Recharge.com launches in Chinese

Dutch fintech Recharge.com launches digital gift card and mobile top-up services in Chinese

The leader in branded prepaid payments will open the gates to over a billion customers by offering its services in simplified Mandarin. Chinese is one of 14 languages available on Recharge.com as a full translation

March 20th, 2023 | London and Amsterdam: European branded payments company Recharge.com today announced the launch of a Chinese language version of their website. Simplified Mandarin is now available, giving over a billion new Chinese speakers across the world the chance to shop for branded prepaid payments in their native language, while also allowing Recharge.com the opportunity to seize a larger share of the market.

Simplified Mandarin is one of 14 languages available on Recharge.com as a fully localised language. The company also offers a wider set of auto translated languages to aid consumers with their browsing experience across their web shop and app.

The announcement comes hot on the heels of the Dutch fintech's 2022 launch of a global one-stop shop for branded gift cards and mobile top-up cards. The addition of a Chinese language version of Recharge.com's website is one of 14 languages available, and is a testament to the fintech's commitment to creating a truly global prepaid payments platform.

> *"We are thrilled to give many more people access to Recharge.com's market-leading branded payments platform in their native language" Günther Vogelpoel, CEO of Recharge.com said. "Launching simplified Mandarin is a crucial step in making Recharge.com the global one-stop shop for all prepaid card and branded gift card purchases."*

The digital gift card industry is already in the international spotlight. A recent report from ResearchAndMarkets.com stated that the global digital gift card market is expected to grow from $342 billion in 2022 to $640 billion in 2026. Recharge.com's launch of simplified Mandarin puts the fintech in the best possible position to take advantage of the imminent explosion in prepaid payments usage.

Recharge.com's digital platform is a crucial tool for consumers when combating the current cost of living crisis causing financial strain the world over. Digital gift cards are an extremely effective money management tool, enabling consumers to continue to enjoy entertainment

and digital services without exceeding a certain budget. Through their mobile top-up card offerings, Recharge.com also offers an effective day-to-day budgeting solution, allowing customers to set a hard cap on their spending.

> *Vogelpoel added: "We have built an industry-leading marketplace for branded prepaid payments and we are thrilled to make it accessible to more of the world."*

Recharge.com, a Dutch payments firm founded in 2010 which specialises in the distribution of digital gift and prepaid cards, launched a global one-stop shop for branded payments in October 2022. The platform's digital gift cards support 750 brands in 180 countries, including Apple, Google and Spotify. The fast-growing fintech is already one of the world's leading payments distributors with annual revenues of over 500 million euros, and with the launch of Chinese language Recharge.com is set to seize a larger share of the industry.

About Recharge

Recharge is a global leader in online prepaid payments. With its mission to 'Make Prepaid Easy,' the company offers over 16,000 digital vouchers and prepaid solutions, including gift cards, gaming cards, prepaid money cards, and mobile phone top-ups. Operating in over 180 markets worldwide with their powerful global network of digital marketplaces. Founded in 2010 and headquartered in Amsterdam, the company is backed by Prime Ventures, Smartfin, Committed Capital, and BlackRock.