

# Delhaize launches mobile payments with Payconiq in all its supermarkets

Starting this week, Delhaize is introducing mobile payments with the Payconiq by Bancontact app in all 128 of its supermarkets. Customers will be able to use their smartphone to scan the Payconiq QR code at the check-out and pay for their shopping smoothly and securely. The supermarket group will also be offering the new payment method later this year at its other stores (AD Delhaize, Proxy Delhaize and Shop&Go).

Delhaize first launched the Payconiq payment method back in May at **three pilot supermarkets**: Ekeren, Kraainem and Tubize. From this week onwards, all of the other **Delhaize supermarkets** across the country are joining them. This means that shoppers wanting to pay with their smartphone at Delhaize can simply **scan a Payconiq QR code** at the till, using their Payconiq by Bancontact app or a banking app that offers the Payconiq payment method.

All of the **traditional and self-service counters** at Delhaize are now equipped with an integrated Payconiq QR code. The customer **scans** this code with his or her smartphone and **confirms** the payment with a PIN code, fingerprint or facial recognition feature in the app. A confirmation then appears on the smartphone and the customer is given the **till receipt** as proof of purchase.

## NEW SHOPPER NEEDS

Delhaize says that the introduction of Payconiq is a response to **new shopper needs**. Since the coronavirus crisis hit, payment habits in supermarket chains have changed dramatically. In 2020, **fewer than 10%** of purchases at Delhaize supermarkets were paid for in **cash**. And although most customers opt to pay electronically using a **card**, increasing numbers of shoppers now prefer to pay with their **smartphone**. This trend can be seen clearly throughout society: according to figures from Bancontact Payconiq Company, last year, **4.9 million Belgians** used their smartphone to make payments\*. These numbers show that in the space of one year, the number of mobile payments in Belgium **rose by 88%**.

## BEST SERVICE

Delhaize aims to offer its customers the **best service**, including in the way they pay for the shopping. Starting this week, Payconiq will be available in **all 128 Delhaize supermarkets**, with **participating associated stores (AD Delhaize, Proxy Delhaize and Shop&Go) joining the trend later**. “The launch of Payconiq as a new means of payment fits in neatly with our aim of making life easier for our customers”, says **Xavier Piesvaux, CEO of Delhaize**. “By responding to new digital trends, we literally want to keep pace with life.”

\* Via the Payconiq by Bancontact app or a banking app that offers the Bancontact and/or Payconiq payment methods.



“Our figures show that Belgians have never **paid as much with their smartphone** as they do today”, adds **Nathalie Vandepuete, CEO of Bancontact Payconiq Company**. “This new habit has become part of our daily lives and will only increase in the future. The introduction of Payconiq at Delhaize is yet another step in the direction of an even smoother shopping experience.”

**For more information**

About Bancontact Payconiq Company: [bancontactpayconiq.com](https://bancontactpayconiq.com)

About the Bancontact card: [bancontact.com](https://bancontact.com)

About the Payconiq by Bancontact app: [payconiq.be](https://payconiq.be)

**About Bancontact Payconiq Company**

In 2018 Bancontact Company and Payconiq Belgium joined forces and merged to become Bancontact Payconiq Company. The company is an initiative by AXA Bank, Belfius, BNP Paribas Fortis, ING and KBC.

**The Payconiq by Bancontact payment app** enables users to make mobile payments, in total security, across the widest possible range of payment situations: in bricks-and-mortar stores (both small retailers and Delhaize supermarkets), on webshops, in restaurants and cafés, in sports club refreshment bars, at the doctor, etc. The app also makes it possible to pay invoices, share the bill when out with family or friends, or make large or small donations to good causes. The app is targeted at all Belgians and operates on both iOS and Android smartphones. It is accessible to clients of 19 banks. In 2020 Belgians paid 125 million times with the Payconiq by Bancontact app or with a bank app offering the Bancontact and/or Payconiq payment methods. The Bancontact card remains the reference for electronic payments, with a strong boom for contactless payments: 442 million contactless payments with the Bancontact card in 2020.

With **the Bancontact card** and the Payconiq by Bancontact app together more than 1.65 billion payments were registered in 2020. The app and payment card complement each other perfectly, enabling users to pay wherever they are, in an instant.

As a local player Bancontact Payconiq Company offers payment solutions, secure and tailored to each merchant, whether it is Payconiq or Bancontact. The company's main mission is to continue developing electronic payment solutions and to make them increasingly “invisible”. It aims to do so in a firmly Belgium-based setting — an essential part of our country's economic prosperity.

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