

## Genesis launches MiFinity eWallet as a new global payment option

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MiFinity, a global payments provider, today announced the launch and go-live of the MiFinity eWallet within the Genesis cashier. This payment solution will be available to players across the 10 Genesis brands, in multiple languages and markets. This is a significant milestone in the evolution of the MiFinity product.

Following on from MiFinity's integration with PaymentIQ in 2019 this is another key step in rolling out the MiFinity eWallet across multiple B2B platform providers and B2C Merchant operators.

The MiFinity eWallet is a fast, simple and secure way for customers to perform transactions with multiple local payment options that support deposit, withdrawal and transfer functionality in different currencies.

"We are very excited about the launch of our eWallet within the Genesis cashier. This is the result of months of hard work by all relevant parties and we look forward to expanding upon this partnership over the coming months", said Kieron Nolan, Chief Financial Officer, MiFinity.

### About MiFinity

MiFinity, a global payments provider, offers a range of cost-effective and efficient end-to-end payment solutions. It has more than 17 years of experience in the online payments space with a growing network of global partner relationships and a best-in-class, highly secure and regulated technology platform. MiFinity has evolved into a true 'omni-channel' payment provider to the global online payment market.

For more information, please visit [www.mifinity.com](http://www.mifinity.com)

### About Genesis

Genesis Global Limited was founded in 2014, by a team of experienced and enthusiastic specialists and have since grown to have a portfolio of eight innovative and immersive online casino brands. The company is setting standards for the future and arriving at the forefront of online entertainment by collaborating with skilled and passionate people to bring their ideas to life, into products that combine the best, award-winning gaming technologies with cutting-edge design to deliver the most modern and satisfying user experience available to casino customers in global markets.

For more information, please visit [www.genesis.com.mt](http://www.genesis.com.mt)

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