



The crossborder solution to accept local payments methods in Brazil

Trusted by



We're Primefy

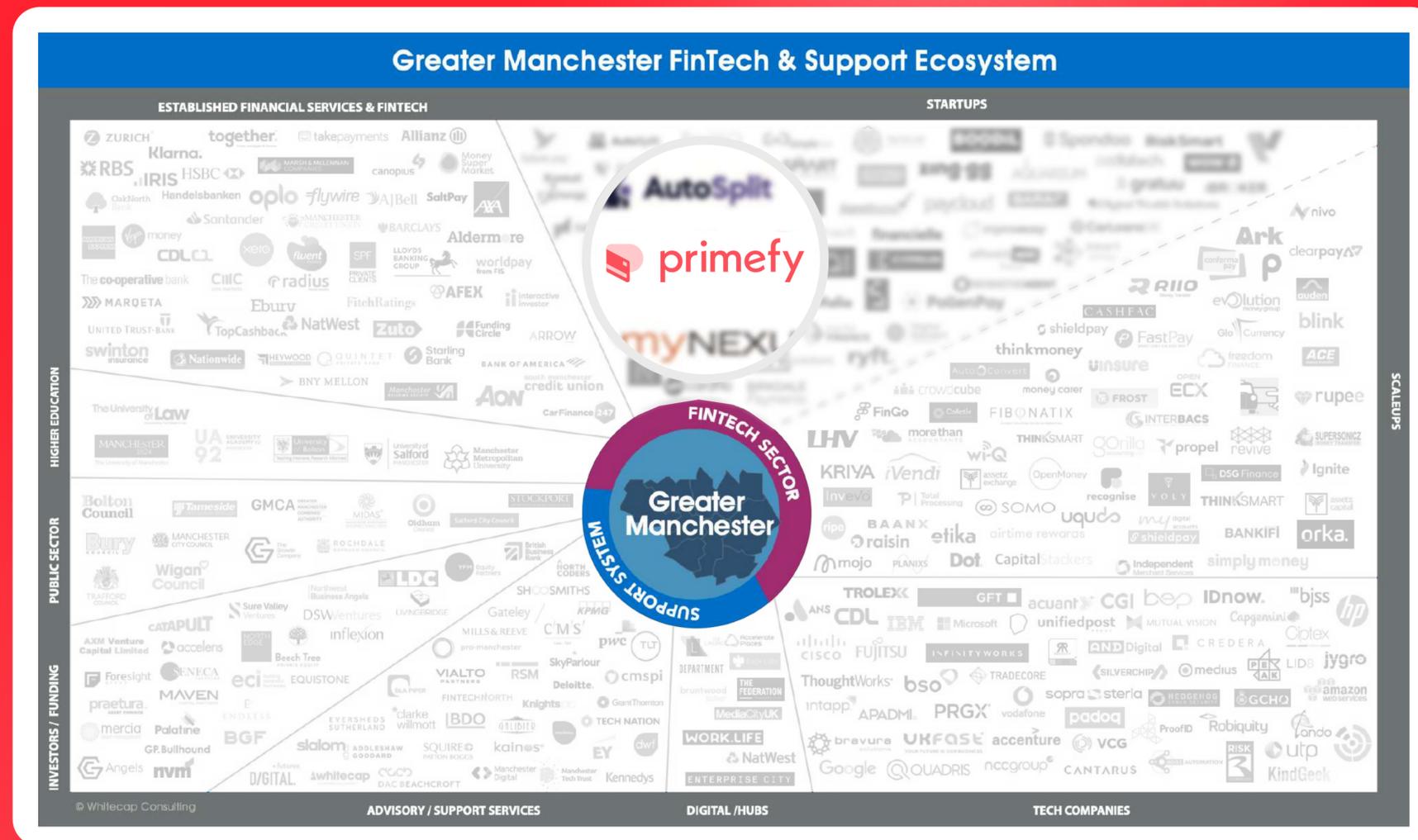
Headquartered in Manchester, UK, Primefy is a crossborder payments solution, making it easy for merchants from 126 countries to access emerging markets.

Since its founding, it has garnered the support of the British Government and the city of Manchester by joining the select group of the Latin America Investors Club, as well as participating in the Stanford Rebuild program, an innovation sprint of Stanford University, in the United States.



Primefy is on the map!

Impact and recognition go together. Primefy has been internationally recognized as an impactful fintech in Manchester.



The Greater Manchester FinTech Report is a report for the year 2023 launched today by Whitecap Consulting in partnership with relevant regional institutions such as Bruntwood SciTech, GFT, MIDAS, Slalom, Vialto Partners, University of Manchester, Rise by Barclays, Pro-Manchester and Fintech North.

The recognition of Primefy's authority as a company that generates an impact on the international ecosystem is a fundamental motivator for our work to remain consistent and relevant in the lives of so many customers who believe in our potential.



Access the report

The fastest, safest and most efficient solution to expand your sales reach

Primefy reduces bureaucratic barriers and enables global connections between companies and customers with their local payment methods. Build a relationship of trust with your customers, offering payment methods that are already popularly known and approved by them.

-  Smart solution
-  Increase your UX level
-  Local payment methods
-  Installments made easy
-  Recurring payments
-  Innovative resources
-  Optimised dashboard
-  Fraud free solution
-  Easy API Integration
-  24/7 support
-  Whitelabel solution
-  Transparent pricing

SOLUTIONS

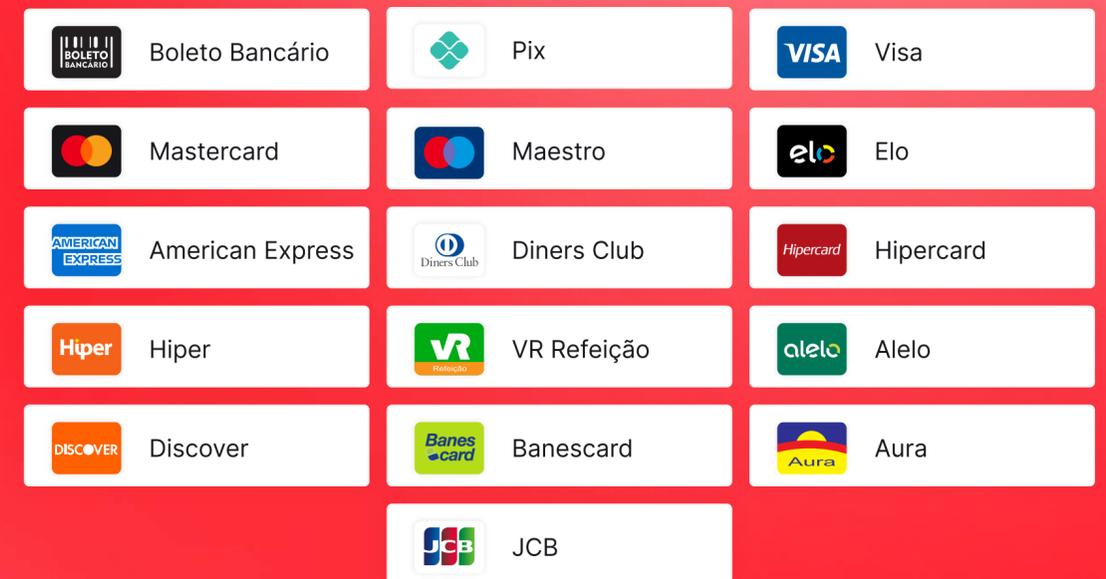
Payments



Everything your company needs to sell in Brazil

Primefy offers a complete and easy solution in Brazil, with payment methods such as PIX, Credit Card and Boleto Bancário.

We also offer differentiated initiatives such as Recurring payments in Boleto and PIX, besides in installments, being a pioneer in implementing them in Brazil.



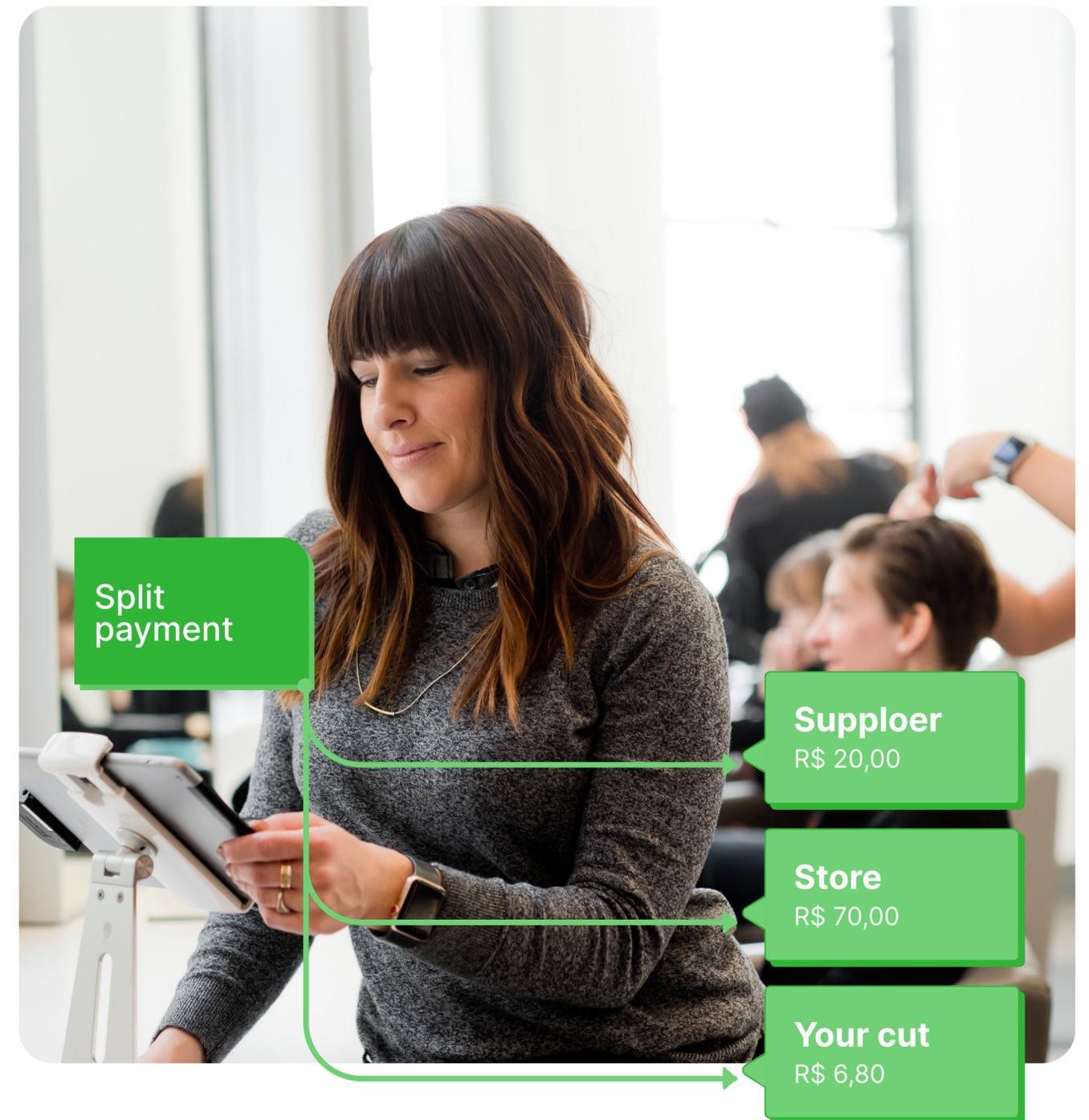
Payment split

Make your management easier. With just one transaction you can divide the amounts corresponding to each part of your operational process.

Our Split Payment system stands out with in-depth rules in the operation of all types of businesses that aim to reduce double taxation.

The Split Payment solution with Primefy guarantees the automation of the sales division process, making the management of your business's financial flow faster and more dynamic and reducing the chances of double taxation of taxes. It also reduces the possibilities of human error and helps you to increase your focus on identifying good opportunities for your company, providing a routine with less bureaucracy.

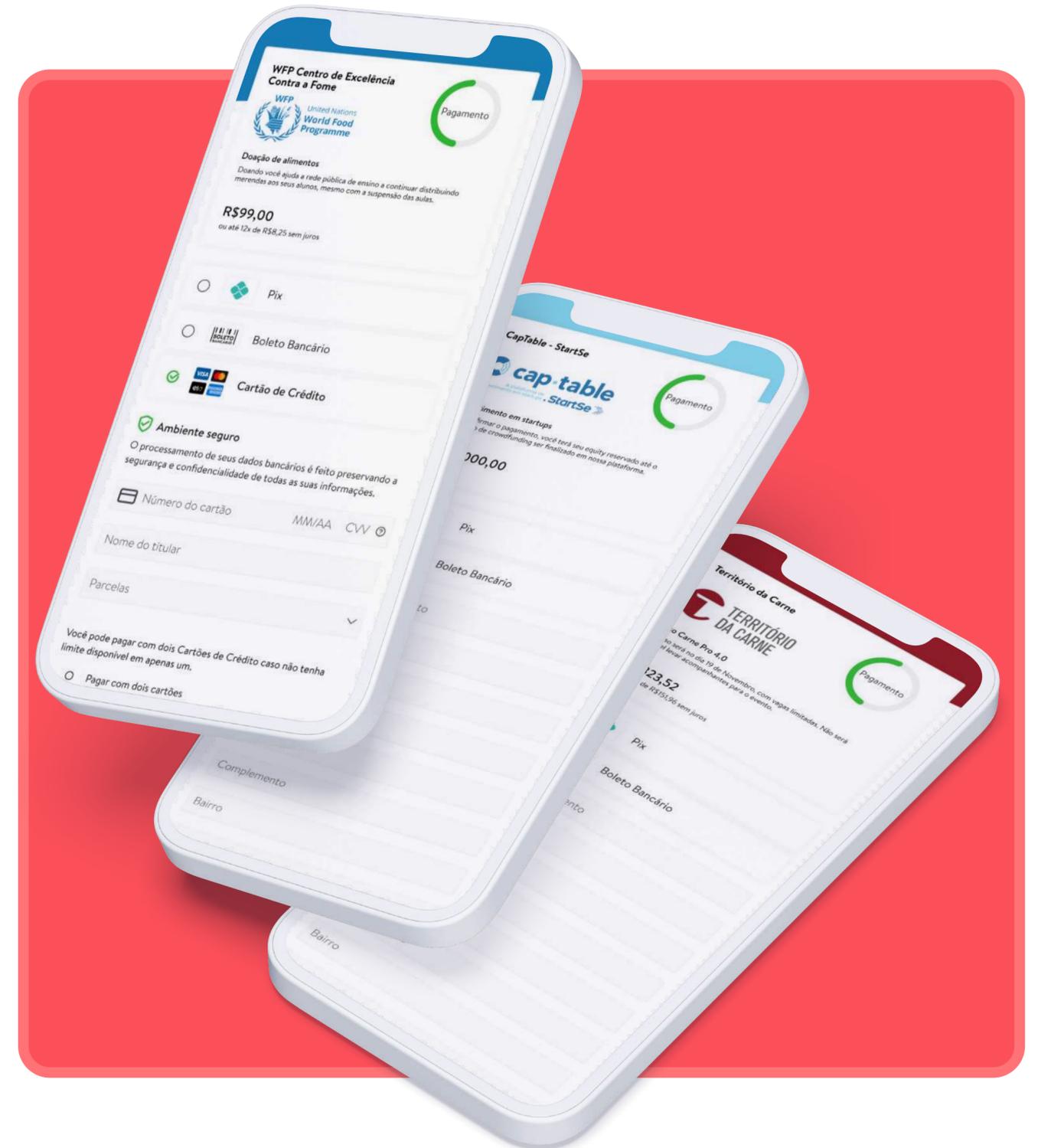
- Accounting made easy
- Automated process
- Greater management control
- Tax efficiency
- Reduce the risks
- Save time and effort



Payment link

Primefy's Payment Link is one of the most complete on the market, where you can accept PIX payments, Credit Card and Boleto. Check out some differences:

- Create your account and start earning in just 10 minutes
- Customization with Logo, Title and Description
- Subscription to Recurring Plans
- Expiration date and time
- Transfer of fees to the final consumer
- Possibility of pre-informing data for a higher conversion rate
- Delivery address details, if required
- QR Code for payment links
- Possibility of paying in installments
- Define the number of maximum installments for Card and Boleto paid separately
- Customize Boletos determining penalty and interest for late payments, and discounts for early payments



Order bump, upsell and cross sell

Order bump

Offer an additional product during the checkout process and increase your revenue by up to 57%!

- ✓ Your customers adds it in one click
- ✓ Increase the average ticket

Upsell in 1-click

Offer an unmissable offer right after the purchase is approved and your customer does not need to enter their card details again.

- ✓ Your customers pays in a single hit
- ✓ Available in PIX, Card and Boleto
- ✓ Increase the average ticket

Cross sell

Similar products offered at the right time lead to higher conversion and more sales.

- ✓ Multiple products per checkout
- ✓ Great for recommended products and best sellers

4 Mentorias ao vivo com o professor João Alves, Head de UX da Experience Insider

 Quero ter mentoria particular para potencializar meu conhecimento

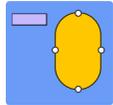
12 parcelas de R\$36,00 ou R\$360,00 a vista

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12 parcelas de R\$36,00

Experience Insider tem uma oferta especial para você!
A sua compra foi aprovada e você acabou de desbloquear esta oportunidade com um preço especial.

 Curso de Figma - Do iniciante ao Pro

12 parcelas de R\$36,00 ou R\$360,00 a vista

Dashboard

Dashboard enables you to start financial automation and hands-on management without the need for prior integration - you can get access in just 10 minutes.

Among several functionalities, it is possible to check all sales details, carry out reversals, export reports and follow the detailed evolution of the company's performance.

For integrations via API, the Dashboard becomes an even greater differential because it has a test environment so that your team of developers can carry out all the tests before activating the solution in production.

As account manager, it is possible to create Merchants (sub-accounts) free of charge and autonomously, either with the same or different CPF/CNPJ.

It is also possible to create user accounts hierarchically, associating users with specific levels (Owner, Administrator, Agent, Developer, View Only) that have individual accesses and limitations in the Dashboard.



Smart Retrials

Highlights of Smart Retrials

- ✓ With the Smart Retrial feature, we automatically carry out other charges if the first one is denied, reducing defaults and increasing loyalty.

▮ Recurring

Recurrence, loyalty and comfort that your customer needs!

With the single sale and monthly payment, recurrence allows you to receive monthly and retain your customers.

📄 Communication with the customer

This entire system is integrated and your customer will be notified about the progress of their payments and delays, ensuring that they further increase the number of payments of their charges.

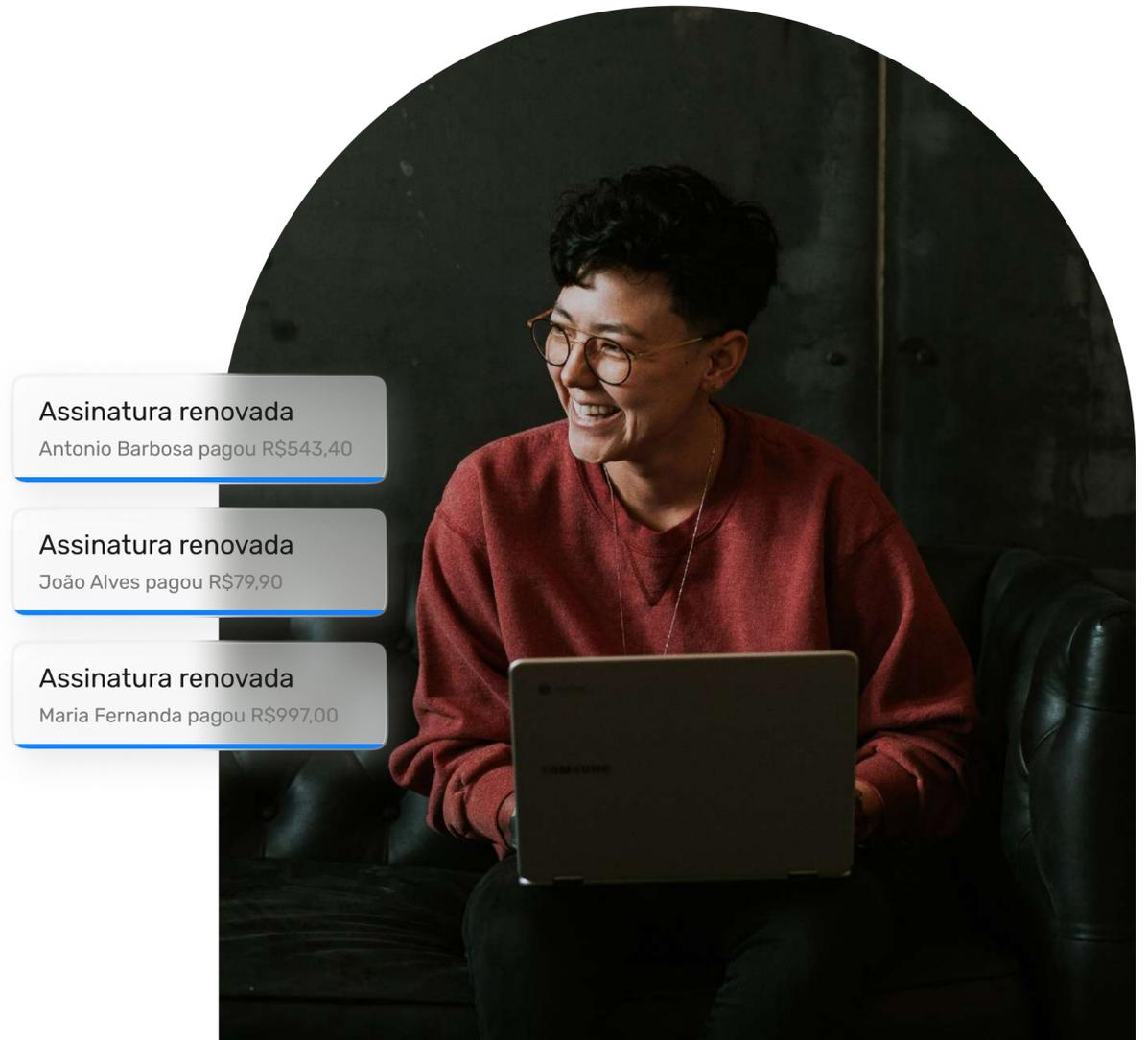
- ✓ You can customize the number of retries, for how long they should happen, their frequency and much more.

🔄 Retries on other registered cards

If the payment fails on the main card, we can charge other cards that the customer has registered on the platform, increasing your chances of converting the sale.

📖 Pix as an alternative

In case of payment failures, the acquirer will not only be notified of the delay, but will also receive a PIX code so that the outstanding amount can be paid, expanding the options and reducing the chances of failure to receive late payments.



Security and Integration

Developed to serve all types of businesses, Primefy's API allows for secure integration and offers a better experience for the end consumer. You will have access to all payment methods via our simplified Checkout or via API integration with all the technical support from our team.

PCI DSS Level 1

E-Money License in the UK and Europe

PSD2 and SCA

SSAE18/SOC 1 and 2

Money Transmitter in the USA

BACEN and CIP in Brazil



Competitive advantages

Benefit	Detail	Pricing
Integration fee	Some payment providers charge an initial transaction fee. At Primefy, it's free!	Free
Monthly cost	Here at Primefy you are not charged monthly to operate our solution!	Free
Minimum investment	You do not need to prove a minimum amount of fees and transactions to be processed. At Primefy, the franchise fee is free!	Free
Anti fraud soluti ^o r	Our free anti-fraud system is one of the most complex on the market with thousands of companies in our database and an AI that collects a detailed fingerprint of each user.	Free
Branches	Your company can better manage revenues, profits and reports per unit or even in different business numbers	Free
Sub accounts	You pay nothing extra for an active sub-account. The number of active sub-accounts with Primefy is free, unlimited and easy to manage!	Free
Chargeback	Some payment providers charge a fee when your business loses a dispute. At Primefy, it's free!	Free
Customized plans	We offer the possibility of early and non-anticipated plans. If a sale is refunded within 90 days, Primefy fees are also refunded. Fully transparent pricing.	
24/7 support	Our team is available 24/7 to support your operations, developers and commercial team to succeed with our solution.	



Rafael Rodeiro

Founder and Forbes U. 30



Primefy was essential to make donations possible to reduce the damage caused by Covid-19 in Brazilian territory. With an easy-to-integrate payment platform and an agile support team that got involved with Ribon's mission, we were able to get donations to respected NGOs sustained by integrity and generosity, supporting members of the Brazilian community who suffered these impacts.

[Read case study](#)

SOLUTIONS

FX Remittance



Get excellent rates on foreign exchange

Great to receive investments for your startup, pay contractors abroad, to get AdSense and Twitch payments.

- ✓ Simple, fair, fast and safe
- ✓ Starting at 1.99% to 0.25%

Primefy has teamed up with 20 exchange banks to offer you the best rate and best experience based on your business activity.



Transparent fees

1.99% and no hidden fees



Receive on the same day

For some currencies, you receive in minutes



100+ currencies available

The main and most popular currencies available



No abusive fees

Free to start, free to quote, free to run

EXPERIENCE

Expanding your business to the UK



EXPERIENCE

Opportunities after your business becomes UK-based





primefy



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Primefy's growth and innovation

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