

RedCloud announces partnerships with leading payments processors, Banks and wallet providers for 100+ markets to support

REDCLOUD'S COMMERCE NETWORK — PAY LOCAL & SELL GLOBAL



London, Dec 23, 2020 ([Issuewire.com](https://www.issuewire.com)) - RedCloud announced today its expansion of global partnerships that enables the acceleration of a new kind of commerce for the fragmented B2B supply chains across 100 + countries. Over 1,000 digital commerce products immediately become available for distribution on RedCloud's commerce marketplace including high demand Telecommunication, Utility, and Media consumer brands. Small merchants can accelerate their digital capacity and reach both new and underserved markets with local and global brands including Claro, Movistar, DirectTV, Virgin, Vodacom, MTN, 9Mobile, Airtel, Sube and Edenor. RedCloud drives the adoption of digitisation of small retailers to enable them to buy better, sell smarter, and pay simpler.

The RedCloud platform has been engineered to help merchants, banks, telcos, and FMCG companies to expand the scope of the products they offer, increase the number of customers they reach and improve their revenue share as well as reduce time and cost to market.

The World Bank estimates that there are 400m micro, small and medium enterprises (MSMEs) in emerging markets and these contribute over 60% of total employment and up to 40% of national income (GDP) in emerging economies. Most of these enterprises have no digital storefront and the cost to serve these businesses has become prohibitive for consumer goods manufacturers. RedCloud's platform enables anyone to start and scale a digital storefront from any connected device within minutes.

Soumaya Hamzaoui Chief Product Officer comments “As global e-commerce continues to grow during the pandemic, the market opportunity for small merchants, offline sellers, Distributors and FMCGs to fast track to full digitisation has become both a commercial and economic imperative. As we enter into 2021 we expect to see global commerce go local as brands meet the fast rising demand of consumers that like to shop online, but pay offline using their preferred method, as well as support small businesses in a street near them.”

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About RedCloud Technologies

RedCloud is the new [seamless digital platform](#), liberating businesses throughout the supply chain to reach more customers and enter new markets. A leading UK-based provider of technology solutions, headquartered in London, with technology engineered in Cambridge, and offices in Latin America, Africa and Asia. www.redcloudtechnology.com or watch our [video here](#).

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