

Soft2Bet launches MiFinity eWallet as a new global payment option

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MiFinity, a global payments provider, today announced a new partnership with the online gaming operator and platform group Soft2Bet. The [MiFinity eWallet](#) is now available to consumers as a payment method across Soft2Bet's multiple brands, languages and markets.

Following on from MiFinity's integration with PaymentIQ in 2019, this latest agreement builds upon the recent announcements in rolling out the [MiFinity eWallet](#) across multiple platform providers and gaming 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 of launching the MiFinity solution across our brands. It will provide our customers with a wider range of solutions to deposit and cash out their winnings in many different geographies. This confirms once again our aim to become a leading operator in the gaming space with a smooth user experience, a large range of local payment options and the best games on the market.", said Alberto Pittoni, Chief Commercial Office at Soft2Bet.

"We are very excited about the launch of our eWallet with Soft2Bet. This has come about following months of hard work by all the relevant parties and we are really looking forward to growing our partnership further in 2020 and beyond. Soft2Bet are a global player with strong brands in the online gaming space which complements nicely with our shared vision and growth strategy. We look forward to building momentum for the MiFinity platform across all their brands", said Michael McDevitt, Chief Product 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 18 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 recently launched its online eWallet, which is targeted at the online gaming, travel and ecommerce sectors. It is a fast, simple and secure way for customers to perform transactions with multiple local payment options in different currencies.

MiFinity is evolving into a true 'omni-channel' payment provider to the global online payment market.

For more information, please visit www.mifinity.com

About Soft2Bet

Soft2Bet has indeed taken the iGaming industry by storm, establishing itself as a trusted business partner and gaining worldwide popularity among players thanks to its astonishing brands.

Since its foundation in 2016, Soft2Bet has grown from an ambitious start-up into a powerful international organisation that became a second home to more than 250 professionals in just four years. Driven by the creative genius of Soft2Bet's executives, they have no other plan but to move forward and flourish.

The secret to their unstoppable growth is the unique ethical approach to businesses and markets. They run our affairs on the principles of transparency and maximum mutual benefit.

For more information, please visit www.soft2bet.com

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