



Floodid announces strategic partnership with FreedomPay to expand global reach

The partnership will bring enhanced commerce functionality to Retailers around the world.

PRESS RELEASE London, England - 13 January 2023 - Floodid today announces a strategic partnership with FreedomPay, the global leader in Next Level Commerce™, to bring industry-leading Retail solutions to merchants globally.

Powered by FreedomPay, Floodid allows merchants to connect their retail channels, removing barriers between online and in-store payments. FreedomPay's data-driven commerce platform grants merchants access to valuable analytics and Business Intelligence platform to drive further customer engagement and loyalty through targeted offers and incentives, all within a frictionless integrated payment solution.

"Through this partnership with FreedomPay, we are bringing enhanced innovation, choice, and flexibility to retailers on the Floodid platform," said Donna Stevens, Senior VP of Product and Marketing at Floodid. *Our goal is to empower merchants with the tools they need to provide the best shopping experience to consumers globally."*

The FreedomPay platform enables enterprises to provide a consistent payment experience for their customers globally, creating a seamless and flexible retail experience managing security, data and loyalty all from a single, unified tech stack.

"The partnership between FreedomPay and Floodid will bring a world-class commerce experience to retailers and shoppers around the globe," said Liesl Smith, Senior VP of Marketing and Sales Enablement at FreedomPay. *"Together we are committed to delivering a seamless payment experience to customers, enabling an innovative and seamless omnichannel payment environment."*

About Flooid

Flooid helps retailers create the seamless shopping experiences customers demand. Flooid's unified commerce platform empowers merchants to sell to customers flexibly and consistently wherever they are and however they choose to shop. Our best of breed open ecosystem gives retailers the power to connect leading retail tech partners with a single unified commerce platform to engage with your shoppers, sell more effectively across channels and adapt to retail shopping changes we have yet to imagine. See <https://www.flooid.com>.

About FreedomPay

FreedomPay's Next Level Commerce™ platform transforms existing payment systems and processes from legacy to leading edge. As the premier choice for many of the largest companies across the globe in retail, hospitality, lodging, gaming, sports and entertainment, foodservice, education, healthcare and financial services, FreedomPay's technology has been purposely built to deliver rock solid performance in the highly complex environment of global commerce. The company maintains a world-class security environment and was first to earn the coveted validation by the PCI Security Standards Council against Point-to-Point Encryption (P2PE/EMV) standard in North America. FreedomPay's robust solutions across payments, security, identity, and data analytics are available in-store, online and on-mobile and are supported by rapid API adoption. The award winning FreedomPay Commerce Platform operates on a single, unified technology stack across multiple continents allowing enterprises to deliver an innovative Next Level experience on a global scale. See <http://www.freedompay.com>.

For more information, please contact

JessiLane Braswell, Marketing Communications Manager, Flooid
jessilane.braswell@flooid.com

Garrett Brennan, Public Relations & Communications Manager, FreedomPay
garrett.brennan@freedompay.com

