



# Paytech Solutions for the Middle East >>>



The payments landscape is changing rapidly in the Middle East. Payments have moved away from traditional cash payments to contactless card payments, online payments and payments at point-of-sale (POS) via mobile apps. In the UK, over two-thirds of payments are now made digitally, up from below 40% in 2007, and the Covid-19 pandemic accelerated this trend.<sup>1</sup> The digital payments market is the largest fintech product segment, accounting for more than 80% of global fintech revenues.<sup>2</sup> The sector includes direct operator billing or carrier billing, an alternative mobile payment option to credit and debit cards, and is a game changer in Middle East markets where mobile penetration is extremely high but credit card penetration is low. High-growth UK paytech companies such as Checkout.com, SLA Digital, and Yoello have already made successful inroads to the Middle East digital finance market.

## Checkout.com

Checkout.com is a leading global payment solutions provider, driven by a mission to enable businesses and their communities to thrive in the digital economy. Launched in 2012, it has an expansive global footprint, including regional offices in Dubai, Riyadh and Karachi, offering on-the-ground expertise where it's needed.

Checkout.com's modular payments technology allows businesses to offer customers a tailored mix of payment methods – from major international credit and debit cards to popular local payment methods such as mada, Knet, QPay and BenefitPay.

Checkout.com's local and regional expertise helps businesses to improve their payments performance, navigate the regulatory landscape and switch on new business models with ease. That's why innovative brands like Samsung, Bykea, Talabat, Careem and Wise have chosen to work with Checkout.com in MENAP.

## SLA Digital

SLA Digital is a global mobile solutions provider based in Belfast, Northern Ireland. For almost 20 years, the company has worked with many of the world's leading mobile operators across Europe, the Middle East and Asia to power new mobile revenues through carrier billing.

Carrier billing is a simple and convenient mobile payment option that allows customers to pay for digital content via their mobile phone using their pre-paid credit or charging to their post-paid bill.



The company entered the Middle East market in 2013 when it signed an agreement with Zain Group, a leading mobile telecommunications company, to be their managed service provider for carrier billing. Since then, SLA Digital have partnered with Ooredoo, STC and Etisalat and are present across several markets including Kuwait, Jordan, Bahrain, Saudi Arabia, Iraq and the UAE. The company also has a diverse client portfolio of local and international digital merchants and app stores, including Codapay, MBC Shahid and Gameloft, to enable their customers to charge purchases like gaming and online streaming products directly to their mobile phone bill.

## Yoello

Yoello is a dynamic start-up company from Wales that is experiencing phenomenal growth since launch two years ago. Yoello is a highly flexible mobile ordering platform with powerful data, marketing and loyalty tools. It is also completely web-based, so customers never need to download an app. The company participated in the Welsh Government's trade mission to Dubai in February and is exploring opportunities in the region.

1 UK Finance (2021). *2021 Payment Markets Report*.

2 Deloitte Financial Advisory (2020). *Fintech: On the brink of further disruption*.

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