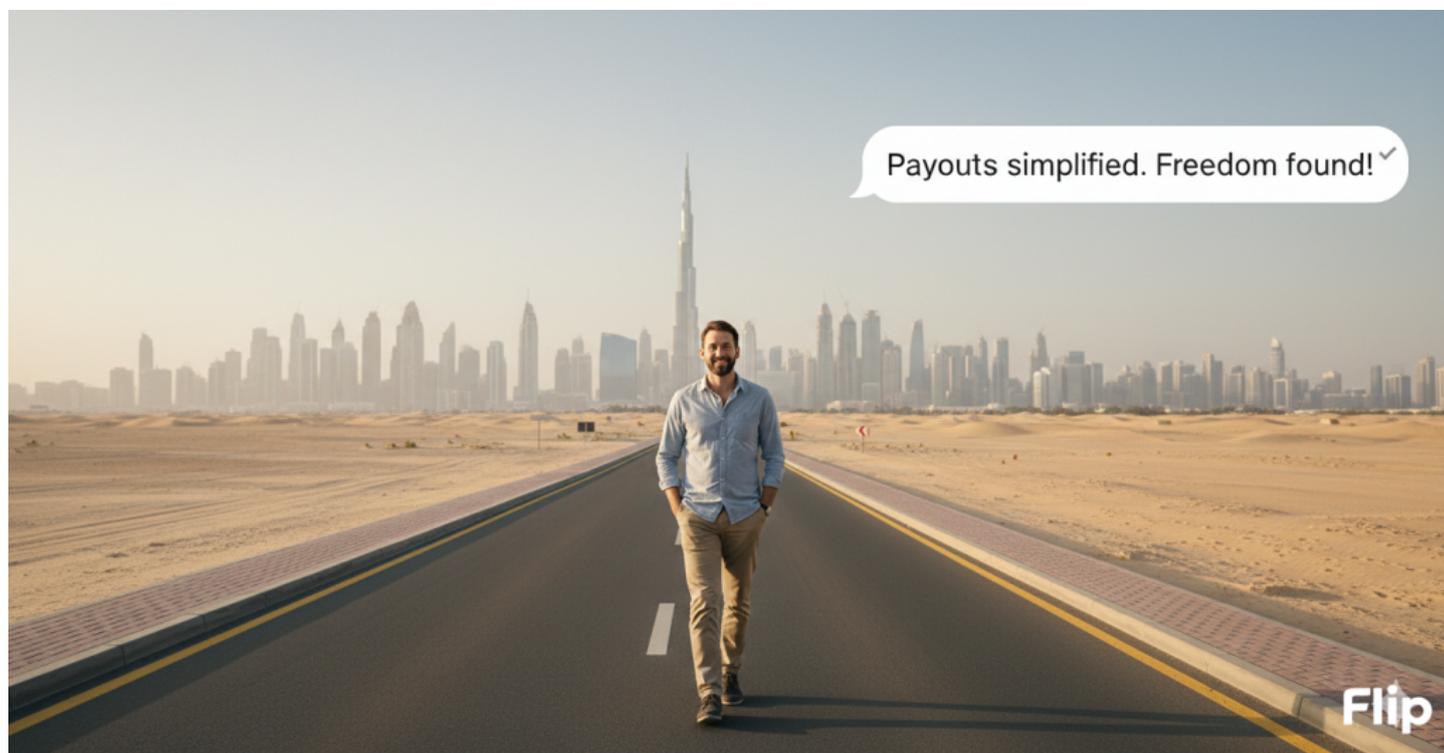


The Flip App Targets UAE Expansion as the Region Emerges as a Global Crypto Payments Hub

Norwegian-founded crypto payment platform positions itself for the UAE's rapidly maturing digital assets market, bringing phone-number-based USDT transfers to a region hungry for compliant, frictionless crypto solutions.



Dubai, United Arab Emirates Feb 23, 2026 ([IssueWire.com](https://www.issuewire.com)) - The Flip App, a non-custodial crypto payment platform with over 600,000 users worldwide, today announced its strategic focus on the United Arab Emirates as a priority growth market. The move comes as the UAE cements its position as one of the world's most progressive and well-regulated jurisdictions for digital asset payments.

"The UAE isn't just embracing crypto — it's building the most forward-thinking regulatory infrastructure for digital payments on the planet," said a spokesperson for The Flip App. *"We built Flip to make sending crypto as simple as sending a text message. The UAE market, with its tech-savvy population, zero personal income tax on crypto, and a government that actively champions digital finance, is a natural fit for our platform."*

Crypto Payments as Simple as Sending a Text

The Flip App allows users to send USDT and other supported cryptocurrencies using only a phone number — no wallet addresses, no complex blockchain knowledge required. The platform is fully non-custodial, meaning users retain complete control of their private keys and funds at all times.

Key features of The Flip App include:

- **Phone-Number Transfers:** Send crypto to any phone number globally — no wallet address

needed.

- **Non-Custodial Security:** Users hold their own private keys. Flip never has access to user funds.
- **USDT on Polygon:** Send USDT without the need to hold MATIC tokens, reducing friction for everyday payments.
- **FlipID Privacy:** A unique, randomly generated ID option for users who prefer enhanced transactional privacy.
- **Credit Card On-Ramp:** Easily fund wallets using credit cards through integrated third-party services.
- **Multi-Currency Support:** Bitcoin, USDT, Dogecoin, and Dingocoin, with free Dingocoin transfers between users.

Why the UAE, Why Now

The UAE's digital asset ecosystem presents a uniquely compelling opportunity for crypto payment platforms. The country offers zero personal income tax and zero capital gains tax on crypto holdings, a robust multi-regulator framework that provides clarity and investor confidence, a tech-forward population with high smartphone penetration and digital payment adoption, strategic positioning as a gateway between Asia, Europe, and Africa, and government-backed initiatives including the Emirates Blockchain Strategy and Dubai's Virtual Assets Law.

The UAE Central Bank's Payment Token Services Regulation has established clear categories for digital payment services — including payment token issuance, conversion, and custody — creating a well-defined path for platforms like The Flip App to operate within a fully regulated environment. The new federal decree also introduces a one-year compliance grace period through September 2026, giving existing players a clear timeline to align with requirements.

Proven Traction and Growth

Since its launch, The Flip App has surpassed 600,000 registered users globally. The platform, developed by Flip Company AS headquartered in Oslo, Norway, recently strengthened its position through a strategic acquisition by NBX, with 50% of Flip Company AS joining the NBX ecosystem as their non-custodial wallet solution. This partnership expands Flip's reach and provides users with deeper integration into a growing crypto exchange infrastructure.

Addressing UAE Market Needs

The UAE's expatriate-heavy population — with residents from over 200 nationalities — creates massive demand for fast, low-cost cross-border payment solutions. Traditional remittance corridors remain expensive and slow, with fees often exceeding 5% of the transfer amount. The Flip App's phone-number-based crypto transfers offer a compelling alternative: near-instant settlement, minimal fees, and no requirement for recipients to have a bank account.

For UAE-based businesses and freelancers operating in the growing Web3 and digital economy, Flip provides an intuitive payment rail that bridges the gap between traditional finance and crypto — without the complexity that has historically kept mainstream users on the sidelines.

Looking Ahead

The Flip App is actively exploring partnerships with UAE-based businesses, exchanges, and fintech

providers to deepen its presence in the region.

“The future of everyday payments is digital, borderless, and user-controlled. The UAE understands this better than almost any country in the world. We’re excited to bring Flip to a market that shares our vision.”

About The Flip App

The Flip App is a non-custodial crypto payment platform that makes sending digital assets as simple as texting. Built by Flip Company AS, headquartered in Oslo, Norway, the app supports phone-number-based transfers of USDT, Bitcoin, Dogecoin, and Dingocoin to users in over 150 countries. With 600,000+ registered users and a strategic partnership with NBX, The Flip App is on a mission to make crypto payments accessible to everyone, everywhere.

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Source : Flip Company AS

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