



girocard annual figures 2019:

Change in customers' payment behaviour: every third girocard transaction is carried out contactless

Frankfurt am Main, 18 February 2020: girocard creates a noticeable change at the cash register. Consumers are more prone to use their girocard instead of paying with coins and banknotes. Apart from that, the retail trade increasingly offers payments within the girocard scheme. This is shown by the current statistics of the German Banking Industry Committee (GBIC). With 4.5 billion transactions in 2019, the scheme reached another record. As in the previous year, the number of payment transactions thus rose again by around 19 percent (2018: 3.79 billion). At around EUR 211 billion, revenue in 2019 was around 12.6 percent higher than in the successful year of 2018 (EUR 187 billion). The average payment amount decreased to an amount of EUR 46.86: an indication that more and more users are also paying smaller amounts with the girocard.

The catalyst for this development is clearly contactless payment. Meanwhile 75 million of the more than 100 million girocards are equipped with the contactless function. With a share of 26.6 percent of the total transactions, more than every fourth transaction was contactless over the year (2018: average 9.8 percent). The rapid development in the course of the year is remarkable: While 19 percent of payment transactions were contactless in January 2019, the proportion had already reached 35.7 percent by December. This underlines that cardholders prefer to pay contactless by tapping their cards or smartphones.

The average amounts indicate that customers are increasingly paying small amounts with their card at the checkout. The average amounts decreased across all girocard transactions from 49.39 euros in 2018 to only 46.86 euros last year. Contactless payment in particular is frequently used for smaller amounts: in 2019 an average of only EUR 33.93 were paid contactlessly. Obviously, it is irrelevant to customers whether they pay without entering a PIN, as is customary for amounts below 25 euros, or whether they shop with a PIN for amounts above 25 euros. Contactless payment is becoming more and more the new normal.

But it is not only customer behaviour that is decisive for this change. The range of payment options at the checkout is also changing. Retailers are moving with the trend and increasingly offering card



payment with the debit card of the German Banking Industry: in 2019 there were over 871,000 active terminals on the market, 3.7 percent more than in the previous year. As of December 2019, almost 755,000 (2018: 620,000) terminals have already supported contactless payment processing. The majority of card-accepting merchants already offer fast payment at the checkout, and the trend is rising.

In addition to contactless payment, the high cost efficiency also provides incentives for retailers. Former cash domains, such as bakeries and butchers, are increasingly accepting cards. But also other areas benefit from the rapid technical developments of the girocard scheme. First and foremost the vending machine industry, which is pushing ahead with the conversion of its devices with terminals without PIN pads to the girocard scheme and thus contactless payment with girocard and smartphone. This means that not only the payment behaviour of consumers is in a constant state of flux, but also the range of payment options is constantly evolving.

Graphics and pictures regarding girocard can be found here: <https://www.girocard.eu/presse-mediathek/mediathek/>

About girocard:

Banks and savings banks in Germany have issued around 100 million of girocards. The brand "girocard" represents the superior frame of the German Banking Industry Committee for its two reliable debit card payment schemes: the girocard procedure (formerly: "electronic cash") as a debit card payment procedure and the "German ATM System". With the usage of the PIN (Personal Identification Number) the German Banking Industry Committee guarantees a safe and simple deployment of the girocard. The name and the logo of the girocard were introduced by the German Banking Industry Committee in 2007.

About EURO Kartensysteme:

As a joint venture of the German Banking Industry Committee, EURO Kartensysteme GmbH undertakes tasks that belong to the common interest of German banks and savings banks in the realm of secure card-based payment transactions. EURO Kartensysteme GmbH focuses on central functions and services, such as marketing and PR for the girocard and its prepaid payment functions cash card (contact) and girogo (contactless). Moreover, these central tasks also imply further functions on the chip, Business Development girocard, the development of operational safety standards, methods for anti-abuse measures and the Mastercard license management.

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