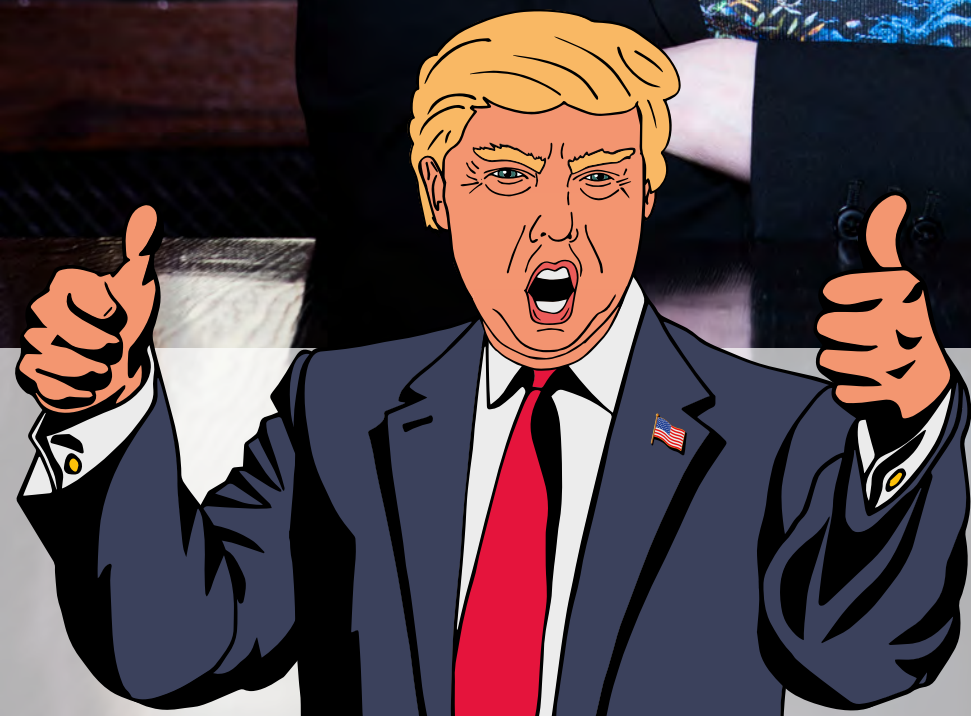


Excellence in Equity

We speak to Hrefna Ö. Sigfinnsdóttir,
Managing Director of Markets
at Landsbankinn about the full range
of financial services it offers in its
domestic market of Iceland.

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The Trump Effect

We take a look at what effects
the new president elect might have,
from markets around the world
to currencies and bonds.

Pages 11 & 21

Most Trusted Payment Service Provider 2016 - North America

Allied Wallet, the global ecommerce giant, has recently launched an exciting new platform which is paving the way for change in the global e-commerce market. We interviewed tech billionaire and CEO/Founder Dr. Andy Khawaja to gain an insight into how he put together such a superior service, building himself a net worth of \$19 billion.

The latest innovation from Allied Wallet, the world leader in online payment solutions, is its new next generation API platform, which integrates every payment processing platform on the internet, including websites, shopping carts and other payment pathways, ensuring that merchants are able to connect to hundreds of new solutions in just a few short hours, as opposed to the multiple weeks or even months that it would have previously taken.

“This new platform is designed to make life easier for everyone,” Andy states proudly as he describes how the software will change his client’s businesses for the better. “Through this innovative new solution, merchants will be able to add new services, take more payments and generally increase their service offering easily and efficiently. Fintech and B2B businesses will find this new platform a revolution, and despite have only recently been released we have already seen a 300% increase in business thanks to this pioneering new technology.”

The immense popularity of this new solution is a testimony to the hard work and dedication that Andy and his team at Allied Wallet have put in to ensure that the software is simple and easy to use, as Andy explains.

“Ease of use is of paramount importance, and as such we created this new API platform with simplicity in mind. The integration is done step by step, making it easy for merchants to add the new APIs to their existing website and easily gain the many benefits that working with our new software will bring. For those who do struggle, we offer a dedicated client support service, by telephone and email, and in the wake of the new launch we have added a number of new support staff to our workforce who are able to talk clients through the integration if required.”

Alongside making life easier for his merchants, Andy’s new platform is designed to offer complete, state of the art security, as fundamentally this is of vital importance and is his biggest priority, together with his goal, which he defines as “to see my merchants growing. I was to support them in expanding their businesses, both in service offering and geography, and as such I am constantly adding new services and integrating new shopping carts and local payment solutions to Allied Wallet’s platform.”

By making Allied Wallet payment services accessible around the world and integrating many local payment methods Andy ensures that his merchants can take payments from a wider range of customers, including those who do not use the larger brands of payment providers such as Visa or MasterCard. Through his commitment to global accessibility Andy has built an ecommerce empire which is relied upon by millions of businesses across the entire corporate landscape.

Within the wider ecommerce market, the two key areas of growth, according to Andy, are mobile payments and the Chinese market, and as such these are the two key markets which Allied Wallet will be focusing on as it continues to build upon its current success and cement its reputation as the leader in global payment solutions.

“At Allied Wallet our next innovation will be our revolutionary new phone payment device, which

will clip to clients’ mobile phones and act as a chip and PIN machine, ensuring safer mobile payments for small businesses such as delivery services and sole traders. Powered through the Allied Wallet mobile app, clients can rest assured that the new device will be safe, easy to use and convenient.

“In the longer term the key area of growth for Allied Wallet will be the Chinese market, as we have seen the extraordinary growth in the region’s ecommerce market over the past few years. There is greater online spending as customers obtain more disposable income and have greater access to WIFI, and as such I am keen to move into China in a big way over the coming years.”

*Company: Allied Wallet LTD
Website: www.alliedwallet.com*



