

**TWINT strengthens its Sales activities**

## **TWINT Sales under new management**

**TWINT has attracted a further established industry expert for its Executive Board. Adrian Reto Plattner is to take up the position of Chief Sales Officer at TWINT AG and will assume responsibility for acceptance points in the retail sector and for the sale of TWINT added-value services. The position has been newly created as part of the separation of the Marketing and Sales areas.**

Until now, the Marketing and Sales areas had been headed by the Executive Board member Michael Hügli. "The separation of the two departments will strengthen our market presence and is simply necessary given the size that TWINT has now reached," says Thierry Kneissler, TWINT CEO.

From 1 February 2018, the new Sales unit will be headed up by the industry expert Adrian Reto Plattner, who will also represent the division as a member of the Executive Board. "I am really looking forward to further establishing TWINT in the retail sector. My goal is to ensure that our customers can take advantage of the benefits offered by TWINT in as many places as possible and at any time. With more than 50,000 acceptance points, TWINT already has a very good base, but still has room to grow. In the area of e-commerce, in particular, growth rates are currently exceptionally strong. There are also many interesting payment situations that are not yet covered by cashless solutions. This potential for TWINT serves both as a source of motivation and a challenge for me."

The 45-year-old from the Swiss canton of Graubünden had until now been a member of management at the Aduno Group, where he most recently managed the entire Merchant Sales area. Previously, he had assumed responsibility for the management of key accounts at Aduno SA. Thanks to this position and other roles he has performed in the past with a focus on marketing and sales, he is very familiar with the payment sector. Plattner studied at the University of Zurich, from which he holds an Executive MBA, and the University of St.Gallen. He speaks five languages.

"A specialised and industry-savvy Executive Board is essential for a fast-growing company. Within one year, we succeeded in doubling the number of acceptance points at which our more than 660,000 registered customers can pay with TWINT. With the new organisation and Adrian Reto Plattner on board, we have taken a further step towards achieving even greater growth," says TWINT CEO Thierry Kneissler.

**Further information about TWINT can be found at: [www.twint.ch](http://www.twint.ch)**

65 Swiss banks offer their customers TWINT as a mobile payment solution. TWINT customers can pay direct and cashless from their bank account in e-commerce, at the cash register and at vending machines. It is also possible for money to be transferred between private individuals and for payment requests to be made. With TWINT, users also benefit from added-value services, including the ability to save customer loyalty cards, digital stamp cards and discount coupons. With more than 660,000 registered users, TWINT is the most widely used payment app in Switzerland. TWINT AG belongs to Switzerland's biggest banks, namely BCV (Banque Cantonale Vaudoise), Credit Suisse, PostFinance, Raiffeisen, UBS and Zürcher Kantonalbank, as well as the financial services provider SIX.

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