

FOR IMMEDIATE RELEASE

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MINDBODY Integrates with Adyen International Payment Services
Global Software Provider Expands Payment Capabilities throughout Europe

San Luis Obispo, CA and New York, NY – August 19, 2014 – MINDBODY®, the largest global provider of web and mobile management solutions to the combined wellness and beauty industries, has announced an integration with Adyen International Payment Services, expanding credit card processing and alternative payment methods to more than 35 European countries.

Adyen provides advanced payment technology which operates from a single, web-based platform, making it easier for businesses worldwide to accept multiple payment methods through one merchant account. Adyen enables its customers to accept more than 250 payment methods and 187 currencies.

By partnering directly with an acquirer, the integration will expedite the approval and onboarding processes for new MINDBODY merchants moving forward, including those in regions where the company will now have an integrated solution. Credit Card processing with Adyen is now available throughout Europe and SEPA direct debit payment processing is now available for MINDBODY clients in all Eurozone countries.

“We’re excited to expand our portfolio of payment methods and currencies. This integration will facilitate MINDBODY’s continued international expansion while enabling MINDBODY’s European clients to strengthen their businesses with more steady and fluid revenue streams,” said Greg Wookey, MINDBODY’s Senior Vice President of Merchant Services.

Kamran Zaki, President of Adyen North America adds, “It is crucial for innovative e-commerce leaders such as MINDBODY to have the ability to provide their clients with access to the local payment methods and currencies they need to convert visitors into shoppers. We are proud to support a powerful solution enabling MINDBODY to board its many customers in an automated, seamless, and compliant way.”

About MINDBODY

MINDBODY has led the health and wellness industry in software development since its founding in 2001. The company was the first to offer multi-location desktop management software, online booking and a fully web-based SaaS business management system.

MINDBODY entered the beauty industry in 2010 and is now the fastest growing SaaS business management solution for both beauty and wellness worldwide. Its mobile business management app, *MINDBODY Express*, was released in 2012 and its consumer booking

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app, *MINDBODY Connect*, launched in 2013. *MINDBODY Exchange*, the company's workplace wellness product, was released in 2014, expanding MINDBODY's customer base across an even broader array of markets. MINDBODY has been listed on the Inc. 500/5000 list as one of the fastest growing companies in the U.S. for the past six consecutive years.

www.mindbodyonline.com

About Adyen

Adyen is a global provider of international and omni-channel payment solutions. Adyen holds full acquiring licenses for Visa, MasterCard, American Express, Diners, Discover and Union Pay schemes enabling its platform to process payments from any sales channels including online, mobile, and point-of-sale (POS). The Platform is highly scalable and can be completely customized to meet any merchant requirement. Adyen processes over 250 local payment methods and 187 transaction currencies used on six continents, making it the ideal partner for international expansion. Many high profile customers use Adyen including Groupon, Evernote, Vodafone, Mango, SoundCloud, Indiegogo, TomTom, Superdry, PhotoBox, KLM, JustFab, Lebara, ticketscript and Badoo. Adyen is headquartered in Amsterdam, with offices in London, Paris, Berlin, Stockholm, San Francisco, Boston, Sao Paulo, and Singapore. The company processed more than USD 14 billion in payments transactions in 2013.

<https://www.adyen.com/home>

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