

The Platform Group AG / Key word(s): Miscellaneous
The Platform Group AG launches project for own payment solution

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Düsseldorf, 3 February 2025. The Platform Group AG (ISIN [DE000A2QEFA1](#), “TPG”), a leading software company for platform solutions, announced at the Capital Markets Day that it intends to establish its own payment solution on the market.

Christoph Wilhelmy, COO of The Platform Group AG: “As part of our software development of TPG One, we have focused more strongly on the topic of payment. Following discussions with our existing payment partners, external online stores and the demand for a higher conversion rate, we decided to establish our own solution on the market. We pursue two objectives: On the one hand, the customer can pay seamlessly on our now 30 platforms using all payment methods. On the other hand, we want to significantly increase the conversion rate and convert new customers into regular customers through our own payment approach and the development of our own buy-now-pay-later solution.”

The TPG Pay project is being carried out by TPG’s central software development department and is expected to be completed in Q3 2025.

Laura Vogelsang, Member of the Board of Directors of The Platform Group AG: “At fashionette, we have established our own payment methods in the areas of buy-now-pay-later and purchase on installment over many years. This has allowed us to tap into new customer groups and increase the proportion of repeat customers. Until now, the focus has been purely internal. With the TPG Pay project, we now want to change this and establish a separate area for external B2B customers.”

The Platform Group AG:

[The Platform Group AG](#) is a software company that is active in 25 sectors with its own platform solutions. Its customers include both B2B and B2C customers in sectors such as furniture retail, machinery retail, dental technology, car platforms, and luxury fashion. The Group has 18 locations across Europe and is headquartered in Düsseldorf. In 2024, sales of EUR 525 million and an operating result (adjusted EBITDA) of EUR 33 million were realized.

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