# Answer Pay makes key appointments to support the rapid Request to Pay growth opportunity in Europe

**Thursday 21 April, 2022**

**21st April 2022**—Payments as a service provider, Answer Pay, has made two key appointments to bolster its plans to support the growth of Request to Pay across Europe.

**Expanding SEPA Expertise**

Following on from the recent award of grant funding from the UK government's Department for International Trade and its recent integration with EBA Clearing, Answer Pay is pleased to announce that Ralf Ohlhausen will be joining as Executive Adviser.

Ralf is a luminary of the European payments landscape chairing the European Third-Party Providers Association (ETPPA) and co-chairing the Berlin Group's Open Finance Advisory Board. He also holds executive advisor positions at FinTech Unicorns PPRO and Tink, is a member of the ECB's Market Infrastructure Board, alternate member of the ERPB and EPC board and represents the interests of fintechs in various multi-stakeholder groups. His decision to advise Answer Pay is a validation of the company's journey so far. More broadly, Request to Pay which has seen increased growth momentum of late in the UK and Europe. Ralf says—"Open Banking is transitioning to Open Finance where Request to Pay is an important success story, creating new ways to pay and get paid. Banks and payment providers previously mandated to open their APIs have a huge opportunity to leverage Request to Pay's data to create improved customer journeys."

**Looking to the future—The Request to Pay growth opportunity in Europe**

In addition to the appointment of Ralf Ohlhausen, Answer Pay has also announced new seed funding from Sacha Dragic's family office Hellen's Rock. Sacha is a serial entrepreneur whose previous successes include securing a €175 million investment from the Blackstone Group into his company Superbet to accelerate its global business expansion. Andrea Cordas, Partner at Hellen's Rock comments—"I'm always excited by companies that are having a real impact in improving people's lives and it's clear from the Answer Pay customer base that its RtP solution will help the financially excluded and disadvantaged. I see big potential for this across Europe."

Given the strong Request to Pay growth opportunity in Europe, Answer Pay continues to expand and build towards its Series A funding round. Chairman of Answer Pay Mike Chambers adds—"We're delighted to welcome both Ralf and Hellen's Rock, their addition bolsters an already strong management team and bodes well for the future."

**Answer Pay secures bill payments in banking apps**

Answer Pay offers a certified "Payments as a Service" platform that connects banks to Request to Pay, the new messaging standard for experience-rich payments. Complementing existing payment infrastructure, the platform gives payees the ability to request a payment and send an invoice using their corporate bank interface. Payers can then aggregate and control when and how each request is paid using their retail bank app.

Placing financial institutions at the centre of the bill payment experience ensures end-to-end bank-grade security. However, it isn't always easy for banks to bring differentiated services to market. Our API-based access removes the technology challenges so banks can maximise their revenue opportunity.

**MEDIA CONTACT DETAILS:**

Peter Cornforth

Answer Pay Ltd

Union Mills, 9 Dewsbury Rd, Leeds LS11 5DD, United Kingdom

Tel: 0113 201 0600

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## Company Contact:

**Answer Pay**

T. +44 (0)113 201 0600
E. francesca.manley@newtonday.uk
W. https://answerpay.uk/

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