

Crunchfish launches partner strategy for Digital Cash

An ecosystem for Digital Cash Partners will be very important in the commercialization of Crunchfish's [Digital Cash](#) solutions. By cooperating with partners within complementing fields of technology, Crunchfish opens up marketing channels, new geographical markets and strategic customer segments. With some partners already in place, Crunchfish now defines an ecosystem for Digital Cash with the purpose to quickly scale up sales and get a global spread of the company's solutions.

Crunchfish's Digital Cash solutions are integrated with wallets and become a part of the rail for digital payments. The rail is a complex ecosystem of complementing technologies. The players within the different areas of the ecosystem are potential Digital Cash Partners in accordance with the image below.



Digital Cash Partners become a channel to Crunchfish's main customer segment – Wallets – for example Swish on the Swedish market who in turn reaches merchants.

Three technology enabling partners are already in place with clearly defined purposes. [V-Key](#) has developed the world's first virtual Secure Element, V-OS. [neoEYED](#) also works within the field of security through its Behavioral Biometrics – a technology that enables strong user authentication. Together with Crunchfish, V-Key and neoEYED deliver technology for Payment Apps, and through their customer relations more marketing channels are opened for Crunchfish towards mobile wallets. [eCurrency](#) delivers the world's first complete CBDC (Central Bank Digital Currency) solution to central banks. A joint offering with Crunchfish opens the path towards Digital Cash in all mobile wallets in the country, providing incredible scale-up opportunities for Crunchfish.

"The goal is to form an ecosystem that ties strategic partners to us in order to quickly scale up our business through the partner's channels, joint sales and marketing activities, as well as technical integration of the company's Digital Cash solutions", says Joakim Nydemark, COO of Crunchfish.

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About Crunchfish – crunchfish.com

Crunchfish is a tech company with patent-pending solutions for digital cash that can be integrated with both the payment rail and in mobile wallets. The solutions are globally scalable and makes digital payments more robust as the risks of disruptions and downtime are eliminated. We have also developed Blippit, an app terminal that connects to cash register systems for both online and offline payments and have a patent-pending solution to reduce food waste. Crunchfish also develops gesture control of smart AR glasses for the consumer market. Crunchfish is listed on Nasdaq First North Growth Market since 2016, with headquarters in Malmö, Sweden and with representation in India.