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FORGEFUNDS EXPANDS PRIMEPAY, THEIR SMARTWALLET APP

LONDON, ENGLAND: ForgeFunds, the UK's most trusted financial brand, is expanding the reach of its wallet app, PrimePay. On September 5, 2022, it will be newly available at 30 universities and over 50 corporate locations throughout the UK, broadening its customer base to over 600 000 people.

ForgeFunds' CEO Michael Fouchet is resolute about his company's progress. "In order to be the go-to global platform for smart wallet solutions, we need to broaden our horizons." He is clear about the PrimePay advantage: "We offer retailers unique data insights related to their customers, while giving the public access to a secure, customized shopping experience. In the end, PrimePay provides a solution that's efficient for all."

PrimePay's powerful API allows for the performance of multi-channel transactions, a unique characteristic which strongly appeals to retailers. It also allows customers to automatically collect points for a variety of retailers via a single app that combines payment, loyalty, and data collection services. Ultimately, this technology offers purchasers a seamless shopping experience.

Co-founder Alain Briggs notes that "our company's mission is to build an intuitive global platform that creates better relationships between retailers and customers." Regardless of one's role in the purchasing process, he understands why ForgeFunds is valued. "We have the utmost respect for three of people's most important commodities: Their money, their data, and their time."

In addition to PrimePay's extended availability within the UK, a U.S.-based launch is expected in November of 2023. For further information on this app's growth, contact ForgeFunds' VP of Marketing, Ms. Kat Sterling, at k.sterling@forgefunds.net.

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About ForgeFunds: Founded by Alain Briggs and Michael Fouchet in 2013, ForgeFunds was created with the goal of making mobile banking relevant for retail customers and companies alike. The company has since received many distinctions, including inclusion in Wired's Top 10 London Start Ups list, and winning season 1 of Pitch at the Palace. ForgeFunds has also been covered in media outlets including TechCrunch, BBC Newsbeat, and Wired.