Giftify and ByQwest announce strategic partnership to accelerate the next generation of gift card payments

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Giftify, the global specialist in gift card programmes for shopping centers, and ByQwest, the financial infrastructure platform powering modern payment programmes, have announced today a strategic partnership aiming to combine Giftify's deep retail and gift card expertise with ByQwest's next-generation card issuing and payment infrastructure. Together, the two companies redefine how sophisticated payment programmes are launched, operated and scaled, turning complexity into possibility.

Giftify powers gift card programmes for more than 500 shopping centres across Europe, the Middle East and Asia with an end-to-end platform for physical and digital card distribution, transaction management and customer engagement. Its solutions are deployed in 23 countries. ByQwest is a cloud-based and serverless solution providing the underlying modular financial infrastructure required to create, issue, manage and process cards with greater flexibility.

Combining retail expertise with payment infrastructure

With the emergence of this partnership, Giftify and ByQwest will be able to address new and exciting opportunities requiring both specialised gift card capabilities and cutting-edge infrastructure. For Giftify, this collaboration will provide them with an increasingly flexible and easily scalable technical foundation while for ByQwest, it will allow them to extend the reach of its infrastructure into one of the most established and innovative gift card ecosystems.

The ambition is to support the continued evolution of gift cards from a traditional stored-value product into a more intelligent, digital and programmable payment experience. This includes the ability to support increasingly sophisticated physical and digital card propositions, real-time transaction controls, configurable acceptance rules, wallet integration and new payment use cases as the market evolves.

"Giftify has developed an impressive position in the global gift card market by combining technology with a very strong understanding of retail and shopping centres. This partnership is exactly the type of collaboration we want to develop at ByQwest: allowing a specialist player to focus on its customers, products and market while relying on an industrial-grade payment infrastructure underneath. Together, we can accelerate innovation and continue building payment experiences that are increasingly seamless for shopping centres, merchants and consumers." said ***Guillaume Flies,*** *Founder and CEO of ByQwest.*

Robert Masse, CEO and founder of Giftify, added**:**

"Giftify has always focused on turning gift cards into a genuine strategic tool for shopping centres rather than simply a payment product. As our footprint and the sophistication of our programmes continue to grow, having access to a flexible and scalable payment infrastructure becomes increasingly important. Our partnership with ByQwest gives us additional capabilities to innovate, scale and respond to the evolving requirements of our customers."

About Giftify

Giftify helps shopping centres transform gift cards into strategic tools for customer engagement, revenue generation and retail growth. Its end-to-end integrated platform covers the complete gift card

value chain, including physical and digital cards, e-commerce, on-site distribution, transaction management, reconciliation, reporting and analytics.

By centralising programme operations and performance data, Giftify gives shopping centres greater commercial visibility and operational control, enabling them to optimise distribution, identify growth opportunities and scale their programmes across locations

Giftify currently works with:

- 500 shopping centres
- In 23 countries
- Across Europe, Middle East and Asia

www.giftify.me

About ByQwest

ByQwest gives businesses the infrastructure to build payments on their own terms. Based in Brussels, with a US office and an expanding presence in Dubai as its future MEA regional hub, the company powers sophisticated card and payment programmes through a fully cloud-native and serverless platform. Its modular architecture and multi-orchestration layer bring issuing, management and processing together, supporting domestic payment schemes alongside international networks.

Dedicated infrastructure can be deployed for each client, module, country or region, combining global ambition with local control. From a single market to a multi-region ecosystem, ByQwest makes complex payment programmes simpler to launch, easier to operate and ready to scale.

- 100% cloud-native and serverless.
- Dedicated instance per client
- Three active zones per product
- Certifications: PCI DSS 4.0.1, Bancontact, Visa certified, Mastercard Ready

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