

MiFinity celebrates another year of record growth

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November 2022. MiFinity, the iGaming payment services company, today announced another record year. Building on its impressive 2021 growth figures, MiFinity has seen transaction volume surge by over 130%, has gone live with over 500 brand integrations and doubled its merchant base in 2022.

In addition to impressive increases in transaction volumes and integrations, MiFinity is now available in more than 225 countries and territories and has over 75 integrated payment methods, offering customers a choice of 17 native currencies and 20 languages in the MiFinity app and desktop experience.

12 months ago, at SiGMA Europe 2021, [MiFinity shared its ambitious growth plans](#) and product roadmap. These plans included the company's commitment to delivering the ultimate user experience and continual service improvements for its customers and partners' players. As a result, MiFinity has delivered on all its goals, taking an even greater share of the iGaming payments market, launching new services, and enhancing existing ones.

In the past year, MiFinity has seen new account signups soar, with thousands of new customers downloading the MiFinity eWallet daily. Demand has been driven by MiFinity's creative engagement with customers, from its competitive pricing to its popular eVoucher and virtual IBAN introduced earlier this year. MiFinity has also extended its PayAnyBank settlement service, which is now available in 82 countries, including China, and launched its affiliate programme, which pays the highest revenue commission in the industry.

MiFinity's commitment to increasing conversions for its iGaming partners has resulted in innovations such as its high-converting iFrame, which enables customers to top up merchant accounts without opening the MiFinity app or leaving the checkout page. The MiFinity iFrame will see further innovation in 2023, with an enhanced version being rolled out next year.

Also on the roadmap, MiFinity will launch its new native and desktop experience soon. Utilising the latest technology available in the app market, MiFinity will deliver a best-in-class user experience while maximising conversion funnels so customers can make quick and secure payments. MiFinity's focus on continual service improvements will also see more functionality added in 2023 and new customer benefits such as referral rewards.

Building on its accelerated growth, MiFinity is on track to integrate 1,000 brands over the next few months and improve its already impressive acceptance rates. In 2023, the company's focus will be on increasing customer engagement and working closely with its merchants and the iGaming industry to promote sustainable growth.

"Our growth over the last two years has put MiFinity firmly on the map and threatens many of the incumbent players in the iGaming payments market," said MiFinity CEO Paul Kavanagh. "It's been an exciting time integrating numerous high-profile iGaming operators, introducing new services and launching our new MiFinity brand. As we look to 2023, we focus on strengthening our market share, investing in our partners and people, and building on our extensive industry expertise."

About MiFinity

MiFinity, a global payments provider, offers a range of cost-effective and efficient end-to-end payment solutions. It has more than 60 years of collective experience in online payments, a growing network of global partner relationships, and a best-in-class, highly secure and regulated technology platform. As a result, MiFinity has evolved into a true 'omnichannel' payment provider to the global online payment market.

For more information, please visit www.mifinity.com

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