

# The payments market is continuing to evolve across the EU and Nexi will evolve with it

## Existing Trends



Omnichannel  
Shopping Experience



Integrated POS



ERP Automation



Value added Service  
At Check-out



Wide range of payment  
options

## Emerging Trends



**Increased relevance  
of purchase mobile  
apps in customer  
journey \***



**Automation of  
check-out experience**



**Focus on using **data**  
to understand the  
customer**



**Increased use of  
subscription models**



**Adoption of  
marketplace models**