



COVER STORY

Andy Khawaja
Founder and CEO



ALLIED WALLET

UNLEASHING NEW POSSIBILITIES FOR THE PAYMENT INDUSTRY



When an entrepreneur decides to challenge the status-quo in the industry, it's quite normal that he ends up attracting a lot of criticisms and doubts from his peers. But as the industry comprehends that he and his company stand for a noble cause, all those criticisms subside and a new story of innovation and commitment

begins on in the industry.

Andy Khawaja, the CEO & founder of Allied Wallet, has a similar story to tell: a story that inspires us to challenge the status-quo and innovate something new to solve the problems of customers globally. In Andy Khawaja's case, as he ventured into the payment industry armed with new technologies and solutions, many financial institutions and older executives cast doubt upon him.

However, with persistence and determination, he overcame all the obstacles along his way and established his company as one of the leading payment solution providers in the industry. “That is something that will never stop with Allied Wallet. We always innovate for the curve; and sometimes, we make the curve and innovate for our customers,” affirms Khawaja.

Ensuring Security and Capitalizing on Digitization

The advent of digitization and new trends has opened a host of opportunities for Allied Wallet. While digitization was taking over the traditional payment industry by storm, Allied Wallet was equipping its workforce for the technological change by quickly adapting new technologies and incorporating them into the payment space. This, in turn, has helped them to stay ahead of the curve in the industry. “With payments becoming more and more digital and augmented and virtual reality experiences around the corner, we are experimenting on how to incorporate these technologies into the payment space,” explains Khawaja.

Allied Wallet puts security at the top of its priority list and continues to ensure it for users. Although technology, trends, and standards change, the company never compromises on innovation capabilities, and adopts new technologies to protect its merchants and customers with the highest possible security standards. Determined to provide quintessential payment solutions available in the industry, Allied Wallet ensures its solutions are PCI DSS Level 1 Compliant, SHA-256 Encrypted, 24 hour fraud and Chargeback Prevention, and offers support around the

clock. “We already lead the industry in encryption, compliance standards, and also have our proprietary methods for preventing fraud. All of this is continually updated to make sure we stay at the forefront of innovation,” tells Khawaja.

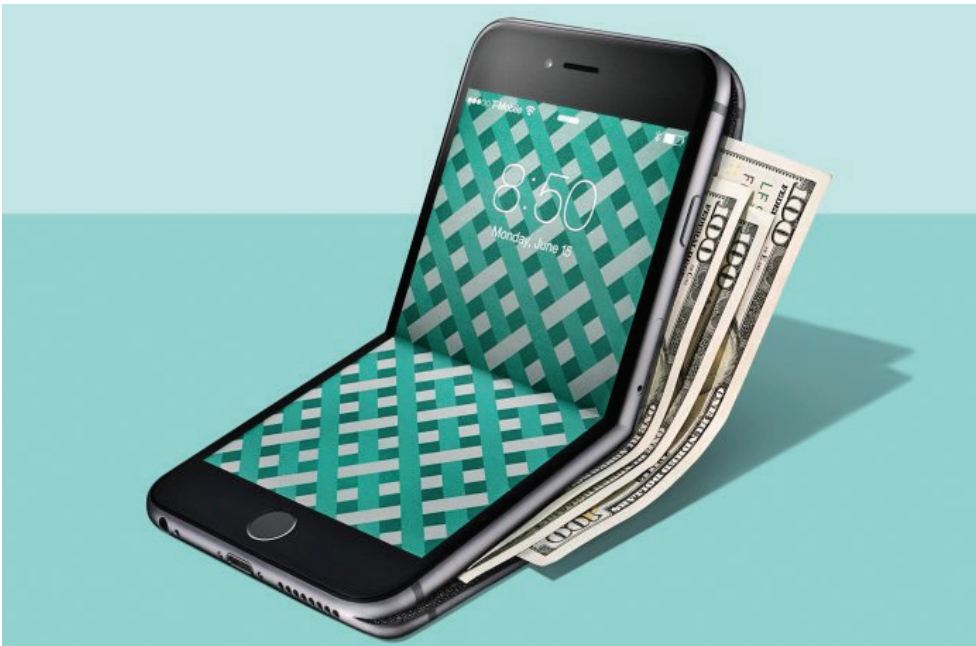
Products Trusted by Global Customers

Allied wallet offers a wide array of products that simplify the payment processing of customers. It includes Accepting payments, Global payment gateway, Reloadable prepaid cards, Merchant services, Swipe App, and eWallet. Moreover, the company interconnects several different payment solutions under one roof and offers solutions that accept payment online—whether it’s on tablet or mobile device, ACH, or even a prepaid card solution for payouts or spending. “We are able to be integrated with all the leading e-commerce services and offer our solutions at incredibly low rates. There’s no reason to go anywhere else,” states Khawaja.



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Today, Allied Wallet has become the trusted payment service provider that serves over 150 million customers globally. The company has clients from various sectors including the artwork sales, online auctions, bookstores, clothing, Software/Web services and many more. Famed for its safely processed payment from countless countries, the company has also been recognized by various publications such as Inc 500, Fortune, and Wired.

Besides the payment solutions, the company also contributes to the betterment of society by working in tandem with various other organizations. For instance, Allied Wallet has created strong alliances with many organizations that serve children, animals, police officers, and humanitarian relief. By working with these charity organizations, Allied Wallet is not just making a positive impact in the world but is also setting a remarkable instance for others to follow.

While fostering a culture of innovation in the payment industry with its commitment to consumers, Allied Wallet also ensures its employees have a voice and opportunities for growth and success. With the motto "Happy employees lead to happy consumers," Allied Wallet provides its employees with a comfortable and fun environment that keeps its team motivated and productive. This positive work culture and passion for innovation has helped the company to bring out

the best in its employees and provide the best possible service for its consumers. For its innovative services in the industry, the company has also been bestowed with several awards including the Best Global E-Commerce Payment Processing Company (Corporate USA Today), Best Global Online Payment Processing Company 2018 (Finance Elite Awards), Best Financial Technology Company and Financial Technology CEO of the Year (Software & Technology Awards). The company has also built strategic relationships with other service providers in the industry. "We are partnered with Merrill Lynch to take the company public, but our bigger plans are for what we will bring to the payment space," adds Khawaja.

The company going forward intends to introduce new solutions in the payment space and provide customers with the latest and most significant international payment options and functionalities. "We can't exactly say at this point, but the world will be impressed and will soon be seeing new online shopping experiences. And we know the future holds big things for Allied Wallet, but beyond that, Allied Wallet hold big things for the future," concludes Khawaja.



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