

# Payment services and e-money

Practice area under Financial Services

We lead the field when it comes to advising on payment services, e-money and other innovative payment solutions.

In recent years, both regulation of and product development with respect to payment services and e-money have developed rapidly. This field has changed from being an obscure part of banks' back-office operations and the financial infrastructure to being a crucially important and business-critical offering - and the most important focal point in fintech.

Throughout this development Plesner has advised, and is still advising, all the principal market participants from startups, over established financial institutions, to Big Tech undertakings. Plesner is widely recognised as the leading law firm when it comes to providing advice on payment services/e-money and other innovative payment solutions. This is due not only to our leading specialist knowledge with respect to the regulation of payment services and e-money, but in particular to the interaction with a number of Plesner's other market leading specialist teams - including [Marketing Law and Consumer Law](#), [Data Protection Law](#), [Technology and Outsourcing](#), [Anti-Money Laundering](#) and [Tax Law](#).

Our advice with respect to payment services and e-money includes:

- analysis of innovative products and business models as well as advice as to whether and how they are regulated
- preparation, application and obtaining a licence as a payment institution or an e-money institution
- compliance with payment services regulation, including requirements for strong customer authentication
- handling of the regulatory aspects of activities across borders, including international expansion
- regulatory aspects of M&A transactions with respect to payment institutions or e-money institutions, including approval of owner and fit and proper approval of new management

## Ratings



2023 - 2024 IFLR1000

Plesner is listed in "Tier 1" as regards Banking and Finance.

"Organised and structured, very fast, and our preferred law firm in Denmark" (2023)

"They have been very service-minded and easy to deal with. Very constructive in their approach" (2023)

"Solution-orientated, pragmatic, not overcomplicating, available" (2023)



2024 The Legal 500

Within Banking and Finance, Plesner is a first tier firm.

"Always ready and eager to help. Highly commercial and focused on solutions across cap structure, docs, negotiation etc."

"The team is highly qualified and very proactive in assisting the client. The lawyers are both knowledgeable and commercial, which is vital in transactional work"

"The practice produces quality work with efficient project management. Truly a pleasure to work with them"

"Good competencies across various offerings (M&A, financing etc.) and different sectors"

"A unique insight in the financial industry makes it very easy to be client of Plesner. Legal advice is always in the relevant context and in accordance with new legal requirements and practice"



2024 Chambers Global

Plesner is listed in "Band 1" as regards Banking & Finance.

"The team shows a great understanding of complex debt financing situations"

"Plesner are very knowledgeable in the area of financial services law"

"The lawyers always provide quick responses and good advice, and they have good a commercial understanding"

"The law firm applies high-level legal competencies while keeping a pragmatic and client-based focus at the same time"

"Plesner has one of the biggest and strongest teams in town"



2023 The Legal 500

Within Banking and Finance, Plesner is a first tier firm.

"The best banking and finance team in Denmark. Expert knowledge with most matters and very business oriented"

"Very good expertise. The firm has a good ability to combine the expertise of the different lawyers who provide relevant and complete advice"



2023 Chambers Global

Plesner is listed in "Band 1" as regards Banking & Finance.

"The team has a highly rated commercial awareness and client service, and is great at delivering to budget"



2022 The Legal 500

Within Banking and Finance, Plesner is a first tier firm.

"Hands-on and always up to date on market conditions"

"The team was professional and dedicated 24-7 – through the whole process. Very solution-oriented and to the point. Easy to work with. They made us feel we were in control"

"We did a refinancing project starting in one direction. And after many turns, we ended in a different corner. The Plesner team was capable of handling all the different structures and stakeholders in a strong, professional and positive way"

"Well composed, talented team. High availability and swift turnarounds"

"Plesner's finance practice is probably the best in Copenhagen and consistently delivers high quality work regardless of the size of the transaction"



2021-2022 IFLR1000

Plesner is listed in "Tier 1" as regards Banking and Finance.

"Provides high-quality advice with a clear understanding of the client's business and need" (2021/2022)

"Highly commercial approach, second-to-none market insights and swift responses" (2021/2022)

"Good knowledge and insight of relevant precedent documentation for the relevant financial sponsor. Overall kept a great overview of a fairly complex transaction with various deal-specific peculiarities" (2021/2022)

"The banking and finance team of Plesner is very knowledgeable and experienced within a broad range of financing types. They are very approachable and deliver excellent service" (2021/2022)

"The firm is very much up to speed with the latest trends and developments within the loan market on legal aspects and operates in a flexible and efficient manner, which is needed on the processes" (2021/2022)



2022 Chambers Global

Plesner is listed in "Band 1" as regards Banking & Finance.



2022

Chambers Europe

Plesner is listed in "Band 1" as regards Banking & Finance.

"They deliver consistently high-quality work and they have good people"

"Deliver valuable advisory services"

"Laud their understanding of the loan market"

## Our specialists



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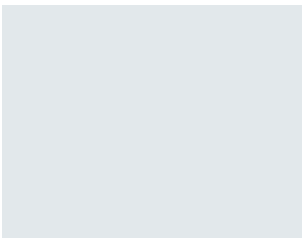
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