

With Younited Pay, SMEG France provides its customers with a way to finance their online purchases in just a few clicks

After a successful pilot between the two entities at the Spring 2023 Paris Fair, SMEG, the household appliance manufacturer, and Younited, the leading instant credit provider in Europe, are taking their collaboration to the next level. SMEG now offers its customers the benefits of Younited Pay, the Fintech's instant credit payment solution, allowing them to pay in instalments on its online store.

As SMEG France's e-commerce site approaches its second anniversary, an internal reflection was carried out by the SMEG team to determine the best way to increase traffic and conversion rates on their e-shop. The goal was to expand their customer base, retain existing customers, and boost revenue.

In this context, SMEG decided to make Younited Pay available to its customers on its French e-commerce site. In practice, customers can get a definitive instant response to their financing request in less than 5 minutes, even for substantial amounts, allowing them to purchase their desired SMEG product. This approach has been well-received by consumers, as evidenced by the encouraging initial indicators. With an average shopping basket of €400, consumers were able to find the perfect, stylish, and affordable gift for their loved ones during the holiday season.

Olivier Trémoureux, Marketing and Business Development Director at SMEG: « *SMEG is a brand with strong aspirational appeal. Through our partnership with Younited, we offer design enthusiasts the opportunity to indulge themselves in a structured way without risking their financial security.* »

The added value of Younited Pay lies in the use of open banking*, allowing customers to share their banking data easily and securely for Younited to instantly assess their creditworthiness. This technology provides a simple and fast user experience that is also 100% regulated and responsible. The benefits of this solution are numerous, benefiting both consumers and merchants: increased protection, ease of payment, speed/security for consumers, and rigorous analysis, enhanced loyalty, increased conversion rates, and higher average basket size for merchants.

« *We are delighted to continue our alliance with SMEG. Their footprint and reputation in the high-end home appliance sector, combined with our unique technology that combines immediacy and responsibility, opens doors to a very promising market. We are convinced that integrating high-value financing solutions into the purchase journey will play a key role in accelerating sales and increasing customer satisfaction.* »

Pauline Tolila, Commercial Director at Younited.

About SMEG

SMEG owns commercial subsidiaries worldwide, liaison offices, and an extensive network of distributors. The company has established itself with a unique profile in the landscape of home

* Open Banking is a secure service that enables professionals to access a user's banking data with their consent. By using Open Banking APIs, direct connection to major banks facilitates the extraction of banking data for solvency analysis.

appliance manufacturers and also in the professional sector through its Food service and Instruments divisions, dedicated to large-scale catering and the electromedical field, respectively.

For SMEG, style is a distinct concept: the way a product communicates with its environment and allows users to interact with it. Expertise, creativity, and style are the qualities that arise from SMEG's Italian identity and characterize the company's commitment to bringing everyday objects to life. The SMEG group is internationally recognized as a benchmark for Made in Italy excellence, thanks to a corporate culture that pays extreme attention to the quality, technological content, and design of its products.

About Younited

Younited is the leading instant credit provider for the e-economy in Europe. Constant innovation, cutting-edge technology and exceptional user experience have allowed nearly a million customers to have access to instant, simple and transparent credit to refurbish their home, go on vacation, buy a new smartphone, or bring any other project to life. Younited provides instant credit throughout the customer journey, shopping, or banking, online or in store, with a single Younited customer experience. Up to €50,000. Up to 84 months. Instantly. Younited operates in 5 European countries (France, Italy, Spain, Portugal & Germany) and generates close to 2 billion euros in yearly GMV. As the pioneer in personalized budget coaching, Younited deploys a credit strategy at the service of all to promote more transparency and more inclusiveness. Younited has launched the process to become a certified B-Corp.

More information on <https://www.younited-group.com>

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