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Étude Shell SmartPay : la Suisse leader en matière de paiement numérique dans la région DACH



Baar (ots) -

Une récente étude commanditée par Shell en Allemagne, en Autriche et en Suisse (DACH) fin 2022[1], démontre que le paiement par carte de crédit est une option intéressante et que les options de paiement numérique sont bien acceptées en Suisse – notamment auprès de la Gen Z. Ainsi, ce sont 77 % des Suisses qui utilisent d'ores et déjà des options de paiement numérique de manière régulière. En Allemagne et en Autriche, ils ne sont, respectivement, que 55 % et 53 %. Près de 7 jeunes sur 10 (66 %) âgés de 16 à 27 ans apprécient ces options qui leur permettent de gagner du temps.

Avec SmartPay, Shell introduit un nouveau service numérique dans les stations-service suisses. Dès à présent, les clients peuvent payer leur plein d'essence en toute simplicité via leur smartphone.

Shell SmartPay : payer son carburant simplement et en toute tranquillité, via son smartphone

- Gen Z : 25 % n'achètent pas dans les magasins n'acceptant que l'argent liquide
- Les baby-boomers sont également ouverts au paiement numérique dans les commerces
- SmartPay est déjà disponible dans une centaine de stations-service Shell en Suisse

Le numérique lors des déplacements quotidiens : depuis plusieurs années, les options de paiement mobiles sont désormais la norme auprès de la Gen Z, comme le démontre l'étude commanditée par Shell. En effet, ce sont 68 % de cette tranche d'âge qui préfèrent payer sans argent liquide. En outre, 1 personne sur 4 de ce même groupe (25 %) déclare même ne pas effectuer ses achats dans les magasins n'acceptant que les espèces. Par exemple, les méthodes de paiement numériques sont si profondément ancrées dans le quotidien de la Gen Z que beaucoup préférèrent renoncer à leur service de streaming ou à la télévision (38 %) plutôt que de renoncer à payer numériquement au quotidien.

"Pour la Gen Z, la mobilité est synonyme de flexibilité, d'indépendance et de liberté[2] - cela devrait également se refléter dans les modes de paiement !", déclare Linda van Schaik, directrice des stations-service Shell en Allemagne, en Autriche et en Suisse. "Ceux qui se déplacent fréquemment en voiture savent apprécier le gain de temps et la simplicité lors du passage à la pompe. C'est pourquoi nous proposons notre option de paiement numérique Shell SmartPay. Ainsi, chaque automobiliste a le choix de payer en magasin, comme d'habitude, ou via son smartphone – de manière simple et rapide".

Les automobilistes peuvent utiliser Shell SmartPay en toute simplicité depuis l'application Shell (disponible sur App Store ou Google Play Store). Il suffit d'y sélectionner la station à essence, puis de payer avec PayPal, une carte de crédit, Google Pay, Apple Pay ou Shell Card, pour faire le plein - et le voyage peut continuer !

Les baby-boomers souhaitent également des options de paiement numérique

Pouvoir payer par voie numérique est également un atout pour la génération aînée. En effet, les baby-boomers sont eux aussi

ouverts au paiement numérique : 9 sur 10 des plus de 58 ans (93 %) utiliseraient volontiers à l'avenir les nouvelles méthodes de paiement pour effectuer leurs achats en magasin.

Par ailleurs, la Gen Z jouit d'une forte influence auprès de cette génération d'acheteurs plus âgés : selon une récente étude[3], près de 40 % des baby-boomers (sur une moyenne internationale) déclarent que la Gen Z les influence dans leur comportement d'achat. Le constat est identique pour les personnes n'ayant pas d'enfants : 46 % pensent que la Gen Z les influence sur la manière dont elles investissent leur argent.

Avec Shell SmartPay, il est désormais possible d'effectuer ses paiements dans une centaine de stations-service Shell en Suisse. Shell SmartPay reconnaît automatiquement, avec l'aide de la géolocalisation du smartphone, si un utilisateur se trouve dans une station Shell proposant le service de paiement numérique. A l'avenir, un nombre croissant de stations-service devraient proposer Shell SmartPay, afin d'offrir aux automobilistes toujours davantage de flexibilité lors du paiement.

Notes aux rédactions

- Vous trouverez [ici](#) l'ensemble des résultats de l'étude (fichier PDF en anglais).
- Vous trouverez [ici](#) des images haute résolution.
- Vous trouverez [ici](#) de plus amples informations à propos de Shell SmartPay.

Cautionary note

The companies in which Shell plc directly and indirectly owns investments are separate legal entities. In this press release "Shell", "Shell Group" and "Group" are sometimes used for convenience where references are made to Shell plc and its subsidiaries in general. Likewise, the words "we", "us" and "our" are also used to refer to Shell plc and its subsidiaries in general or to those who work for them. These terms are also used where no useful purpose is served by identifying the particular entity or entities. "Subsidiaries", "Shell subsidiaries" and "Shell companies" as used in this press release refer to entities over which Shell plc either directly or indirectly has control. Entities and unincorporated arrangements over which Shell has joint control are generally referred to as "joint ventures" and "joint operations", respectively. "Joint ventures" and "joint operations" are collectively referred to as "joint arrangements". Entities over which Shell has significant influence but neither control nor joint control are referred to as "associates". The term "Shell interest" is used for convenience to indicate the direct and/or indirect ownership interest held by Shell in an entity or unincorporated joint arrangement, after exclusion of all third-party interest.

Forward-Looking Statements

This press release contains forward-looking statements (within the meaning of the U.S. Private Securities Litigation Reform Act of 1995) concerning the financial condition, results of operations and businesses of Shell. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Forward-looking statements are statements of future expectations that are based on management's current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements. Forward-looking statements include, among other things, statements concerning the potential exposure of Shell to market risks and statements expressing management's expectations, beliefs, estimates, forecasts, projections and assumptions. These forward-looking statements are identified by their use of terms and phrases such as "aim", "ambition", "anticipate", "believe", "could", "estimate", "expect", "goals", "intend", "may", "milestones", "objectives", "outlook", "plan", "probably", "project", "risks", "schedule", "seek", "should", "target", "will" and similar terms and phrases. There are a number of factors that could affect the future operations of Shell and could cause those results to differ materially from those expressed in the forward-looking statements included in this press release, including (without limitation): (a) price fluctuations in crude oil and natural gas; (b) changes in demand for Shell's products; (c) currency fluctuations; (d) drilling and production results; (e) reserves estimates; (f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions; (j) legislative, judicial, fiscal and regulatory developments including regulatory measures addressing climate change; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; (m) risks associated with the impact of pandemics, such as the COVID-19 (coronavirus) outbreak; and (n) changes in trading conditions. No assurance is provided that future dividend payments will match or exceed previous dividend payments. All forward-looking statements contained in this press release are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward-looking statements. Additional risk factors that may affect future results are contained in Shell plc's Form 20-F for the year ended December 31, 2022 (available at www.shell.com/investor and www.sec.gov). These risk factors also expressly qualify all forward-looking statements contained in this press release and should be considered by the reader. Each forward-looking statement speaks only as of the date of this press release, May 9, 2023. Neither Shell plc nor any of its subsidiaries undertake any obligation to publicly update or revise any forward-looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward-looking statements contained in this press release.

Shell's net carbon intensity

Also, in this press release we may refer to Shell's "Net Carbon Intensity", which include Shell's carbon emissions from the production of our energy products, our suppliers' carbon emissions in supplying energy for that production and our customers' carbon emissions associated with their use of the energy products we sell. Shell only controls its own emissions. The use of the term Shell's "Net Carbon Intensity" is for convenience only and not intended to suggest these emissions are those of Shell plc or

its subsidiaries.

Shell's net-Zero Emissions Target

Shell's operating plan, outlook and budgets are forecasted for a ten-year period and are updated every year. They reflect the current economic environment and what we can reasonably expect to see over the next ten years. Accordingly, they reflect our Scope 1, Scope 2 and Net Carbon Intensity (NCI) targets over the next ten years. However, Shell's operating plans cannot reflect our 2050 net-zero emissions target and 2035 NCI target, as these targets are currently outside our planning period. In the future, as society moves towards net-zero emissions, we expect Shell's operating plans to reflect this movement. However, if society is not net zero in 2050, as of today, there would be significant risk that Shell may not meet this target.

Forward Looking Non-GAAP measures

This press release may contain certain forward-looking non-GAAP measures. We are unable to provide a reconciliation of these forward-looking Non-GAAP measures to the most comparable GAAP financial measures because certain information needed to reconcile those Non-GAAP measures to the most comparable GAAP financial measures is dependent on future events some of which are outside the control of Shell, such as oil and gas prices, interest rates and exchange rates. Moreover, estimating such GAAP measures with the required precision necessary to provide a meaningful reconciliation is extremely difficult and could not be accomplished without unreasonable effort. Non-GAAP measures in respect of future periods which cannot be reconciled to the most comparable GAAP financial measure are calculated in a manner which is consistent with the accounting policies applied in Shell plc's consolidated financial statements.

The contents of websites referred to in this press release do not form part of this press release.

We may have used certain terms, such as resources, in this press release that the United States Securities and Exchange Commission (SEC) strictly prohibits us from including in our filings with the SEC. Investors are urged to consider closely the disclosure in our Form 20-F, File No 1-32575, available on the SEC website www.sec.gov.

[1] [Shell SmartPay Studie - Digital Payment in der Gen Z](#)

[2] MOBILITY ZEITGEIST STUDIE - Die mobile Generation Z (2020); Zukunftsinstitut GmbH, im Auftrag der Ford-Werke GmbH; [Ford_Mobility_Zeitgeist_Studie_2020-Zukunftsinstitut.pdf](#)

[3] Edelman Trust Barometer 2022: Sonderbericht „The New Cascade of Influence“

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