

Bitdefender Expands Relationship with 2Checkout to Enhance eCommerce Operations in France

Global partnership drives superior customer experience and efficiencies of scale for leader in endpoint security solutions

ATLANTA, GA – September 28, 2017 – 2Checkout (formerly Avangate), a leader in eCommerce, payments and subscription billing solutions, announces that Bitdefender, a major endpoint security client, has expanded its relationship with 2Checkout to include eCommerce operations for the French market. This expansion adds to the more than 100 other countries where 2Checkout helps Bitdefender sell its solutions online to consumers and small and medium businesses, including the United States of America (the largest global software market), United Kingdom, Australia and Japan.

Established in 2001, Bitdefender secures the digital experience for 500 million home and corporate users across the globe. In the past 15 years, Bitdefender has consistently produced award-winning business and consumer security technology, and is a provider of choice in both hybrid infrastructure security and endpoint protection. As Bitdefender exponentially grew operations at a global level, it sought a new eCommerce partner that would support efficiencies of scale while providing superior service and enhancing the customer experience in each market.

2Checkout’s Avangate platform has been instrumental in enabling key online marketing, support and retention programs for Bitdefender, as well as the launch of an innovative line of IoT products. 2Checkout’s initiatives have helped Bitdefender improve eCommerce operations in several markets. In France, 2Checkout offers strong localization support, starting with order process localization, myAccount shopper support portal in French, price display and billing in euros, local phone support and a range of popular local payment options, including Carte Bancaire, SEPA Direct Debit and local wire transfer.

“2Checkout plays a strategic role in helping us grow our online business. With 2Checkout optimizing each aspect of payments, order processing and subscription management across the client lifecycle, and with strong revenue recovery tools for recurring payments, we have achieved

revenue uplifts of around 20%,” said Mihaela Paun, Vice President of Consumer Sales and Marketing at Bitdefender. “We see great potential in expanding our relationship with 2Checkout into the French market.”

“Companies such as Bitdefender are major innovators at the forefront of technology. We are honored to provide Bitdefender with best-in-class digital commerce services along with outstanding support, so the company can focus on what it does best – endpoint security solutions,” said Erich Litch, 2Checkout’s Chief Revenue Officer. “Our relationship with Bitdefender goes back a long time, and we are proud to see it continue to expand year after year.”

To read more about Bitdefender success stories with 2Checkout’s Avangate platform, please visit the [Bitdefender client page on the Avangate website](#).

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About Bitdefender

Bitdefender is a global security technology company that provides cutting edge end-to-end cyber security solutions and advanced threat protection to more than 500 million users in more than 150 countries. Since 2001, Bitdefender has consistently produced award-winning business and consumer security technology, and is a provider of choice in both hybrid infrastructure security and endpoint protection. Through R&D, alliances and partnerships, Bitdefender is trusted to be ahead and deliver robust security you can rely on.

More information is available at <http://www.bitdefender.com>.

About 2Checkout (formerly Avangate)

2Checkout, a Francisco Partners portfolio company, is the digital commerce & payments provider that helps companies sell their products and services via multiple channels, acquire customers across multiple touch points, increase customer and revenue retention, leverage smarter payment options and subscription billing models, and maximize sales conversion rates. The company's clients include ABBYY, Absolute, Bitdefender, FICO, HP Software, Kaspersky Lab, and many more companies across the globe.

Avangate acquired 2Checkout in March 2017. More information about 2Checkout’s Avangate platform and related services can be found on www.avangate.com.

More information on 2Checkout can be found on www.2checkout.com

For further information contact:

Delia Ene, Avangate

Email: press@avangate.com

Tel: +31 20 890 8080 ext.: 4654

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