

ALLIED WALLET

BUILDING A NEW ERA OF E-COMMERCE FROM LONDON

ALLIED WALLET'S CEO ANDY KHAWAJA TAKES ON LONDON, AND THE WORLD, WITH HIS MULTIBILLION-DOLLAR PAYMENT BUSINESS

Andy Khawaja was in retail in the late 90s when he saw how e-commerce was about to seriously shake-up his business. Seeing an opportunity, he dedicated himself to the biggest and most lucrative problem of the day: how to process digital transactions securely – while making the buyer-seller relationship as simple as possible.

"The banks were paranoid about anything to do with credit-cards online. That's where we stepped in," says Khawaja, who founded Allied Wallet, based in California, in 2002 and remains its CEO today. He set about developing a sophisticated infrastructure for encrypting payments, built on revolutionary fraud-prevention safeguards. After years of development, Khawaja was soon reassuring banks with the technology. Ten years on, Allied Wallet is a multibillion-dollar business and a world leader in payment-processing solutions.

Khawaja lives and breathes his business. "I love what I do," he says. "I'm the CEO who's in my office at four o'clock in the morning, I sleep little and I work seven days a week." Dedicated and eccentric, Khawaja goes as far as taking technical customer-calls himself when he's on the floor ("Nobody knows they're talking to the CEO of the company," he laughs).

But more than good leadership, Khawaja owes Allied Wallet's success to its global

attitude. "We were looking internationally while others were focussed on the backyard," he says. "You can't do that – the internet is global." With such global reach, the company weathered local financial storms far better than some rivals. "While a lot of companies lost a lot of money, Allied Wallet was tripling its business," he explains.

Having faced technological challenges in more digitally-savvy markets like Japan, they're ready for when the rest of the world catches up. The UK is only just getting started with online and mobile payments – and Khawaja says he can't wait for what comes next.

To manage European growth, in 2012 the company set up UK headquarters in London. The world's largest financial hub, the city offers an unparalleled position from which to provide services to European clients.

Asia too offers untapped potential. Opening the company's doors to India, and finalising a major deal with China UnionPay – enabling Chinese consumers to experience global shopping like never before – Allied Wallet is readying to take on billions of new transactions in 2013. "This is a huge deal for us right now," says Khawaja. "I'm going to write a new era for the e-commerce business."

But isn't there a risk in taking a young business global? "I love to take risks, but I like to take cautious risks," says Khawaja. "I analyse it, I look at the business structure and I make sure we eliminate the risk by understanding." alliedwallet.com

AW TIME-LINE

2002

Andy Khawaja leaves his retail business to found Allied Wallet

2005

Allied Wallet goes public with its Gateway technology for merchants, and digital wallet for consumers

2010

Receives Level 1 PCI Compliance validation – the highest ranking on the industry standard

2012

Inc. recognises Allied Wallet as one of the fastest-growing private companies in America

2012

Opens the company's UK headquarters in Trafalgar Square



INSIDE ALLIED WALLET

41M

Forty-one million merchants and consumers use Allied Wallet's services, promising the fastest, easiest way to process payments. The company guarantees that anyone can set up an online store and be open for business in 24 hours.

164

Customers transact in 164 different currencies supported by Allied Wallet, all performed seamlessly and without costly transaction fees. To date, Allied Wallet has processed over a billion dollars in nearly every currency.

0.04%

Allied Wallet's award-winning Gateway infrastructure tracks shoppers' habits and flags up any suspicious transactions. Fraud is steadily decreasing year by year and, in 2011, the fraud rate was less than 0.04 per cent.

0.5Bn+

Until recently, online Visa and MasterCard payments were limited in China. Allied Wallet has just made a deal with China UnionPay (who have a monopoly on yuan payments), giving over 500 million people access to online global shopping.