



Press Kit

Table of contents

1. Factsheet
2. Founding Story
3. Management Team
4. Services
5. Styleguide
6. Contact



Factsheet

Better Payment GmbH

Founded in 2013
by Björn Bähre

USPs

Independent
Made in Germany
White Label Solutions

Partners

GLS BANK, Creditreform, Boniversum, Crif
Bürgel, Corazon, Versa Commerce, VR
Payment, Sellxed

Mission

*"We are the preferred provider of the simplest
white label solution for our partners."*

Services

Online Payment
POS Payment
White Label Solution
JetztZahlen
Risk Management
Receivables
Management

Management Team

Björn Bähre, Co-Founder & CEO
Rik Zahradka, CTO
Arndt Weißhuhn, CO

Number of Customers

More than 900
contractual
customers

Company Size

10 Employees
(40% Developer)



Founding Story

The idea for Better Payment was born in 2008, at a time when the term FinTech was a common term for few companies.

Our founder, Björn Bähre, notes at the time that there were not enough flexible and comprehensive payment solutions for the increasing demand in the market. Almost all prevailing technologies were not adaptable - especially when it came to individual and innovative ways of payment. In the following years the plan was to create a solution that offered comprehensive payment while being flexible enough to meet all payment requirements - Better Payment. The GmbH was founded in 2013 with exactly this goal in mind.



Management Team

Björn Bähre

Founder & CEO

The last 12 years Björn Bähre has dedicated his professional life to the FinTech and Online Payment industry. Passionate about simplifying payment and defining new ways for payment, Björn founded Better Payment Germany GmbH in 2013. He has built an online payment business supported by respected partners such as GLS Bank, Deutsche Creditreform and Boniversum. Björn's goal is to further develop Better Payment as the preferred online service provider for merchants and business partners.

Björn Bähre and CSO Rik Zahradka have been working together on IT projects for 20 years and therefore have a very dynamic team.



Management Team

Arndt Weißhuhn

COO

As Chief Operating Officer (COO), Arndt Weißhuhn is responsible for managing the company's operating business. He orchestrates projects and their controlling and takes care of IT-framing, -forming and -infrastructure as well as the teambuilding of all employees.



Management Team

Rik Zahradka

CTO

Rik Zahradka has been an integral part of the company since October 2015 with the position of Chief Technology Officer (CTO). He works closely with customers and partners to improve the payment gateway. In addition, Rik assumes the role of Information Security Officer and ensures compliance with compliance and security standards.

Previously, Rik spent more than 10 years at Metaways Infosystems GmbH, where he was external technical director at Kraft Foods and Mondelez International, where he was responsible for all brand and company presences in web, mobile, eCommerce and CRM.

Services

Online Payment

Integration of more than ten popular payment methods for online shops with only one gateway

POS Payment

Integration of payments from stationary trading via terminal into the Better Payment Dashboard

PSP White Label

Become a Payment Service Provider yourself with a dedicated instance in your own Look & Feel

JetztZahlen.de

Customizable payment pages for pay later payments (invoices, dunning notices and donations) in the online area, also without e-shop

E-Shop Solution

Omnichannel Solution

White Label Solution

Pay Later Solution



Additional Services

Risk- & Receivables Management

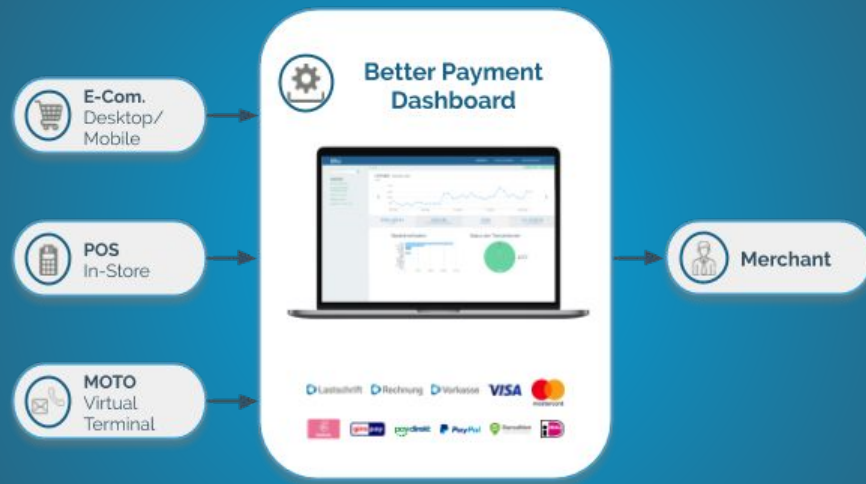
Payment

Online Payment

Get access to the payment gateway and thus to the most popular payment methods for e-shops and additional services with just one technical integration.

POS Payment

POS terminals for retail shops can be easily obtained from us. We also integrate POS payments into the payment dashboard.

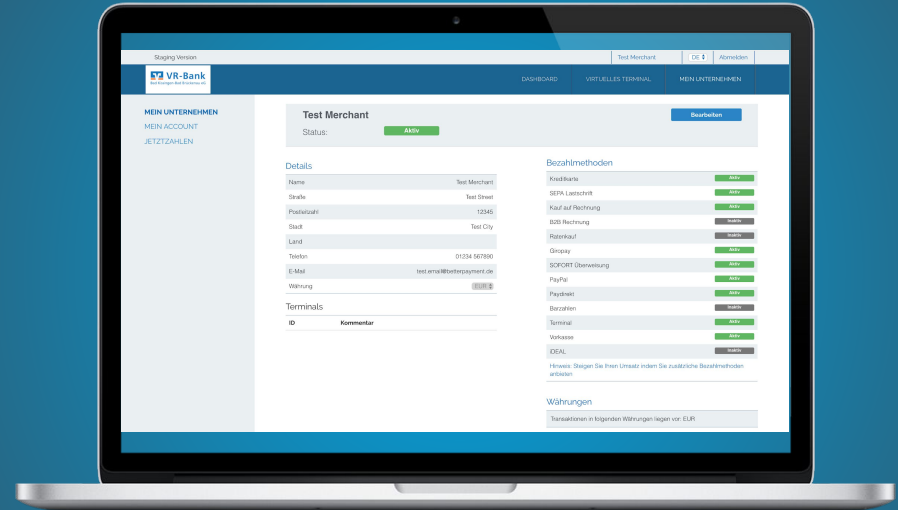


All payment streams at a glance!

White Label

Better Payment offers the possibility to act as a payment service provider. We provide a white label gateway, adapted to the desired corporate identity.

The functions include the creation and management of merchants and users, as well as the use of the various payment methods and the integration of additional services such as risk assessment.



JetztZahlen

1. Receive your invoice

Customers receive the invoice from the biller as usual by post or as a PDF by email.

2. Call up personalised link

Customers who receive the invoice by mail enter the invoice code at jetztzahlen.de. Customers who receive an invoice by mail simply click on the personalized link.

3. Pay Online

The invoice is paid with the desired payment method of the customer, just a few clicks!

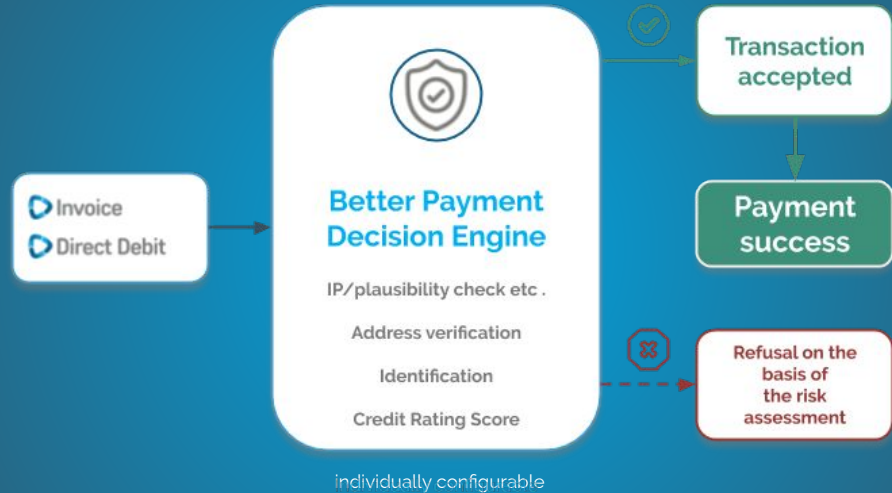


Risk Management

Minimize payment defaults through fraud prevention while maximizing revenue.

This is done with the help of our decision engine through the following risk checks:

- Address verification
- Identification
- Scoring



Receivables Management

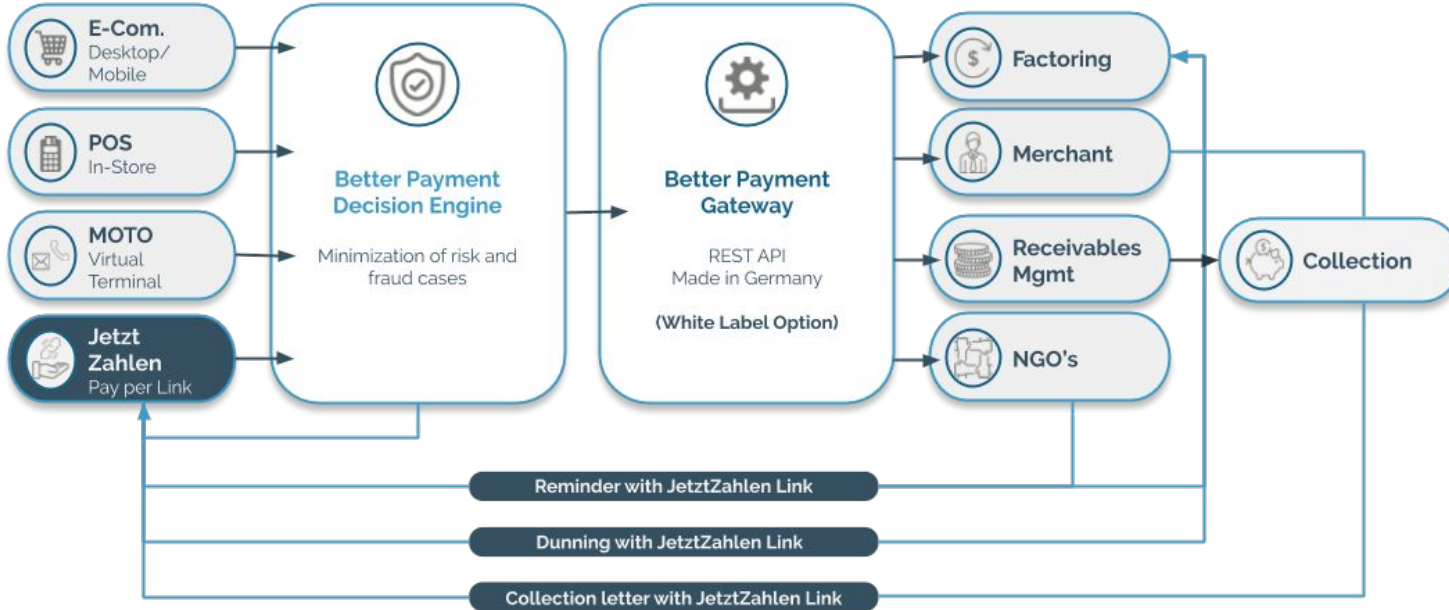
Reduce process costs through tailored receivables management solutions and thus secure liquidity.

The following options are available:

- Collection
- Residual debt purchase
- Factoring



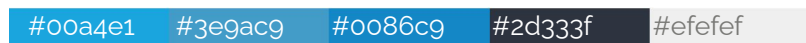
Overview of all services



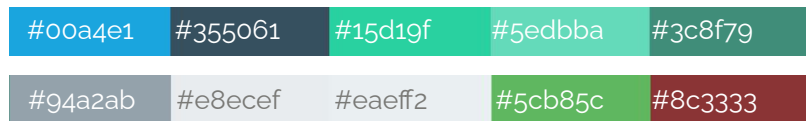
Styleguide

Colours

Websites:



Dashboard:



Logos:



Fonts

Documents:

Helvetica Neue
Corbel

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Web:

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dashboard:

Raleway
Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Logos:

Font Core Sans DS 55 Bold

Styleguide

Logos



Pictures



The downloads of the logos and images in HiRes can be found at:

<https://betterpayment.de/en/styleguide-en/>

KONTAKT

contact@betterpayment.de

+49 (0) 30 557 010 100

www.betterpayment.de

Better Payment Germany GmbH

Rosenthaler Straße 34/35

10178 Berlin, Deutschland

