

## **SweePay selects SMART VALOR to power easy and secure crypto purchases in Switzerland**

Thanks to a close collaboration with SMART VALOR, SweePay is strengthening its role in the field of easy and secure crypto purchases in Switzerland since 4.4.2023. SweePay sells bitcoin at 1500 SBB (Swiss Federal Railways) ticket machines. The company also offers its Start2Coin product (a bitcoin wallet in card format, [www.start2coin.com](http://www.start2coin.com)) at over 1600 points of sale, including Valora Holding AG's k kiosks. SMART VALOR and SweePay jointly provide the infrastructure for these two types of crypto purchases. The two companies plan to further expand their cooperation in the coming months.

The Swiss crypto exchange SMART VALOR and the financial intermediary SweePay AG are working together to ensure that the purchase of cryptocurrencies at SBB ticket machines and Valora Holding AG's kiosks and network (kiosk, avec, Present & Books) is simple, smooth and secure.

The initiator of the project is SweePay AG, while the crypto exchange- technology behind the project comes from SMART VALOR, Switzerland's only NASDAQ-listed full-service crypto exchange.

The technological effort behind the complex processes involved in the smooth purchase of crypto at the respective points of sale is enormous: after consumers have confirmed their crypto purchase at the POS, a new crypto wallet with private keys or passwords must be generated in the background. At the same time, the current crypto rate must be calculated and set, the crypto purchase transaction must be initiated and completed - and all this must be done at top speed so that the customer does not have to wait forever. SMART VALOR as a crypto exchange in the background makes this possible.

Olga Feldmeier, co-founder and chairwoman of SMART VALOR: "We are very excited to be working with SweePay. This partnership fits perfectly with our B2B strategy of leveraging the enormous potential of our exchange through a wide range of distribution partners. The cooperation with SweePay is an important step that further strengthens our position as a leading company and trusted partner for the adoption of blockchain technology and WEB3. Every day, up to 1.25 million people travel on SBB trains and buy coffee or newspapers at Valora Holding AG outlets. We could hardly wish for greater exposure to a potential clientele at this time".

Rodolphe Texier, co-founder and CEO of SweePay AG: "SMART VALOR is a competent, efficient and fast partner. They will be able to support our Swiss and European strategy. The cooperation has worked very well from the first minute and we are convinced that we have found the right partner for our roadmap".

### **How to buy Crypto at SBB vending machines and Start2Coin at Valora Holding AG's outlets**

SBB ticket machines and Valora Holding AG's outlets offer different ways to buy Crypto.

At the SBB ticket machines, you receive your Bitcoin in a secure paper wallet when you buy them. All you have to do is enter the desired amount (between CHF 20 and CHF 500), enter your mobile phone number and confirm the TAN sent to the machine. The machine then prints out the paper wallet with the crypto amount purchased.

At Valora Holding AG kiosks, the process is different: the customer buys a Start2Coin card from SweePay AG. This is a rechargeable card with an NFC memory chip that acts as a crypto wallet. This card costs CHF 29.90 once and can be used as long as desired. The customer presents the card, selects the amount and pays. The card is immediately topped up. If the customer wants to transfer his crypto to another address, he needs an NFC-enabled smartphone and an app from the card manufacturer Tangem.