



## GLOBAL BLUE PARTNERS WITH VENISTAR ON AN INNOVATIVE TAX FREE SHOPPING SOLUTION FOR E-COMMERCE SALES

Signy, Switzerland, November 29, 2022

For the first time, a fully integrated Tax Free Shopping solution for e-commerce is available on the global market. International travelers who shop online and later pick up their items at a store or hotel of their choice will benefit from this innovative service. Global Blue has partnered with Venistar to integrate this solution into e-commerce and omnichannel platforms.

On October 7, 2022, Global Blue launched **Tax Free Shopping via e-commerce platforms** with our first client. This is the first time a fully integrated solution for e-commerce is being launched on the market. It will be exclusively for a selected product range. This partnership will enable international shoppers to enjoy the same Tax Free Shopping benefits online and offline.

Through this collaboration, eligible international shoppers will be able to shop Tax Free online. Travelers can have their items delivered to their hotel or pick them up in store. This new service has been enabled by **Venistar CX**, the headless commerce platform adopted by our client to orchestrate all of their omnichannel processes. By providing the same level of facilities in store and online, this new service aims at giving international travelers a delightful customer experience. It will also strengthen client relationships with the brand across all physical and digital touchpoints.

The new solution is active for the **Buy Online with Pick Up In-Store service**. This enables the shopper to buy, pay and request Tax Free Shopping online. Upon pick up, a final check is carried out in store by the client advisor before the traveler receives the Tax Free Form. This solution supports additional use cases such as **Buy Online and Hotel Delivery**.

The service has been launched in Italy, France, Austria, Germany, and Spain.

Tomas Mostany, SVP Strategy and Chief Product Officer, Global Blue:

*“By launching the first Tax Free Shopping service integrated into eCommerce platforms, we continue to provide the latest solutions to our partners. Positioning ourselves at the forefront of innovation is at the heart of our services.”*

Roberto Da Re, CEO, Venistar-Retex Group:

*“We are proud of this partnership with Global Blue, which leverages the extensive R&D resources of both companies. Once again, our commitment in this specific industry enables us to always be a step ahead and introduce significant innovation into digital services for global shoppers within fashion and luxury system.”*

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#### **ABOUT GLOBAL BLUE**

Global Blue pioneered the concept of Tax Free Shopping 40 years ago. Through continuous innovation, we have become the leading strategic technology and payments partner, empowering retailers to improve their performance and shoppers to enhance their experience.

Global Blue offers innovative solutions in three different fields:

- **Tax Free Shopping:** Helping retailers at over 300,000 points of sale to efficiently manage 35 million Tax Free Shopping transactions a year, thanks to its fully integrated in-house technology platform. Meanwhile, its industry-leading digital Tax Free shopper solutions create a better, more seamless customer experience
- **Payments services:** Providing a full suite of foreign exchange and Payments technology solutions that allow acquirers, hotels and retailers to offer value-added services and improve the customer experience during 31 million payment transactions a year at 130,000 points of interaction
- **Complementary RetailTech:** Offering new technology solutions to retailers, including digital receipts and eCommerce returns, that can be easily integrated with their core systems and allow them to optimise and digitalise their processes throughout the omni-channel customer journey, both in-store and online

In addition, our **data and advisory services** offer a strategic advisory to help retailers identify growth opportunities, while our **shopper experience and engagement solutions** provide data-driven solutions to **increase footfall, convert footfall to revenue and enhance performance.**

For more information, visit <http://www.globalblue.com/corporate/>

#### **ABOUT VENISTAR**

Venistar is the Digital Fashion Company of Retex Group specialized in the development of innovative digital platforms for Fashion, Luxury & Design brands that need to manage the processes related to distribution and omnichannel retail. Venistar offers consulting, design, development and continuous improvement of distribution, retail and wholesale processes, thanks to over 90 specialized human resources and omnichannel digital solutions, headless commerce technologies and assets tested in over 15 years of experience for this specific market.