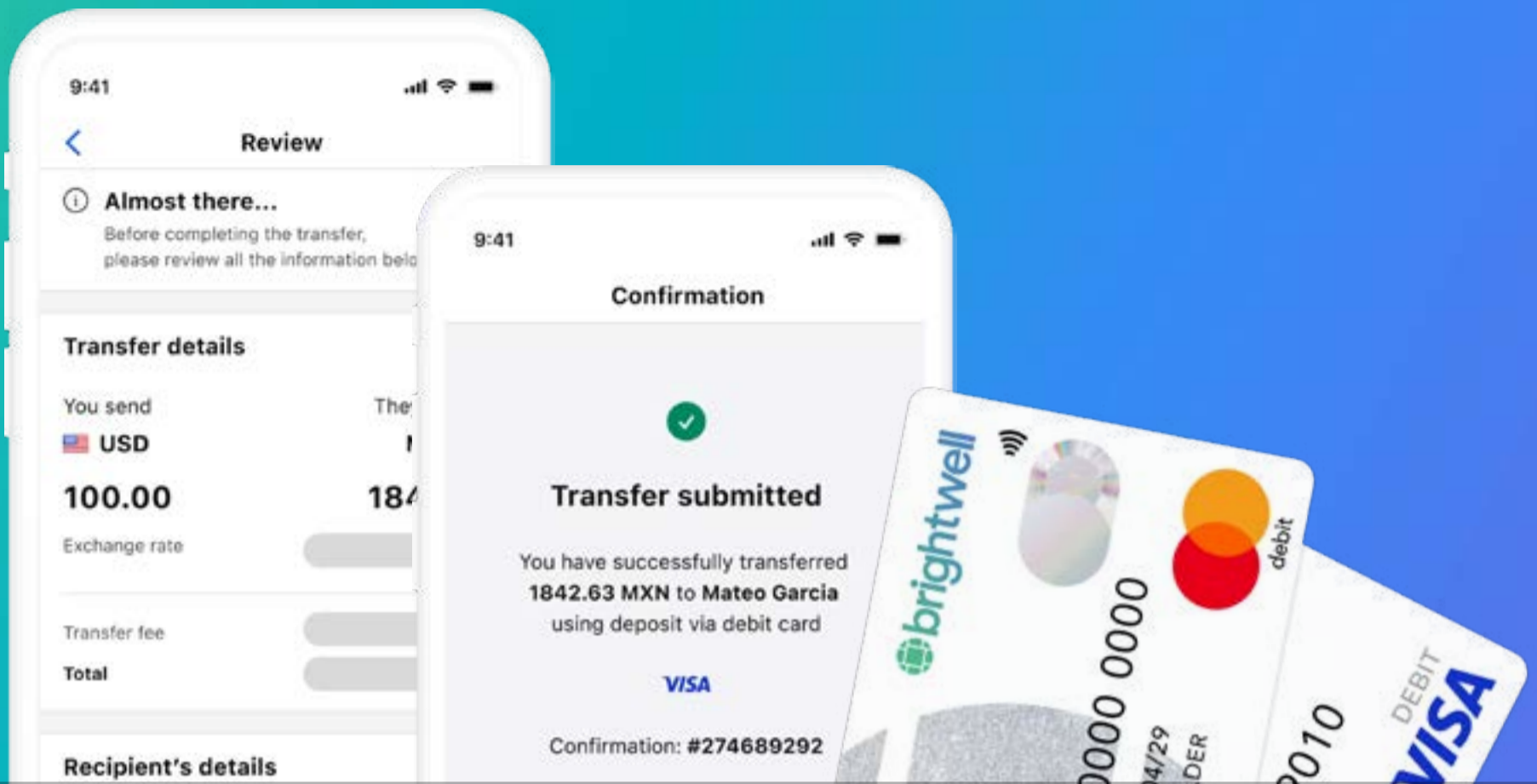




Cross-border payments: why having options shouldn't be optional





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— INTRODUCTION

Your global needs met

Brightwell has spent the last two decades honing our expertise in building solutions that solve the increasingly complex processes of digital money movement across the world. We understand from years of working closely with our global network of partners, customers and user base that facilitating these important transactions quickly becomes very personal - blurring physical boundaries and diminishing distances. These digital money transfers are not merely financial transactions - they are human touchpoints that strengthen relationships and build communities.

Speed, transparency, and security are universal needs in global payments. How those concepts play out in lived reality is not. The various options for receiving funds that work well for a recipient in one country may be completely unthinkable given the financial infrastructure or personal preferences for a recipient living in another region of the world. That's why at Brightwell, we've done the heavy lifting of coding to the leading global networks like Mastercard and others, to ensure extensive coverage and "last mile" connectivity to endpoints that make receiving funds convenient. With 1 billion people globally now routinely sending and receiving cross-border payments, we've made sure we can support the transfer modality that each one of those recipients prefers, whether that choice is influenced by geographic, cultural, or individual preference.

Varied options, consistent experience

Our team is passionate about helping people and businesses send money securely around the world. While following agile methodologies to quickly innovate and release hundreds of feature updates throughout the year, we maintain a keen focus on the end user. Conducting routine Voice of Customer feedback sessions is carried out by professionals across functional teams who live and breathe the intricacies of cross-border payments. Brightwell knows what works and what improvements are most needed, based on our personal experiences. Click on a country flag on the next page for a sampling of insights from our team members who know the preferences in these markets first hand:



Explore our interactive world map for first-hand insights from our team of cross-border experts.



Click on a country flag for insights on our collective approach to human-centered product design, and how we bring our “User First” corporate value to life in our day-today roles across Brightwell.



Trends influencing cross-border payment flows

The surge in global payments is driven by a multitude of factors characterizing our increasingly global economy.

The rise of the digital nomad and the growth in “gig” format employment is explored in depth by our partners at Mastercard in their third annual Borderless Payments report. These important dynamics continue to shape the growth of cross-border payments as new ways of working and attendant lifestyles drive new requirements and considerations. Some highlights confirm that:



The image shows the Mastercard logo at the top left. Below it is a thumbnail of the report cover. The cover features the Mastercard logo, the text "Making money go further", and a photograph of a man with a beard and glasses, wearing a white shirt, sitting at a desk with his hands clasped, looking at a laptop screen. The background of the cover is a blurred office setting.

A copy of the full report is available here:
<https://tinyurl.com/yc4u3c97>

Global payments are growing in size and number

- Half of global consumers say they are likely to work or live abroad in the next three years.
- Two in five consumers are planning to increase the number of cross-border payments they send or receive in the next 12 months.
- Almost half (47%) of consumers plan to send or receive payments of a higher value in the next year.

Needs vary across the world

- Over two thirds of consumers in India, South Africa, Colombia, and the Philippines say they are likely to live or work abroad in the next three years.
- Over one third of consumers in India, the Philippines, China, and South Africa said they would be worried about sending money back home should they live or work abroad.
- Those living in India and Brazil are most likely to report they will increase both the volume and value of cross-border transactions they make in the next year.

— OPTIONS CREATE OPPORTUNITY

Offer choice to capture opportunity

When sending funds to employees, customers or friends and family in another country, choice is paramount.

The reasons can be dictated by a country's infrastructure or policies supporting increasingly digital and cashless economies, or highly personal, influenced by demographics and personal comfort levels with technology driving digital app adoption.

Brightwell understands the underlying reasons why our user base needs multiple options when conducting cross-border payments. The stories behind these transactions are as varied as the people making them, and while their needs for speed, transparency, and security are universal, the way those needs come to life most certainly differ. Fintechs which create consistently fast, transparent, and secure payment experiences, no matter the option their customers choose, will stand out as the clear choice.

— GET IN TOUCH

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Our mission is to help our customers and partners overcome the complexity of implementing domestic and international payments. Our team of global payments experts would be pleased to discuss how we can help your organization.

Please reach out today.

