

HeyLight, the multi-country Buy Now Pay Later platform from Compass

HeyLight leverages cutting-edge digital technologies developed in the Buy Now Pay Later domain by HeidiPay, the Swiss fintech acquired in 2023 by Compass.

Zurich, 25 September 2024 - Compass, Italy's leading consumer credit company presents HeyLight, the new multi-country Buy Now Pay Later (BNPL) platform that will operate in Switzerland, giving further momentum to the business development path of **HeidiPay Switzerland AG**, the Swiss fintech specializing in Buy Now Pay Later and acquired in 2023.

HeyLight is an aggregator of payment and consumer credit solutions, all of which feature full-digital and real-time processes, allowing purchases to be paid in instalments in both physical stores and e-commerce using both deferred payment and digital financing.

HeyLight combines HeidiPay's latest-generation technological assets with Compass's experience in payment deferral in Italy through PagoLight and over 60 years as a leading consumer credit operator: a combination that lays the groundwork for the development of a multi-country digital offering for Compass with the ability to operate on amounts and durations higher than the market average, significantly expanding the opportunities for both customers and merchants to use.

HeyLight in Switzerland will be able to rely on the extensive network of business agreements developed by HeidiPay, which launched just over 3 years ago and is now the BNPL provider of choice for leading Swiss retailers, thanks to a unique set of technologies and products. Among the more than 850 major retailers, luxury brands, and technology operators that have already chosen to work with HeyLight are BRACK.CH, Apple Premium Partners DQ Solutions and Art Computer, and Technogym, part of a network that has formed the foundation for the development of a multi-country merchant-friendly offering.

Through HeyLight, Mediobanca's Consumer Finance division will be able to count on a brand with an international reach to access new markets and customer targets, consistent with Mediobanca Group's Strategic Plan to 2026 "One Brand One Culture." An approach that will allow Compass to evolve its offering to anticipate trends in retail markets, while also continuing to operate on higher amounts and maturities than the industry average.

"With HeyLight we enter a new phase in the development of our offer, which has the ambition to support the commercial development of merchants internationally, redefining the approach to credit services for consumers," said **Nicola de Cesare, Senior Director E-Commerce & International Markets at HeyLight**. "The risk management tools of Compass, from which PagoLight was developed, have achieved full integration with the digital soul of Soisy and the international vision of HeidiPay, in a path that has consolidated our ability to be at the forefront of innovation. The HeyLight brand will enable us to expand our growth alongside retailers operating with physical stores and in e-commerce, including in foreign markets, while continuing to propose solutions that are distinctive in the value they offer to businesses and consumers."

“The establishment of HeyLight marks a significant step for the innovation of credit solutions, because it allows us to be at the forefront of the evolution of the retail world with an offering that has unique characteristics,” said **Matteo Bozzo, CEO HeyLight AG and founder of HeidiPay**. We are excited to begin this new journey, which will enable us to strengthen our position in the Swiss market and to continue our international development.”

Media contact

Oppenheim & Partner GmbH
Stockerstrasse 32
CH-8002 Zürich
Phone: +41 44 515 65 00
Email: lm@oppenheim-partner.ch

Compass Banca

Compass Banca S.p.A. is the consumer credit company of the Mediobanca Group. One of the leading consumer credit companies operating in Italy, it has its head office in Milan, now has 2.8 million active customers and more than 15 billion in outstanding loans, and operates through more than 325 proprietary-brand outlets throughout the country. The company can also count on more than 500 distribution agreements with banks, insurance companies, agency networks, telecommunication companies and specialized large-scale retail trade; plus it has affiliation relationships with more than 58,000 businesses.

HeyLight

HeyLight is the new international “Buy Now, Pay Later” platform that integrates payment and credit solutions, allowing purchases to be paid in instalments both in physical shops and on e-commerce. HeyLight is the new brand that integrates the expertise gained by Compass in Buy Now Pay Later through PagoLight with the digital know-how of the recently acquired fintechs Soisy and Heidipay. HeyLight enhances the experience gained by Compass in over 60 years of lending by offering Buy Now Pay Later solutions with variable amounts and durations that significantly expand the possibilities of use. HeyLight stands out for its fully digital and real-time processes, which meet the new requirements of flexibility and simplicity for both customers and merchants. HeyLight can already count on a broad base of commercial agreements in Italy, with over 1,000 digital shops and more than 26,000 points of sale: a growing network, with a track record of almost 1,000 new activations every month. In addition, there are more than 850 commercial agreements in Switzerland with major retailers, luxury brands and technology operators, which have laid the foundations for the development of an international multi-country merchant offer.