



**Your trusted  
payment partner .**



They trust us



Welcome,

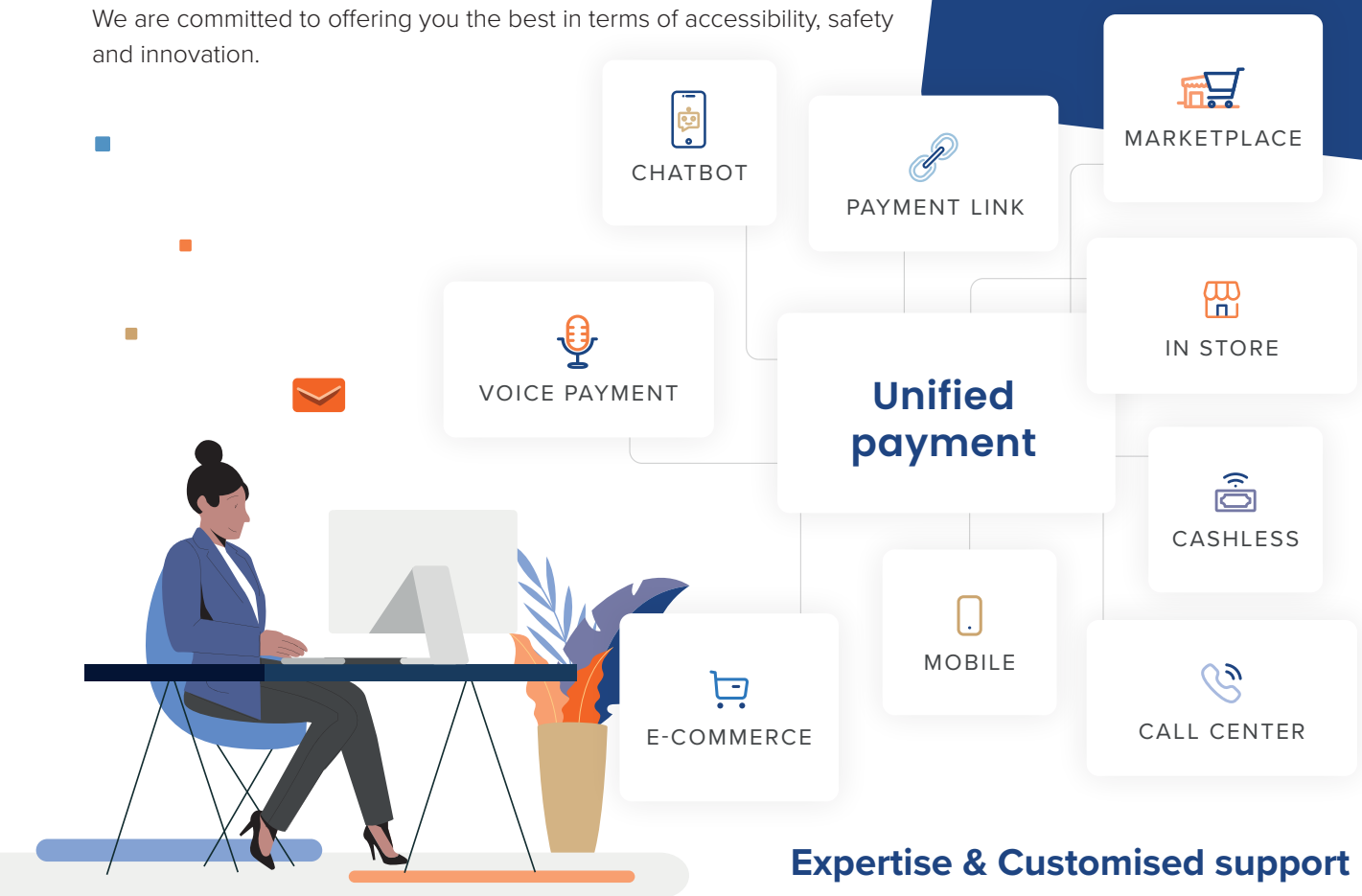
In the payment universe to serve your needs

Let's face the challenges of today and tomorrow together in order to optimise your sales and cash flow.

Our teams have a perfect understanding of the specificities of each sector (retail, services, food, tourism, local authorities, ticketing, POS solutions etc).

We are committed to offering you the best in terms of accessibility, safety and innovation.

20+ YEARS OF EXPERTISE



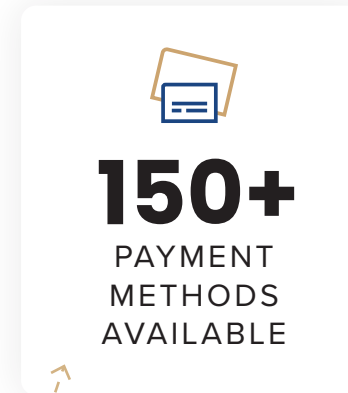
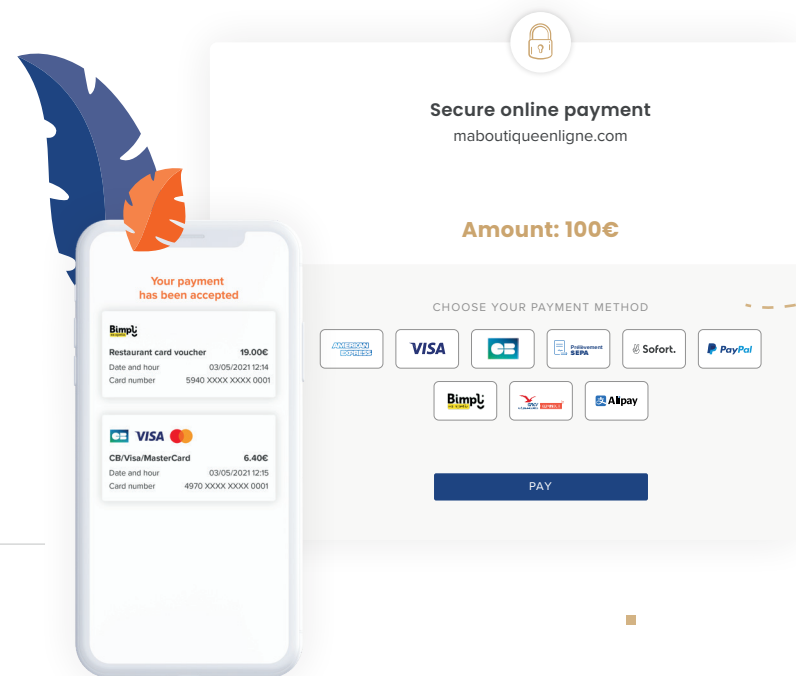
Expertise & Customised support

## Optimise your e-commerce CONVERSION RATE

Offer a **unified and seamless** customer journey across all your sales channels for a successful shopping experience!

Lyra provides all the services you need to ensure that the payment stage is fully integrated into your conversion strategy.

Customisation of your pathways, wide choice of payment methods, range of advanced features.

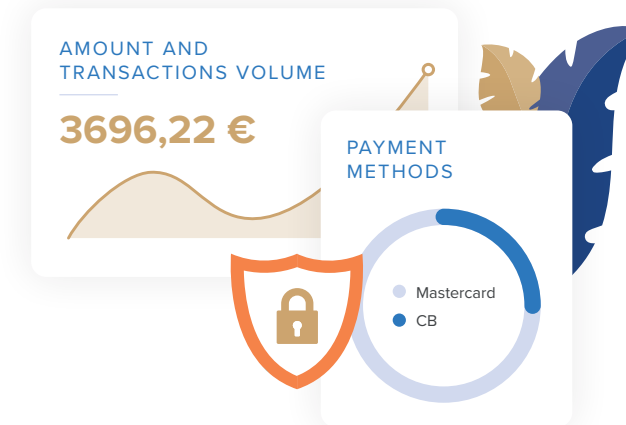


## The most requested FEATURES

- ✓ One-click check-out (Tokenization)
- ✓ Installment payment
- ✓ Payment by link
- ✓ Recurring payment/subscription
- ✓ Marketplace
- ✓ Embedded payment on website
- ✓ Anti-fraud tools
- ✓ 3DS2 & frictionless preference

## Control and manage YOUR PERFORMANCE

From your back office, visualise all your transactions at a glance. You can take actions on payments at any time, such as adjusting your settings on our risk management tool to fight against fraud.



## Develop international business ALONGSIDE EXPERTS

In addition to providing your customers with their favourite payment methods, Lyra offers **dynamic currency conversion** or **direct foreign exchange collection** depending on your size and ambitions. Our teams are available locally to provide you expert advices about regulation and ensure you a global coverage.

A solution for every need

### Connect

**PAYZEN**  
Technical platform

Aggregation of payment methods  
& management interface

### Collect

**LYRA COLLECT**  
All-in-one offer

One-stop shopping and third-party  
collection capacity

# A turnkey solution .

## 1. Subscribe

Depending on your needs, transactions' volume, with or without website, with or without a MOTO contract.

## 2. Set-up and test

Quick set-up, technical support based in France, online documentation.

## 3. Accept

Online payments: CB, Visa, Mastercard, subscription payments, recurring payments, SEPA...

## Our business

### PARTNERS



## Supported

### CMS



## APIs

### AND CODE EXAMPLES

Free access to our documentation website to facilitate integration. A demo area and test environments are also available.

## A global coverage for a local presence .

Through our 10 subsidiaries around the world, we remain close to you to support your international growth and advise you on country specificities.

# About Lyra ■



**10 subsidiaries**  
on 3 continents



**20 billions**  
routed payments  
per year



**250 000  
websites**  
50 000 in France



**4 Billions**  
of connected POS  
terminals

## Committed to everyone's ■ SECURITY

Since its creation in 2001, Lyra has made security a central concern. **The company has been PCI DSS certified for over 10 years.** Our services have obtained all the mandatory certifications / approvals as well as those strongly recommended.

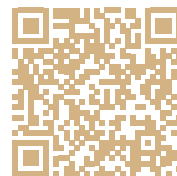
Therefore we can guarantee you:

- a highly secure environment to protect your customers' sensitive data
- reliability of our infrastructure
- control of your costs and risks
- a mature vision of the security of your information system
- to remain competitive on a long-term basis while respecting the regulatory and security changes and security developments



**Trusted partner for your payments**

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Download  
our brochure