

Damart chooses Worldline and Sparkow to support its e-commerce strategy

Paris, XX September 2014 – Worldline [Euronext:WLN], the European leader and a global player in the payments and transactional services industry, has been selected by Damart together with Sparkow, a solutions producer for customer digital experience management, to enhance its e-commerce platform and strengthen the brand internationally.

Damart decided to combine the eCommerce services from Worldline with the eMerchandising solution from Sparkow to provide its customers with efficient and high quality e-commerce services. Based on Damart's objectives, Worldline has designed and operates a customised eCommerce platform including the online payment services Sips, the eCommerce website with a tablet version providing rich content management and a powerful and business-oriented animation tool. The whole platform is supported with powerful e-merchandising functionalities from Sparkow.

Samuel Vandamme, Damartex International E-Commerce Manager notes: "Worldline and Sparkow have helped us progress at every stage of the redesign project. We have strengthened our cross-channel model as part of the process of adapting to the new needs of our customers."

Worldline has developed and operates the Damart.fr site and the DamartSport.com one as well as the e-commerce platform of the Damartex group using its eCommerce solution incorporating its electronic payment solution.

The success of Damart.fr would only work if it represents a true complement and true continuity for Damart customers, who want to find the world they know everything enjoying an experience that is simple, innovative and fun. Customers and visitors enjoy a more comfortable navigation and an easier to find the products they want, and the new solution offers customers a shopping experience of online high quality in a consistent cross-channel approach.

Meet us at the eCommerce exhibition – Paris | Porte de Versailles - from September 23rd to 25th at the booth n°7H033 and join us for the session "choose your platform" on September, 25th from 10:00 to 10:45.

About Sparkow

Sparkow is a provider of expert SaaS solutions that enables merchants to boost their performance by designing a streamlined buying journey. Sparkow solutions answer three objectives: improve customer's buying experience, boost performance of commercial systems and improve sales teams' productivity.

Sparkow solutions optimize more than 150 sales dispositive (websites, mobile apps, call centers, digital in store...) in more than 20 countries and in all retail-linked activities

In 2014, Compario changes brand identity and becomes Sparkow. Fully aligned with product strategy, this new brand is less tied to a functional universe and better represents the width of solutions: Sparkow Personalisation Suite, Sparkow Merchandising, Sparkow Recommendation and Sparkow Digital Store, stating values of flexibility and accessibility of the solution. www.sparkow.com

About Worldline

Worldline [Euronext:WLN] is the European leader and a global player in the payments and transactional services industry. Worldline delivers new-generation services, enabling its customers to offer smooth and innovative solutions to the end consumer. Key actor for B2B2C industries, with 40 years of experience, Worldline supports and contributes to the success of all businesses and administrative services in a perpetually evolving market. Worldline offers a unique and flexible business model built around a global and growing portfolio, thus enabling end-to-end support. Worldline activities are organised around three axes: Merchant Services & Terminals, Mobility & e-

Transactional Services, Financial Processing Services & Software Licensing. Worldline employs more than 7,200 people worldwide and generated 1.12 billion euros revenues (pro forma) in 2013. Worldline is an Atos company. www.worldline.com

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