

# DATALOGIC AND WORLDLINE FORGE STRATEGIC PARTNERSHIP TO ELEVATE CUSTOMER EXPERIENCE ACROSS MULTIPLE INDUSTRIES

Paris – Bologna, 26 September 2024. Datalogic, a global technology leader in the automatic data capture and industrial automation markets, and Worldline, a global leader in payment services, are pleased to unveil their strategic partnership, which marks a significant step forward in streamlining payment processes.

The certification of the Memor™'s handheld devices with Worldline Tap on Mobile is central to this alliance, signifying a joint commitment to redefining the payment experience. Together, Datalogic and Worldline are committed to delivering trusted and innovative payment solutions that address the entire customer journey across various business verticals.

Thanks to the Worldline Tap on Mobile solution, which is a groundbreaking innovation in the payment ecosystem, integrators and merchants can turn any point of interaction into a point of payment in the logistics (home delivery), retail, and hospitality segments. This SoftPos upgrade maximizes the multifunctionality of many existing or new Memor device with no additional hardware investment, thus facilitating numerous high-potential use cases such as queue busting in stores, payment at the table (order and payment on the same device), or payment at the door, among others.

Datalogic's new Memor 30-35 family is specifically designed to meet the ever-growing enterprise mobility needs. With the promise of being future-proof and built to last, this range is equipped with next-generation technologies and unique solutions. It features a 360 multi-side NFC reader that facilitates payments with options on the front, top, and back of the device, enabling transactions from multiple angles and supporting self-pay options for increased customer convenience. The device boasts the longest platform longevity in the market, supporting up to Android™ 18, and includes integrated wireless systems on the device and charging docks to help reduce maintenance costs.

Rosario Casillo, Datalogic's General Manager of Mobile & Solutions Business Unit, shared his thoughts on this new venture: "Teaming up with Worldline, a global player in the payment industry, is a strategic move that magnifies the strengths of both entities. Their expertise in advanced payment solutions dovetails perfectly with our technological prowess. Together, we are poised to create unparalleled experiences for our customers and help them achieve their goals."

Karel-Lodewyck Lefere, Global Strategic Partnerships at Worldline Merchant Services, commented: "The partnership gives Worldline faster access to the market and gives Datalogic more direct access to state-of-the-art technology. This will benefit all partners, ISVs, distributors, and ultimately all mutual dealers of both companies. We're looking forward to showcasing the solution to the whole Datalogic community."

Worldline

Worldline [Euronext: WLN] helps businesses of all shapes and sizes to accelerate their growth journey – quickly, simply, and securely. With advanced payments technology, local expertise and solutions customised for hundreds of markets and industries, Worldline powers the growth of over one million businesses around the world. Worldline generated a 4.6 billion euros revenue in 2023. [worldline.com](https://www.worldline.com)