

Send Money in Style with PayPal and Jonathan Adler This Holiday Season

Payments leader teams up with designer Jonathan Adler for custom digital holiday cards

SAN JOSE, Calif.--[PayPal](#) is teaming up with renowned designer [Jonathan Adler](#) for a first-of-its-kind partnership to enhance its person-to-person (P2P) payment service, so that sending the gift of money for the holidays feels more personal and heartfelt. A recent PayPal study found that money is the number one gift Americans want this holiday season, and 62 percent wish they could ask for cash instead of traditional holiday presents. But, the study also found that the main reason people don't give money as a gift is because they're afraid it's not personal enough (63 percent).

This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced below. You can access the Smart Marketing Page via the following link: <https://smp.newshq.businesswire.com/pages/send-money-style-paypal-and-jonathan-adler-holiday-season>

To bring more style and personalization to the gift of money so people get what they really want this year, PayPal has partnered with Jonathan Adler, whose designs have added glamour and luxury to homes, hotels and restaurants around the world. Adler is bringing that creativity to PayPal, with six exclusive digital holiday and generic gifting cards consumers can use to personalize their gift of money and add a chic touch to their holiday well-wishes, with more cards to come.

The card designs feature the iconic touches, fresh accents and polished style Adler is known for. The cards range from holiday greetings and thank you cards to generic gift giving. PayPal's P2P gifting experience is available in 17 countries – including Australia, Austria, Belgium, Canada, Denmark, France, Germany, Italy, Netherlands, Norway, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom and United States. Consumers in the U.S. and Canada will see designs created by Jonathan Adler, and consumers located in one of the other countries will enjoy designs created specifically for their markets. Gift givers can log into their account on [PayPal.com](#), simply select Send Money to make it a gift, pick their favorite card design, designate the amount of the gift, and send1.

“Fact: Money makes the world go round, which kind of makes it the perfect present. Sending money digitally as a gift never felt truly personal or stylish—until now,” said Adler. “With PayPal, we have created something that with just a few clicks lets you send money easily and chicly. It's a gift people are as excited to receive as they are to spend.”

Instead of stressing over what to get the babysitter, a picky relative or that friend who already has everything this holiday season, people can send the gift of money with a Jonathan Adler-designed card through PayPal. During the month of December alone, PayPal expects to see more than 17 million P2P payments – with gifting being one of the most popular reasons for sending money2.

“With more people asking for gifts – and giving money – via P2P payments this holiday season, we needed to find a way to make it personal,” says Patrick Adams, CMO of PayPal North America. “Our partnership with Jonathan is unlike anything we've ever done, and helps consumers stress less. His unique holiday card designs make sending money easy and fashionable – something that gift cards and traditional holiday cards simply don't provide.”

For information on the programs and deals PayPal is offering this holiday season, visit www.paypal.com/holiday.

About the Study

The study was commissioned by PayPal and conducted online by independent research company Koski Research in October 2016. The study polled 1,000 Americans planning to celebrate the holidays this season.

About PayPal

At PayPal (Nasdaq:PYPL), we put people at the center of everything we do. Founded in 1998, we continue to be at the forefront of the digital payments revolution. PayPal gives people better ways to manage and move their money, offering them choice and flexibility in how they are able to send money, pay or get paid. We operate an open, secure and technology agnostic payments platform that businesses use to securely transact with their

customers online, in stores and increasingly on mobile devices. In 2015, 28% of the 4.9 billion payments we processed were made on a mobile device. With our 192 million active customer accounts, PayPal is a truly global payments platform that is available to people in more than 200 markets, allowing customers to get paid in more than 100 currencies, withdraw funds to their bank accounts in 56 currencies and hold balances in their PayPal accounts in 25 currencies. For more information on PayPal, visit <https://www.paypal.com/about>. For PYPL financial information, visit <https://investor.paypal-corp.com>.

About Koski Research

Koski Research specializes in custom research solutions that answer the most complex business questions of Fortune 1000 companies. Answers to these questions result in national media coverage, drive business growth and prepare clients for the future. As the creator of the Engagement IQ, a proprietary measurement system that assesses the public's sentiment of a company based on key social behaviors, Koski Research excels in leveraging research to drive customer engagement.

1 Funds go right into the recipient's PayPal account. And if the recipient doesn't have one, an account can quickly be opened for free.

2 Based on the average number of global transactions (Venmo + PayPal) we have seen on our platform in December for 2013, 2014 and 2015.

Additional assets available online:  [Photos \(7\)](#)

<https://newsroom.paypal-corp.com/2016-12-06-Send-Money-in-Style-with-PayPal-and-Jonathan-Adler-This-Holiday-Season>