

# Leadership Transition at Ratepay: Sabrina Flunkert Appointed New CEO

- After nearly four years, Ratepay undergoes a change in leadership.
- Under the leadership of current CEO Nina Pütz, Ratepay has undergone a fundamental transformation, laying the foundation for future technical scaling and automation.
- During this period, Ratepay significantly diversified its customer portfolio and attracted notable large clients such as Ikea, Getnet Europe, and priwatt.
- Sabrina Flunkert, previously CFO and Managing Director at Ratepay, assumes the role of CEO with the goal of further solidifying Ratepay's position as a market leader in white label Buy Now Pay Later solutions and leading the company into a profitable future.

**Berlin, May 29, 2024** – The Berlin-based white label payment provider Ratepay announces an important change in its leadership team: Sabrina Flunkert will take over the role of CEO from Nina Pütz, who has led the company since 2020, focusing on customer diversification, technical scaling, and professionalization.

From 2020 to the present, Ratepay has attracted numerous renowned major clients, including Ikea, Getnet Europe, and priwatt.

"The Ratepay I took over in 2020 during the pandemic has undergone profound changes. We have fundamentally transformed the company, significantly diversified our customer portfolio, elevated our tech stack to the next level, and attracted many international talents. These changes led to significant 'like-for-like' revenue growth\* in the double-digit percentage range in 2023, positioning us competitively in the market. My task is thus completed after nearly four years, and it is the right time for a management change. I can think of no better person than Sabrina as my logical successor. Sabrina has a profound understanding of Ratepay's business model, our customers, and employees, and a clear vision for Ratepay's future," commented Pütz.

Sabrina Flunkert joined Ratepay as CFO in 2019 and has been Managing Director alongside Nina Pütz since 2021. In her previous role, she was instrumental in Ratepay's realignment, responsible for professionalizing the market following side and strengthening Ratepay's positioning through close collaboration with financing partners. Sabrina Flunkert brings extensive experience in banking and private equity.

"I look forward to shaping the future of Ratepay together with a fantastic team in my new role as CEO and intensifying the trusted collaboration with our existing and future customers and partners. In the future, our strategic focus will be on further expanding our market position in the DACH region and on profitable and sustainable growth. We plan to further enhance our core competency of minimizing payment defaults and fraud through targeted investments, thereby offering our payment methods to even more consumers," commented Sabrina Flunkert.



"Ratepay, as part of the Nexi Group, one of the leading European PayTechs, has access to a strong platform that we will utilize more intensively in the future," Flunkert added.

Nina Pütz will remain as Managing Director until BaFin approves another management board member as Managing Director.

According to EHI, invoice and installment payments are increasingly important in German consumers' payment mix at e-commerce checkouts. In 2023, 30.6% of consumers preferred these methods, compared to 25.8% in 2022. \*\* This highlights the importance of the payment methods offered by Ratepay for German e-commerce.

## About Ratepay

Ratepay is Europe's leading expert in white label Buy Now Pay Later ("BNPL") payment solutions. Specializing in payment methods such as payment by invoice, installment payments, and direct debit, Ratepay enables seamless and secure purchasing processes for e-commerce merchants and their customers. The focus on white label allows merchants to retain control over customer data and communication and to highlight their own brand throughout the payment process. Ratepay GmbH was founded in December 2009 in Berlin and employs more than 200 people. It is part of the Nexi Group.

\* adjusted for revenues of the Otto Group and About You

\*\* EHI Study Online Payment 2023 <https://www.ehi.org/presse/paypal-beliebtteste-zahlungsart-im-onlinehandel/>  
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