



Charles Fränkl » The new CEO of online payment service ClickandBuy launches an international offensive.

Assault on PayPal

ClickandBuy is already a hit in Germany and is one of the fastest growing companies. Charles Fränkl, who was appointed CEO of the online payment service on 1 December, has launched an international attack on PayPal, the global market leader, and is preparing to infiltrate the market in South America and Asia. Easter will see ClickandBuy commencing operation in Brazil, which is one of the most dynamic e-commerce markets. In launching this offensive Fränkl is relying on a payment method that has been tried and tested in emerging markets: the Boleto Bancário. After every online purchase customers print a money transfer form together

with a barcode and then pay the relevant amount to a bank. "Besides the credit card, Boleto Bancário is the most popular form of online payment in Brazil", states Fränkl. The international expansion should help ClickandBuy to grow at an above average rate, even in these times of crisis. Fränkl's aim is to double the number of transactions in the current financial year. In 2008 ClickandBuy customers purchased products online worth 922 million Euro.