



ENABLE CREATIVE BANKING

Press Kit



treezor.com



Treezor, the One-Stop Shop for embedded finance

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01.

Presentation of Treezor



Treezor continues to grow with greater ambition than ever before!

André Gardella, CEO of Treezor

Treezor has been the bearer of a new vision for payments based on innovation and has co-built the success of many French fintechs since it was launched in 2016. Today, Treezor aims to become one of the leaders in Banking-as-a-Service and embedded finance in Europe.

Payment habits are changing. Paying with cash is becoming less common while paying with credit/debit cards and online peer-to-peer payments are becoming genuine consumer habits.

Faced with this demand for flexibility and fluidity, companies are challenged to offer new payment methods that are simple, easy to use, practical and secure. Treezor's role is to support these changes in consumer behavior by improving everyone's daily life thanks to its embedded finance offer.

The establishment of a single market for euro payments under the European Union's Payment Services Directive and the advent of open banking have turned financial services upside down over the course of just a few years. Neobanks and fintechs have multiplied and are now seeking to establish themselves throughout Europe.

In addition, large companies, aware of these trends in digital uses, are looking to offer innovative and flexible services to their customers and embed finance into the heart of their customer journey, with the aim of improving loyalty and gaining more knowledge of purchasing behavior.

Loyal to its purpose as a leader in **Banking-as-a-Service** and embedded finance, Treezor, in synergy with the Societe Generale group, will continue to provide solutions to these challenges, thanks to its ability to innovate which has been its greatest strength since the beginning.



Our timeline



02.

Treezor, BaaS leader



A French success story

Treezor, betting on Banking-as-a-Service

The idea for Treezor came from a desire to stimulate innovation, especially in the payments sector, in France and in Europe. With the specific needs of emerging fintechs in mind, Treezor was founded with the goal of enabling the development of disruptive financial services in France.

While the fintech ecosystem was not yet very developed in 2015, Treezor took a gamble on launching a financial services offer called banking-as-a-service in order to meet the growing and specific needs of start-ups. The challenge is to offer white label banking services that enable companies to launch new payment offers (B2B or B2C), optimizing their time-to-market and reducing initial investments. In both the B2B and B2C fields, the optimization of payment services with the rise of automation and digitalization is a major area for development, at a time when one out of two French people (49%) intend to make mobile payments in stores in the future and 42% say they are interested in transferring money via cell phone*.

A solution for specific needs

Treezor's services allow companies to outsource the management of regulatory and compliance aspects, simplify the tech and security management of payments while reducing their initial investments and accelerating their time-to-market. In other words, Treezor allows all types of companies to embed payments into their offers and optimize their customer experience.

With its one-stop-shop offer for embedded finance, Treezor has quickly become the key player for **banking-as-a-service** in France and has supported one out of three French fintechs. As it turns out, Treezor has become a **unicorn farmer** by playing a role in the success of its clients who have become unicorns such as Qonto, Lydia or Swile. Treezor has indirectly played a part in the growth of the fintech industry and in its clients' fundraising, which now exceeds one billion euros.

Did you know? What is Banking-as-a-Service (BaaS)?

Banking-as-a-service is based on the same logic as Software-as-a-Service or Mobility-as-a-Service: a subscription-based scalable model based on the services the customer uses. Banking-as-a-Service provides an alternative solution to traditional banking software and meets the needs of companies looking to provide financial services. By relying on three pillars - a license, a back-office and an API - BaaS companies can provide white label banking services in place of traditional banks and their conventional infrastructure.

* LSA study about connected commerce (April 2021): "[Étude: le paiement mobile double sa progression en deux ans](#)"



3 questions for..

SHINE

In a few words, could you tell us about some of your triumphs?

Since 2017, Shine has provided bank accounts and payment cards for entrepreneurs and SMEs. As of July 2021, Shine has more than 100,000 customers. To accelerate its development, the “neobank” became a Payment Institution and is now authorized by the French regulator (the ACPR).

From the beginning and throughout its development, Shine has relied on Treezor and has used its entire solution: banking license, core banking, payment cards and technology.


100 000+
 clients

Why did you choose to work with Treezor to launch your offer?

Shine is a fintech that has grown thanks to Open Banking, following the two European Payment Services Directives, PSD1 and PSD2. Back in 2017, the BaaS solutions market was still fairly young in Europe. We wanted to work with a French provider so as to give our customers French IBANs. Treezor was the sector leader. Lots of other fintechs were already calling on its services. Treezor’s turnkey solution, which particularly included a payment card and accounts, won us over straight away. In addition, the services’ cost was also competitive. Partnering with a BaaS solution enabled us to launch quickly, without having to set up the necessary internal tools for risk coverage because we operated as an agent under Treezor’s license as a payment institution. In Europe, the Payment Services Directives have opened up tremendous opportunities for companies which have been able to quickly get off the ground thanks to BaaS solutions.



In July 2021, your license was approved by the French regulator (the ACPR). How is Treezor continuing to support your business?

In July 2021, we reached the milestone of 100,000 customers in France, and now we are really aiming to expand further in France and beyond. Being a licensed Payment Institution means we can have more specific processes and end-to-end control over our operations.

That being said, we still renewed our partnership with Treezor for several years! We are continuing to partner with Treezor especially for our payment cards because we are not a Mastercard Principal Member but Treezor is. The card aspect aside, we have also strengthened our partnership with Treezor regarding the technical and information system aspects too. Today more than ever, Treezor is a Provider of Outsourced Essential Services (PSEE in French) for our business.

03.

Treezor pursues its goals



Deploying its services internationally

The acquisition of Treezor by Societe Generale group in 2019 has opened it up to many new development opportunities. Thanks to the solidity and support of a major international banking group, Treezor is taking on an ambitious goal: become the leading European player in embedded finance by the end of 2023.

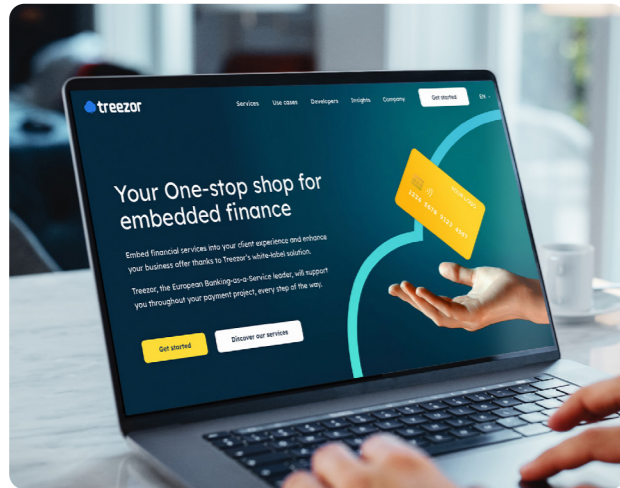
To achieve this goal, Treezor is relying on the subsidiaries it opened in Germany, Spain and Italy. As a “passport” Electronic Money Institution, Treezor is authorized by the French regulator to provide its payment services in 25 European countries.

Today, Treezor already has more than a dozen customers in Europe (outside of France) including Pixpay, Finom, Mooncard, Skipr, the Madrid City Council, TotalEnergies and Bling Card. Treezor is also a member of local fintech associations such as France Fintech, Fintech Belgium, AEFI, Bitkom and Fintech District, which puts the fintech company at the center of payment matters in Europe.

An offer for large companies

For the past two years, Treezor has been offering more and more of its services to large companies that want to integrate financial components into their customer journey. In practical terms, Treezor’s offer allows them to implement card programs and better manage transactions by automating payments. For example, Treezor announced that it is providing services to TotalEnergies for its EV Home offer and to the Madrid City Council for a card program for social welfare.

Today, Treezor is expanding its services beyond France by continuing to support French start-ups who are developing internationally and by supporting large groups in Europe looking to innovate.



Innovation at the heart of Treezor’s services

The Banking-as-a-Service industry is booming. This can be explained by many factors: first financial services were opened up to competition within the framework of the PSD2, then there’s the rise of Paris as a financial center due to Brexit and the acceleration of the technology transition due to the pandemic. With its modular offer that combines all the features needed to launch financial services, 100% available via API*, Treezor is undoubtedly a market leader and continues to enhance its offer in order to anticipate the future needs of its customers.

Treezor provides its technology for a variety of payment projects to fintechs and large companies that want to create innovative models for their customers:

- A Core Banking offer that allows innovative financial products to be developed rapidly by limiting investments, risks and development time
- Virtual and/or plastic card issuing
- BIN Sponsorship which allows prepaid or debit cards to be issued regardless if the end user is an individual or a company
- SEPA processing for access to all SEPA payment instruments

* Programming interfaces used to access data that will allow multiple applications or services to work together.

A strategy based on two solid partners, Société Générale and Mastercard

To expand its strike force, Treezor can count on the support of the Société Générale Group, a bank of international dimension, and Mastercard, a global pioneer in innovation and payment technology.

In order to accompany new fintechs, regulated or not, the support of Société Générale has allowed Treezor to develop new services and to reinforce the compliance aspect of its offer.

The synergies created by this relationship also benefit the Société Générale Group. In practice, by becoming a key player in the innovation and digital transformation of the Group, Treezor has facilitated, for example, the launch of the Banxup project or the integration of credit into the Treezor offer in partnership with Franfinance. On the other hand, Treezor and Societe Generale are working hand in hand to make finance more sustainable by investing in useful cutting-edge technologies.

These help to better measure the environmental impact of each payment activity and therefore integrate this cost when making decisions. Initiated in 2017, the partnership between Treezor and Mastercard has notably allowed Treezor to become a core member of the Mastercard network, and also, to develop its range of services in order to accelerate its launch among Fintechs and digital banks.

At the end of 2022, this partnership was strengthened by the entry of Mastercard in the capital of Treezor (through a minority stake) allowing Treezor to become the “preferred BaaS partner” of Mastercard in France and to benefit, among other things, from a “multi- rai” payment infrastructure, additional means of communication and a reinforced commercial support.

With the support of these two important partners, Treezor affirms its ambition to become the pure player of payments in Europe.

Key figures



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