Recharge 2024 Wrapped

The good, the great & the wins

What a year! 2024 was filled with moments that shaped not just our company but the world around us. From the return of Donald Trump to transformative EU policy shifts aimed at combating inflation, the global landscape has been nothing short of dynamic.

Alongside these changes, Recharge has had its own transformative year. From driving innovation in prepaid payments to doubling down on support for the brands we work with and the consumers we serve, it's been a remarkable journey of growth and impact.

Here are just some of the highlights that shaped our story this year and kept us pumped in 2024!

Empowering Consumers Amid Economic Challenges

The ongoing cost-of-living crisis was a major focus in 2024 with prepaid payments at the forefront of empowering consumers. Multiple publications, including *Yahoo Finance* and The Sun, highlighted our research on the topic and how it impacts consumer behaviour.

Our findings revealed that the use of prepaid payments surged by an incredible 118% in the UK. This growth reflects the increasing reliance on flexible payment options during challenging economic times. Recharge's commitment to providing accessible and user-friendly prepaid solutions has played a pivotal role in supporting consumers through these uncertainties.

Sharing why it is important to build a strong business not just unicorns

With a packed calendar of events in 2024 one that stood out was SuperNova in Antwerp. Our CEO Günther took to the stage in a panel hosted by Seda Ambartsumian. He shared his thoughts on why it is so important to build not just unicorns but sustainable, impactful businesses. Key insights included principles that remain at the core of Recharge's growth strategy as we continue to scale globally: understanding the importance of solving real customer problems and making them happy with your solution, as well as building a robust earnings model.

Cementing our industry leadership during Money20/20

We kicked off June, with our Money20/20 fringe fireside chat at Recharge HQ with

TechCrunch editor Mike Butcher. The discussion explored the transformative potential of prepaid solutions in driving financial inclusion and highlighted how customer-centric innovation is redefining the payments ecosystem. This platform not only showcased Recharge's thought leadership but also reinforced our role as a key player in shaping the future of global payments.

Forgotten subscriptions and managing spend

September brought more spotlight coverage for Recharge as publications like The Fintech Times leveraged our research to reveal how digital top up cards are addressing subscription payment challenges. Published in conjunction with Opinium, our findings showed that 66% of London's subscription holders noticed unfamiliar charges to their bank accounts, and the prepaid payment products offered by Recharge have become essential in helping consumers track and manage their subscriptions effectively.

Sharing our payments expertise

Over in London, Manoj Kheerbat, our Director and Payments & Risk, joined an expert panel at the Payments Leaders' Summit in October, alongside PayPal to explore the future of digital wallets. The discussion centred on smarter checkouts, stronger security, and enhanced customer loyalty, highlighting the rapid growth of digital wallets and their role in enabling seamless transactions that keep customers coming back.

We Won! An Award that Made us Proud

As if the aforementioned headlines and events were not exciting enough this year, we capped off the final quarter with an award that made us proud: Recharge was named one of the fastest-growing companies in the Netherlands with the FD Gazellen Awards 2024.

The FD Gazellen Awards from the *Financieele Dagblad (FD)* recognise companies that demonstrate exceptional revenue growth, profitability, and employee expansion over the past three years. Joining the ranks of past winners like Adyen and Mollie shows the impact of our mission to make prepaid payments easy and accessible for everyone. From prepaid cards to international mobile top-up, we're simplifying the way brands connect with consumers and how consumers access prepaid payments around the globe.

What Can we Expect in 2025 – A Look Ahead

As we look toward 2025 with excitement. From exploring new categories to continuing to invest in creating a world class prepaid experience for brands and consumers, Recharge has

some big plans and even bigger announcements lined up and we ask you to watch this space for so much more to come!

In closing 2024, we’d like to thank our incredible team, partners, and customers for being part of this journey. Together, we’re shaping the future of prepaid payments and without you, we would be nowhere today.

Roll on 2025, Happy New Year!