



Press release

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## **Munich-based payment specialist XPAY receives €7 million in Series A financing round**

- Apeiron Investment Group leads Series A financing round
- Co-Founder Denis Raskopoljac takes over as CEO of the company
- Munich-based payment specialist, which specializes in branded loyalty cards with Mastercard payment function, aims to become Europe's leading card-as-a-service (CaaS) provider

**January 10, 2020 - Munich-based fintech XPAY has successfully closed its Series A funding round, receiving €7 million. With the investment, the company will once again significantly accelerate the sales expansion of its white-label Card-as-a-Service (CaaS) platform. Investors include Christian Angermayer's Apeiron Investment Group, Grey Study Capital, Swiss "Unicornhunter" Daniel Gutenberg and various family offices.**

Founded in 2016, XPAY helps B2C companies such as online merchants and retail chains to offer their own customer cards with Mastercard® payment function in the respective design of the partner company without risk and within just a few weeks.

CEO Denis Raskopoljac: "Our branded Mastercard loyalty cards and banking apps are a gamechanger for brick-and-mortar retailers as well as eCommerce companies. They enable each of our partners to participate in the fintech revolution in banking and virtually offer essential parts of a retail bank's value chain themselves, starting at €0."

More than 80,000 end customers are already using XPAY's card products. By the end of 2020, this figure is expected to exceed 1 million customers.

### **XPAY founder Denis Raskopoljac becomes CEO**

Denis Raskopoljac (43), Co-Founder of XPAY, moves to the Board of Directors and takes over the management of the company as CEO to underpin the rapid growth also in terms of personnel.

Denis Raskopoljac is an entrepreneur through and through. At 19, he founded his first company, which he successfully sold at 21. At 22, he founded an international distribution company with more than 250 employees, and at 26, he started his own investment company.

### **Marcus Sahanek to head operations as COO with immediate effect**

Marcus Sahanek takes over the operational business of XPAY as COO. As an expert in financial solutions, strategic management and process development, he will be instrumental in building the team and further developing the product range at XPAY together with Denis Raskopoljac.



"The payment moment is one of the most important contact points between retailers and shoppers," Sahanek says of the customer-business interface. "This is exactly where we come in with our credit cards and innovative payment solutions. The aim is to be able to advertise to the respective end customer of our B2B partners with suitable offers with pinpoint accuracy following a payment - even in offline retail. We are thus giving brick-and-mortar retailers and smaller online retailers AI- and machine-learning-based tools that are otherwise only available to Amazon and other large online companies. The battle between Amazon and retail is far from decided, and we are shifting the odds back somewhat in favor of retail."

Christian Angermayer explains Apeiron Investment Group's investment decision: "What impressed us most about XPAY is that the company has many of the functionalities of so-called challenger banks without their biggest problem: excessive customer acquisition costs. By partnering with established companies and having access to their existing end customers, XPAY has virtually no customer acquisition costs and can fully concentrate on providing the perfect service to both the partner companies and their end customers. At the same time, the end customers are not only millennials - who often make only small sales - but customers from all age and population groups. XPAY is the smarter challenger bank."

### **About XPAY**

XPAY is one of the fastest-growing providers of innovative embedded finance solutions, developing branded Mastercard® card programs with integrated loyalty components for its branded customers. In combination with exclusive and individualized benefits, XPAY thus makes brand experiences available to consumers in completely new areas of their lives. The FinTech startup with headquarters in Munich and locations in Amsterdam, Bucharest and Vienna was founded in May 2016 and currently employs over 85 people. For more information: <https://www.xpay.de/>

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