

# The Dream Team

Allied Wallet, the global customized payment solutions provider, has recently announced its partnership with renowned financial advisor BofA Merrill Lynch, with a view to making an initial public offering on the stock market next year. CEO Andy Khawaja talks us through the new partnership, how it came about and the potential doors it will open for his firm.

The partnership, announced in earlier this month, will provide Allied Wallet with a number of exciting opportunities for expansion on a number of fronts.

The announcement comes at a time when, according to Andy, the outlook for the ecommerce market in the US has never been better.

“The ecommerce market in America has been growing steadily over the past year. I would put the growth rate over the past 12 months at around 75-80%.

“I think the reason behind this amazing rate of growth is that ecommerce offers consumers more flexibility when making purchases. It is much easier to buy while you're on the go using mobile payments technology on tablets and phones. As such there has been a lot market exposure for new mobile payment apps, and in the last three months I have seen around 200-300 new online payment apps being developed, which are all on the market now.

“These apps have helped to grow the overall American economy, improving the way consumers make transactions by making it easier and more convenient, meaning they are more likely to make more purchases electronically.”

Andy adds that the market for ecommerce technology is well supported by the US government, making it easier than ever to launch a business into this growing and evolving market.

*“The American ecommerce market is growing rapidly as the technology changes and grows more sophisticated.*

“This has led the American government to help support new entrepreneurs in this sector to start their business, and you can feel the freedom, especially when you are working in the technology field.

“The US regulations are making easier for IT developers to make it big in this market, because the economy has seen vast growth in the technology sector and the government understands the direction this market is going in and the achievements businesses working within it have made.

“As such they are making it easier for the technology industry, by reducing the regulations for those setting up websites and launching new technology.

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For example, in Japan if you want to set up a new website you need local police approval and you need a control number on the website, all of which takes time and resources to obtain.

“However in America you can build the whole website, make it live and start doing transactions without any of that government registration. This give entrepreneurs in the US technology sector a lot of freedom, and I would encourage them to just do it, just make whatever they want, as long as it is legal and good for their customers.”

This strong growth in the technology and ecommerce industries has led Allied Wallet to announce their partnership with financial advisory firm BofA Merrill Lynch. Andy explains the partnership and how it will benefit his firm in the future.

“As one of the biggest online payments firms in the world we have chosen to partner with one of the biggest financial advisory firms in the world, and with Merrill Lynch behind us we are looking to launch an IPO on the NASDAQ early next year.

“Looking at how far my firm has come over the last year, I am very proud of what we have achieved. I am also proud to be working with Merrill Lynch, as they have shown their flexibility and strong understanding of the technology market. They understand exactly what we do as a firm, and the team we work with have a very strong knowledge of the ecommerce market, digital transactions and what we call the ‘Digital Dollar’.

“It is very important when choosing a financial advisor to pick a firm that understands the market you work in and the business you operate. Infrastructure and coding for conducting transactions electronically accounts for 80% of the work we do, and so it is of vital importance that the firm we partner with understands that aspect of our work.

“Therefore we need an advisor who understands the language of computer code and AML platforms, and we have been working with the team at Merrill Lynch for the past six to eight months, and have become convinced that they are the right firm to support us in our growth strategy.

“Merrill Lynch is also one of the largest banks and investment firms in the US, and as such we are pleased to be working with them. The firm understands where Allied Wallet is today, and I believe that Merrill Lynch are the company that can help take us to the top.”

This partnership will provide Allied Wallet with exciting new opportunities as the firm looks to launch an initial public offering on the New York stock exchange. Andy outlines how this growth strategy will provide his business with greater public exposure.

“Allied Wallet has been trading for over 10 years, and we are going to launch a \$50bn IPO, which may not be the largest in the industry, but does highlight the strength of the company. Currently I am the full owner of the firm, but when we go public I will be

Chairman of the Board owning the majority of the stock. In my opinion, if Facebook can get \$120bn IPO for social media, then Allied Wallet can get \$50bn IPO for a money making machine.

“Our IPO, which is the main achievement that our partnership with Merrill Lynch is designed to make, will expose us to the public and get everyone talking about Allied Wallet, from the New York stock exchange through to the traders in London, Singapore and Hong Kong.

“As a firm we have already proved our success. During the recession, when the financial industry was struggling and banks and other institutions were closing their doors and laying off staff, our firm was growing.

“As such we want to make a statement with this initial public offering which highlights our success. We have worked hard, we have built the best technology, and now people will be buying our stock because they believe in our company.

*“The company is solid, the company is strong, and even made a profit out of the global recession, leading us to become the top company in this market.”*

The growth that will occur following the IPO will also help Allied Wallet to acquire more customers, according to Andy, who believes that consumer confidence will increase as his company expands.

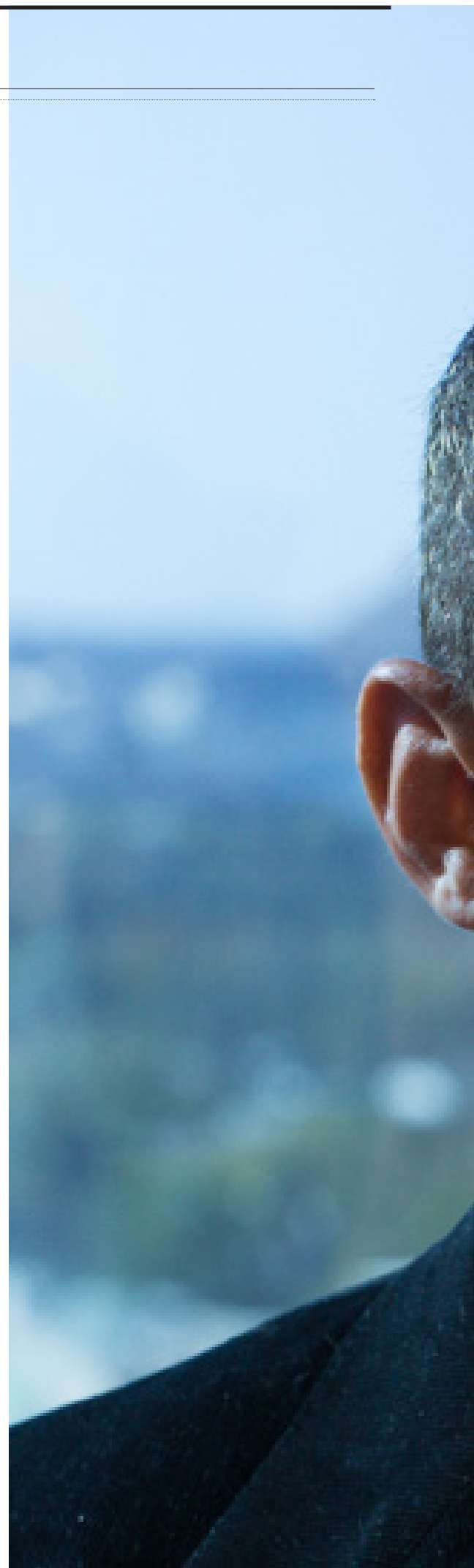
“My customers will get more confidence in the firm as they see us getting bigger. This is going to make the customers and my merchants trust us more as they see the firm trading on a larger scale. This growth will also give our merchants more credibility, which is exactly what we want, because it is important to our firm that our merchants grow, as their expansion supports ours.”

Ultimately the future looks bright, both for the industry and Allied Wallet. Andy believes that the ecommerce market will triple in value by 2020, and sees his firm as the figurehead of this growth.

“Demand for ecommerce will continue to grow in the future, however there are still not many truly trusted players in the market.

“We are one of the top five firms operating in this market today, in terms of reputation, size and product range. This lack of competition, combined with our strong stature in the industry, will, I believe, see our business doubling or even tripling in the future.

“The market is growing and as more people get access to the Internet more people will engage in online shopping, which will increase our business and help Allied Wallet to grow.”



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