

MiFinity launches Interac in Canada

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Dublin, 29th June 2021

MiFinity, a global payments provider, today announced a new strategic partnership with Canada-based financial service provider, Gigadat Solutions. This new partnership will complement the existing MiFinity solution and help drive Merchant and player growth to the MiFinity platform in the North American market.

In order to best support this local payment option and enhance the local customer experience, MiFinity has increased the number of eWallet currencies supported within the platform to include CAD as a settlement currency.

The main benefits of the Interac / MiFinity local payment solution includes:

- Customers can select their preferred local payment method
- Interac boasts a strong portfolio with over 265 participating financial institutions covering 100% of Canadian consumers
- Customers can deposit and withdraw via Interac / MiFinity in CAD
- Unique local CAD offering vs other eWallet providers in this market
- No expensive FX conversion fees and charges when settling like for like
- Gives customers greater control of spend

The [MiFinity eWallet](#) is a fast, simple and secure way for customers to perform payment transactions. Enhanced additional local payment options will support deposit, withdrawal and transfer functionality in different currencies across the platform.

"We are very excited about this latest payment partnership. This additional payment option, which supports both payin and payouts, will complement the MiFinity payment platform and allow our Merchants to better target their client base with these local solutions. This latest product release coupled with the weekly onboarding and rollout of new Merchants onto the platform have helped move the MiFinity offering onto a new level. We fully appreciate and acknowledge the belief shown by our current and future Merchants and payment partners in our product and look forward to the continued roll out and evolution of the platform ", said Kieron Nolan, Chief Financial Officer, MiFinity.

"Gigadat Inc. is proud to partner with MiFinity and provide Interac services for its innovative CashtoCode Voucher Solution now launched and Live in the Canadian marketplace. Gigadat looks forward to a long-term relationship with MiFinity in providing innovative payment solutions", said Guy Fietz, CEO , Gigadat Inc.

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 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

About Interac

Interac Corp. empowers Canadians to transact digitally with confidence by providing payment and value exchange services rooted in security, reliability, and efficiency. As a leader in digital security and authentication alongside our subsidiary, 2Keys Corporation, security is the core of everything we do. Through our world-class privacy, fraud mitigation and governance expertise, we help keep Canadian customers safe and secure when transacting with Interac. With nearly 300 financial institutions connected to our network, Canadians choose Interac products an average of 18 million times a day to pay and exchange money. Interac is committed to championing workplace culture and corporate citizenship based on the principles of responsibility, diversity and inclusion. We are proud to be one of Canada's leading and most trusted financial brands.

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