

**PRESS RELEASE**

**Date:** Tuesday, September 30<sup>th</sup> - Paris, France

**Release date:** for immediate release



**Paymium is delighted and proud to announce that Showroomprive.com is now accepting Bitcoin payments in Europe, using Paymium's merchant solution.**

**[Showroomprive.com](http://www.showroomprive.com) becomes the largest European retailer to accept Bitcoin payments.**

*"We are witnessing a major event for e-commerce in Europe, and a more mainstream adoption for Bitcoin as a payment network. By accepting Bitcoin, Showroomprive.com shows its ability to innovate, and we are delighted to support such a prestigious retailer in this process"*

Gonzague Grandval, Paymium co-founder and CEO

*"To integrate Bitcoin as a new payment option, we had to find a reliable Bitcoin payment solution that could also convert bitcoins to local currencies in all the countries where Showroomprive.com operates. Paymium delivers the comprehensive solution that suits our need. Thus, we can safely offer Bitcoin payments on all our websites, in France and abroad"*

Thierry Petit, Showroomprive.com co-CEO and cofounder

Showroomprive.com already accepts Bitcoin payments on its French (<http://www.showroomprive.com/>) and Dutch (<http://www.showroomprive.nl>) websites. Other European countries will follow in the coming weeks (Spain, Italy, United Kingdom, Belgium and Poland).

### **About Showroomprive.com :**

Created in 2006 and led by Thierry Petit and David Dayan, Showroomprive.com is a major actor of the e-commerce. The website organizes for its members, private sales, on products of famous brands (ready-to-wear clothing, cosmetics, travels, decoration) with important reductions (70 % on average). In August 2010, the investment fund Accel Partners, the 1st investment fund in the market of the Internet and the new technologies, realizes an acquisition of a minority stake in the capital of Showroomprive.com. The company registered 350 million euro turnover in 2013 and works with more than 600 employees today. With more than 300 sales per month, Showroomprive.com became one of the key actors of the e-commerce in Europe and represents the unique association of two recognized expertises in e-commerce and destocking.

Further information: [www.showroomprive.com](http://www.showroomprive.com)

### **About Paymium:**

Founded in 2011, Paymium is pioneering in the European Bitcoin space, with 60 000 European customers.

Paymium is the company behind the [Paymium](http://paymium.com) Bitcoin exchange, offering a secure, reliable, high-performance trading platform in compliance with European regulations. Paymium also offers [merchant solutions to accept payments in Bitcoin](#) with instant conversion to Euro, for every European merchant.

Further information: [Paymium.com](http://paymium.com) – [Blog](#) – [Twitter](#) – [Facebook](#)

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