

MiFinity and CashtoCode announce payments partnership



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UK, London, 22 July 2021 – CashtoCode, the instant cash payment service for online merchants, and MiFinity, the secure iGaming ewallet, today announced a new global payments partnership. MiFinity users can now top up their iGaming accounts at more than 150,000 physical locations worldwide using the CashtoCode cash deposit network, as well as using CashtoCode’s new online evoucher product.

This is the first time that MiFinity customers will be able to make payments with cash, which many customers prefer for privacy, security and self-control reasons. For CashtoCode, the partnership with MiFinity puts its service inside one of the fastest growing iGaming eWallets. Meanwhile, MiFinity chose to partner with CashtoCode for its global reach, with more than 150,000 retail locations across Europe and international markets such as Africa and Australia. Its evoucher solution is also extremely popular in regions where iGaming customers cannot easily make payments such as LATAM and Asia – where they can be redeemed instantly online like any traditional retail voucher code.

The two companies are also a good match on important issues such as security. MiFinity is highly regarded in the global iGaming community for secure virtual payment processing, and it set a high bar on security standards when searching for a cash deposit partner. In CashtoCode, it found a service designed to eliminate fraud and money laundering concerns through a unique closed-loop cash payment system. Its cash deposit codes cannot be transferred by users, meaning they are far more secure and lower risk for iGaming operators.

“CashtoCode has grown remarkably over the last 12 months,

and working now with MiFinity will ensure even more iGaming customers will access our range of cash and online payment services,” said CashtoCode CEO, Jens Bader. “Cash remains the most widely used and widely accepted form of payment around the world, and all leading iGaming operators are considering the best ways of adding cash to their payment portfolios. By working with brands like MiFinity, we hope to become the number one cash deposit method of choice for all operators in the years ahead.”

“We wanted to add a cash deposit option for our users and CashtoCode was immediately identified as the best fit for our needs,” said MiFinity CEO Paul Kavanagh. “We are known in the iGaming industry for safe, secure and smart payment services, and it was important that any new payment partner fulfilled the same criteria. The CashtoCode service is proven to be extremely popular and effective, and we see it as a unique value proposition in the market. I’m confident that we can build a successful and sustainable partnership with the team, that will benefit our customers and operators alike.”

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 ‘omnichannel’ payment provider to the global online payment market.

For more information, please visit www.mifinity.com

MiFinity UK Limited (Registration Ref.900090) and MiFinity Malta Limited (Registration Ref. C64824), trading as MiFinity

for the issuing of electronic money are duly authorised and regulated by UK Financial Conduct Authority (FCA) and Malta Financial Services Authority respectively (MFSA).

About CashtoCode

CashtoCode is operated by Berlin-based Fintech Funanga AG. Launched in 2016, the CashtoCode platform connects a vast network of online merchants from various industries and payment service providers with over 150,000 retail locations across Europe and international markets. The CashtoCode service enables customers to conveniently pay for their online purchases with cash at their chosen retail location. As such CashtoCode technically manages through its vast networks of partners the secure, convenient, and compliant collection and settlement of cash from customers globally

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