MiFinity expands the eWallet with Trustly

Tuesday 4 June, 2019

DUBLIN, 4 June 2019 – MiFinity, a global payments provider, today announced the integration of Trustly, a real time banking solution provider, into its payment platform.

This is another milestone for MiFinity as it enters into another strategic partnership, with a large European payments company.

Trustly's online payment solution provides a secure, real-time bridge directly to their customers' preferred payment bank accounts. It allows customers a fast, simple and secure way to deposit directly from their own bank account into their MiFinity eWallet and also to make withdrawals. The integration of Trustly enhances the position of the MiFinity eWallet in 29 European countries.

This is an important integration for MiFinity, as this solution enhances the existing real time banking solutions on offer at MiFinity and provides alternative payment options to its consumers. This latest integration builds upon the MiFinity objective, of partnering with specific providers who enhance the overall MiFinity solution.

"We welcome the Trustly integration which will help support and grow the MiFinity eWallet offering. The ability to partner with such recognised brands, increases local loading choices for our eWallet users, which in turn generates trust with consumers. Our goal is to be a market leader in the online payments space and this integration further enhances our eWallet offering." said Michael McDevitt, Chief Product Officer, MiFinity.

"We are very excited about our partnership with such an experienced payment provider as MiFinity. We look forward to seeing MiFinity customers all over Europe derive significant value from Trustly's suite of account to account payment solutions." said Johan Nord, Chief Commercial Officer at Trustly.

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

MiFinity UK Limited, trading as MiFinity, is authorised by the Financial Conduct Authority under the Electronic Money Regulations 2011 [Register Ref. 900090] for the issuing of electronic money. Registered in Northern Ireland. Registered address: 28 School Road, Newtownbreda, Belfast, BT8 6BT, Northern Ireland. Registration No. NI611169.

ABOUT Trustly

Founded in 2008, Trustly Group AB is a Swedish FinTech company that makes online banking e-payments fast, simple and secure. The company offers cross-border payments to and from consumer bank accounts at over 3,000 banks in 29 European markets and connects businesses and consumers within e-commerce, travel, gaming and financial services. In 2017, 2018 and 2019, the Financial Times ranked Trustly as one of the fastest growing companies in Europe on the FT1000 list and the London Stock Exchange recognized Trustly as one of Europe's most inspiring, fast-growing companies.

Trustly has 300 employees and is headquartered in Stockholm, Sweden, with regional offices in Finland, Spain, Malta, Germany and the UK. Trustly is a licensed Payment Institution in accordance with the second payment services directive (PSD2) and is entitled to provide among others payment initiation services. Trustly is under the supervision of the Swedish Financial Supervisory Authority. Read more at www.trustly.com

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