



Press release.  
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## myPOS opens its first store in Belgium

**Antwerp, June 27, 2019 - myPOS, Europe's fastest growing e-payment solution provider, opens a store in Belgium. Four years after launching an omni-channel payment solution for small businesses in our country, the payments provider is strengthening its presence and getting closer to its customers. For more proximity and services for professionals wanting to obtain a multifunctional payment terminal at an affordable price and corresponding to their needs. And, introducing the new myPOS Go at just 29 €!**

Since its creation in 2014, myPOS offers freelancers, merchants and SMEs a complete solution that enables them to accept and process electronic payments. It does not only translate into an offer of multifunctional POS terminals at super-affordable prices (from € 29 to € 349), but also by the provision of a free multi-currency account. Combined with a debit card and, most importantly, through real-time transaction processing, the account makes instant access to payments available. myPOS devices work with all card types: smart cards, PIN cards, magnetic stripe cards and contactless cards. They accept payments from major card providers, as well as payments with Apple Pay and Android Pay.

Even a small shopkeeper who only uses myPOS very infrequently can take advantage of the solution. The standard price per card transaction is only 1.75%. And for payments made with a Bancontact card, the transaction is even more advantageous: 0.08 € of fixed costs on amounts below 10 € and 0.25 € on amounts above 10 €.

Driven by its success, myPOS quickly gained a foothold in more than 20 markets in Europe, gaining the trust of more than 70,000 independent professionals and small and medium-sized businesses. The dynamism and creativity of the company are getting noticed. In February 2019, the Berlin Merchants Payments Ecosystem jury awarded myPOS the coveted Best POS Innovation Award.

### A showcase to get closer to customers

In 2018, myPOS decided to open flagship stores in order to bring its products closer to potential customers by offering them the opportunity to see and test payment terminals in a situation. Today, after London, Amsterdam, Barcelona, Milan and Sofia, Antwerp hosts the first Belgian store myPOS. Located in the heart of the port city, it will serve as a showcase and point of contact for local customers and partners and provide them with the support, the latest innovations available and many value-added services. Customers will be able to test on-site the full range of myPOS products, observe the payment process in situ and ask the experts present all their questions regarding payment solutions. What will allow them to take - and keep - one step ahead of their competitors!

### A customized payment solution

If the store inaugurated today in Antwerp is the first in Belgium, it should not be the last! The success of myPOS solutions in our country already allows us to expect more openings, particularly in Brussels. **"myPOS payment terminals are real Belgian payment terminals thanks to their direct integration with Bancontact," says Anthony Notos, Director of myPOS Benelux, "offering Belgian SMEs, retailers and independents a serious, modern and flexible alternative. Thanks to it, they can accept card payments anywhere and anytime, and today they have the opportunity to break the established order, which was based on high prices for hardware and rigid contracts. "** The small shopkeeper can therefore opt for simple models, but offering all payment features, or for more solid

POS terminal with printed receipt, or for more upscale Android-based devices offering access to business applications such as accounting software, cash register, loyalty cards, etc.

**Irfan Rasmally, Executive Director myPOS World:**

**"Antwerp confirms its position as an epicentre of business and investment in Flanders. It is therefore logical for myPOS to be operational in this exciting city, where, historically, we have had customers since 2015. "**

### myPOS Go: a pocket-size terminal, mobile and autonomous

Portable and lightweight, the myPOS Go has a set of innovative and iconic features specific to all myPOS devices: accepting cards and mobile wallets, sending payment requests or reloading prepaid phones and mobile phones. gift cards. For just 29 €, merchants will receive the new payment device, as well as a free myPOS account and a professional debit card to allow immediate use of funds collected, which are instantly available. The device fits in the pocket, does not use paper and perfectly meets the expectations of traders, who are often on the move and seek to be independent of traditional banks.

myPOS Go is like all myPOS payment terminals, a point-of-sale, mobile and stand-alone terminal. It comes with a pre-installed proprietary software that does not require any external software support. It differs from most mobile card readers in this price category, which must be connected to a mobile phone or tablet.

These assets make myPOS Go a leader in its class, with no equivalent product among other payment solutions. At 29 €, the myPOS Go meets the needs of taxi drivers, food deliverers, market sellers, hairdressers, and many other types of merchants. In fact, the myPOS Go is a real revolution: this terminal puts electronic payment within reach of all types of merchants or freelancers. What will make their life easier and allow them to offer a better service to the consumer: without being burdened with cash, the latter will be able to easily pay an ice cream to the street vendor, a cornet mayonnaise at the local chip shop or the new sole of his shoes at the shoemaker.

For the consumer, this solution is all the more obvious as it is also based on a payment card well known and appreciated by all Belgians: the Bancontact card. "We are very pleased to see one of our payment terminal suppliers, myPOS, set up a first store in Belgium," says Nathalie Vandepuete, CEO of Bancontact Payconiq Company, "This initiative will certainly help to further improve the direct information to customers. traders and the independent professions, and thus expand the number of shops and points of sale equipped with payment terminals, the price of the terminal being no longer a barrier ... Excellent news for professionals and for consumers, who are more and more eager to pay everywhere with their Bancontact card, in a classic way or without contact ".

Site web : <https://www.myPOS.eu/fr>

Facebook : [www.facebook.com/myPOS.Belgium/](https://www.facebook.com/myPOS.Belgium/)

LinkedIn : <https://www.linkedin.com/company/myPOS-official>

Instagram : [myPOS.official](https://www.instagram.com/myPOS.official)

Twitter : [@myPOSofficial](https://twitter.com/myPOSofficial)

About myPOS Europe Ltd

myPOS Europe Ltd is a payments provider and processor, registered at Level 33, 25 Canada Square, Canary Wharf London E14 5LB, UK and licensed by the Financial Conduct Authority (FCA).

The myPOS package includes a mobile POS device, free myPOS account with business VISA card and access to additional merchant services.

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