

Boxing Day sales extend NZ’s record pre-Christmas spending spree

Total 2021 pre-Christmas spending lifts 6.9% on 2020, while Boxing Day retail specials remain popular

AUCKLAND, 27 December 2021 – Kiwi shoppers spent a record \$5.2B at retail stores in the six weeks prior to Christmas in 2021 and nearly \$100m on Boxing Day, according to figures released by Worldline today.

Following a year that was marked by lockdowns and travel restrictions across borders around New Zealand’s largest city of Auckland, spending at core retail merchants nationwide in the critical pre-Christmas period of 2021 was up 6.9% on 2020 – a new record for this merchant group within Worldline NZ’s payments network.

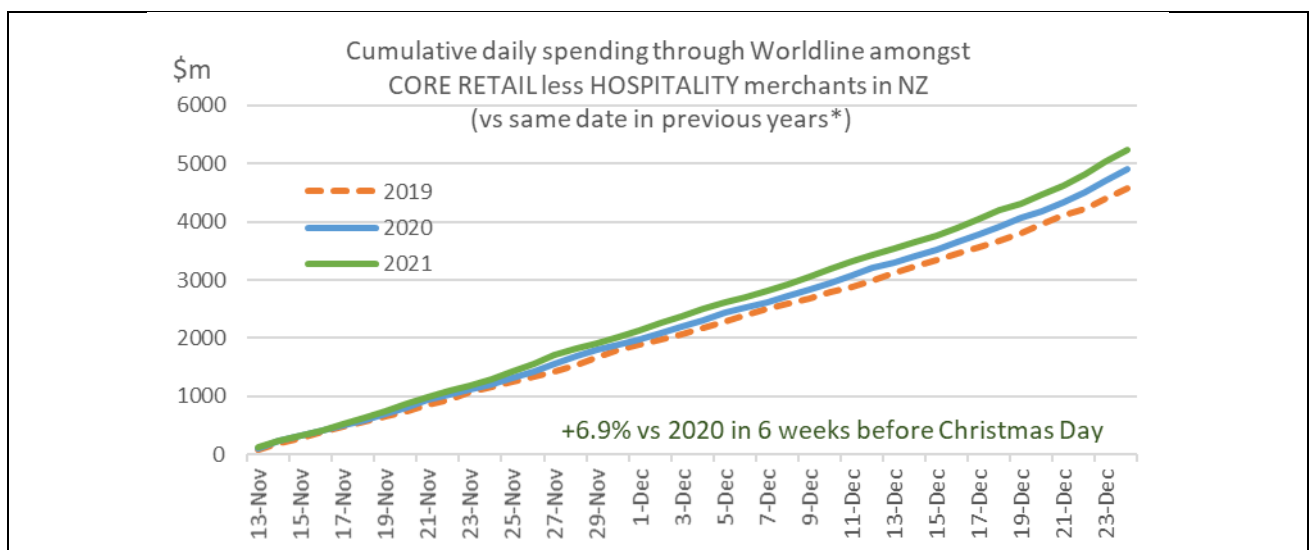


Figure 1: All Cards NZ underlying* spending through Worldline for NZ core retail excluding hospitality merchants, cumulative since 13th November to 24th December (* Underlying excludes large clients moving to or from Worldline)

Meanwhile, spending nationally through Worldline’s core retail merchants (excluding hospitality) reached \$98m on Boxing Day, a level that was slightly below last year (-1%) and slightly above the pre-Covid levels of 2019 (+0.5%).

“Our figures year-on-year continue to show that Boxing Day is a popular day with shoppers,” says Worldline’s Head of Data, George Putnam.

“It is normal to see spending drop on a Sunday, so to see almost \$100m of transactions processed through this group of core retail merchants yesterday shows the record pre-Christmas spending trend that we saw this year is not over yet.”

“Boxing Day has been surpassed in recent years by Black Friday sales in late November and it has always been less than the frenzied shopping of the last few days before Christmas Day, but it remains a key day for many merchants in our network – and a day of specials looked forward to by shoppers.”

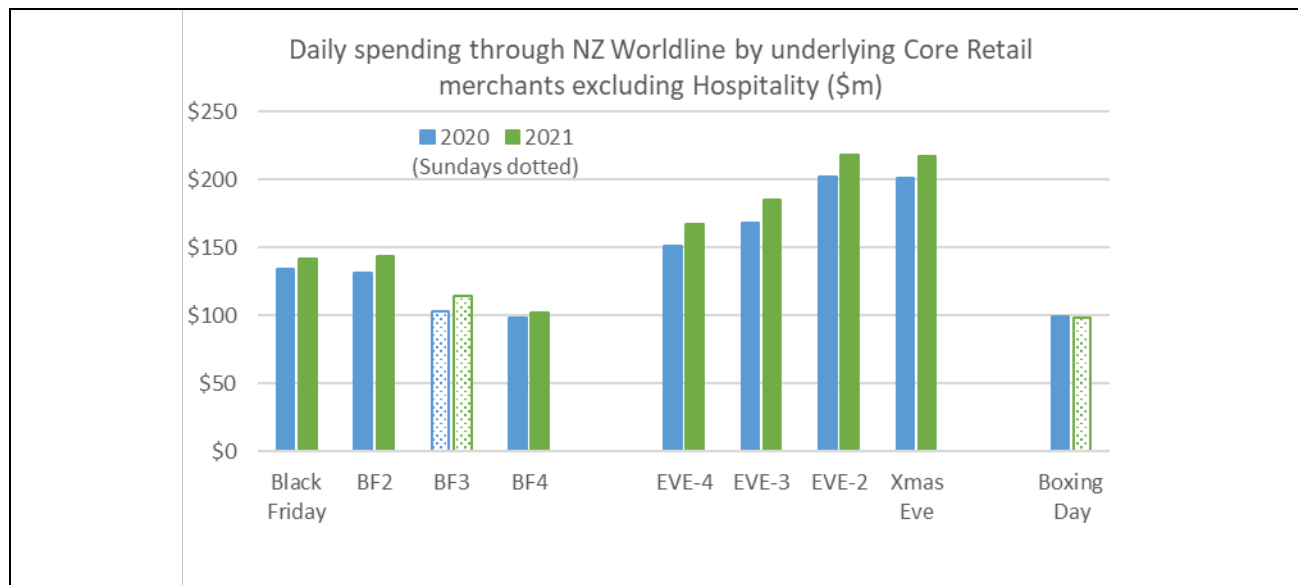


Figure 2: All Cards NZ underlying* spending through Worldline for NZ core retail excluding food, liquor and hospitality merchants for Boxing Day and busy days before Christmas Day (* Underlying excludes large clients moving to or from Worldline)

Boxing Day spending at core retail stores in Worldline’s network did reach new highs for the day in five regions, led by Wairarapa (+7% on 2020) and Wellington (+5%). Spending was above year-ago and pre-Covid levels in eight of the 17 Worldline regions.

Spending declines on the day were noticeable in Gisborne (-14%), West Coast (-12%) and Otago (-6%). Spending in eight of the 17 regions was below the pre-Covid levels of 2019.

WORLDLINE All Cards underlying* spending for Core Retail merchants excluding Hospitality on Boxing Day			
Region	Value transactions \$millions	Underlying* Annual % change on 2020	Underlying* Annual % change on 2019
Auckland/Northland	40.0	-3%	2%
Waikato	8.1	1%	8%
BOP	7.1	0%	-1%
Gisborne	0.8	-14%	-11%
Taranaki	1.9	4%	7%
Hawke's Bay	2.8	2%	1%
Wanganui	1.0	2%	8%
Palmerston North	2.7	1%	6%
Wairarapa	1.0	7%	14%
Wellington	9.2	5%	1%
Nelson	1.7	-4%	-9%
Marlborough	1.1	2%	-11%

West Coast	0.5	-12%	-21%
Canterbury	11.4	3%	2%
South Canterbury	1.4	4%	-3%
Otago	4.9	-6%	-14%
Southland	1.7	-1%	-11%
New Zealand	98.0	-1%	0%

Figure 3: All Cards NZ annual underlying* spending growth through Worldline on Boxing Day for regional core retail excluding food, liquor and hospitality merchants (* Underlying excludes large clients moving to or from Worldline)

*** ends ***

Note to editors:

These figures reflect general market trends and should not be taken as a proxy for Worldline's market share or company earnings. The figures primarily reflect transactions undertaken within stores but also include some ecommerce transactions. The figures exclude transactions through Worldline undertaken by merchants outside the Core Retail sector (as defined by Statistics NZ).

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ABOUT WORLDLINE

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment. In 2020 Worldline generated a proforma revenue of 4.8 billion euros. worldline.com

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