

Payline is developing in Russia and supporting two of its clients, Kiabi and Yves Rocher, in the country

Integration of Russians' preferred payment methods and management of the fiscal cash receipt in compliance with Law 54

Payline is confirming its international development on the high-potential Russian market, currently the 9th global market for e-commerce. The market boasts two-digit growth over the last five years and a turnover which has doubled between 2012 and 2016!

**Integration of specific Russian features in Payline
Management of the fiscal receipt in Payline**

Since July 2017, Russian Law 54 obliges all merchants conducting business in Russia to generate a fiscal cash receipt in order to protect consumers and control all financial transactions. For each payment, bills and tax amounts must be declared, then archived.

And payment methods

Even though almost half of payments are made by card, Russians' preferred payment methods are key to becoming a real local e-commerce player in the country. This is why they are now available on Payline:

- Yandex Money: major e-wallet in Russia.
- Qiwi: e-wallet
- Webmoney: electronic purse with 30 million users.
- Sberbank online: the online banking payment method which gives consumers the option of paying for their orders directly by transfer from their Sberbank account.

Payline supporting Yves Rocher and Kiabi in Russia

Payline is assisting the **Rocher Group to identify and integrate the relevant payment methods** and to gain a better understanding of the market and of consumer behaviour, in order to meet their expectations as much as possible while ensuring compliance with the specific facets of Russian regulations.

"We have used our immersion in the field and market knowledge to work with Yves Rocher to define the perfect Russian payment kit, including Yandex Wallet, Qiwi and Sberbank online", commented Frédéric Molinières, Product & Commerce Manager - Payline by Monext.

"Monext has been assisting us for 5 years to offer new uses and payment methods on our digital sites with its Payline solution. Monext is a partner which has successfully understood our requirements, in compliance with standards and laws, by broadening payment methods and partners on an international scale. The recent success of our Yves Rocher Russia e-commerce site has resulted in our customers enjoying a greater choice of payment methods, thereby bringing us closer to the cutting edge on the market" stressed Myriam GILBERT, Project Manager Business Analysis - Rocher Group.

Kiabi has been present on the Russian market for more than 10 years and in e-commerce since July 2015. Since this summer, **Payline has managed the fiscal receipt**, thereby collecting all basket data, VAT codes and amounts to generate a tax bill, in compliance with Law 54.

"The Payline and Kiabi teams have worked together to meet the major challenge of achieving compliance with Russian law in a very short timeframe. Through Payline's expertise and good coordination, Kiabi has been able to adapt its website kiabi.ru in line with these requirements. The integration of new local service providers (Yandex and Atol) was made easier by Payline, which managed the technical relationship with these two players." Eric Laurain, Head of International Payments - KIABI.

Kiabi has therefore modified its on-line sales site with Maestro, Visa, Mastercard and the local "MIR" card. All via Payline!

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