot



## Call center payment

- ◆ SMS, URL and e-mails
- ◆ Manual
- ◆ WhatsApp
- ◆ IVR



## A SECURED SOLUTION

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Since 2009, Lyra is certified PCI DSS and is guarantying a highly reliable and secured payment solution. Mandatory for any e-commerce activity, this certification protects your buyers' data. For e-commerce websites, it also guarantees:

- ◆ Control of costs and risks, your website is safe
- ◆ A mature vision of security and its IS
- ◆ To be competitive on long terms against competitors taking care of profits and neglecting risks

Lyra, certified 3DS2 from CB, Visa and MasterCard, offers you the ability to progressively suggest frictionless payments according to banks' card holders compatibility.

## OUR CUSTOMERS



# ABOUT US

Lyra is an international payment service provider offering value-added services to optimize your sales via different channels: Internet, proximity, mobility and bill collection.

Created in January 2001 in the south west of France, in Toulouse, the company quickly established itself as a major player in the payment industry in the world.

**Our in-depth market knowledge, technical expertise and commitment to innovation guarantee the highest quality of services.**

## LYRA WORLDWIDE

**4 000 000 +**  
connected shops

**250 000 +**  
e-commerce websites

**20 + billions**  
of payments



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