



Innovative payment solution that facilitates *global growth*

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The aurea via world

Founded in Dubai in 2022, Aurea Via benefits from the extensive **MEA region** experience of its founders. This deep understanding sets us apart in the market. While other companies offer similar services, our grasp of language nuances, particularly in the **MEA region**, allows us to provide tailored solutions that meet the diverse needs of our clients.

The innovative payment gateway solution at Aurea Via serves as the crucial link connecting clients, merchants, and financial institutions. Backed by a team of experienced multinational managers, we address the MEA region's demand for customized payment solutions, facilitating transactions amidst the rapid growth of e-commerce and digital payments.

Merchant Overview

Diverse Clientele

Serving a range of clients including individual merchants and corporate conglomerates.



Sector Spanning

Catering to businesses across retail, manufacturing, and distribution sectors.



Focus on High-Volume Enterprises:

Expertise in managing transactions for businesses with substantial cash flows.



Specialization in High Net Worth Individuals

Providing tailored services for clients with significant financial assets.

Markets

01

Senior Marketing

Centralized in Switzerland with marketing support in Morocco and administrative support for global marketing delivery in South Africa.

02

Primary Target Markets

Sub-Saharan Africa & North Africa; Nigeria, Kenya, South Africa, Morocco, Egypt, Algeria, Tunisia
Middle East; Saudi Arabia, UAE, Turkey, Levant, Jordan)

03

Selective Secondary Markets

Western, Eastern, and Southern Europe, The Balkans, excluding Russia and Norway.

04

Operations & Technology

Dubai headquarters with global support.

05

Countries Unlocked

Global reach excluding Russia, Norway and OFAC listed countries.

06

Legal Support

Central legal office based in London.



Innovative advantages of aurea via

Aurea Via aims to become the leading payment service provider (PSP) in MEA, standing out from competitors by offering personalized service, cultural understanding, and unwavering customer focus. As it progresses, the company aims to turn satisfied clients into advocates, building a strong reputation in the region's diverse business community.

Premium 24/7 Customer Service

Dedicated support available round-the-clock for prompt assistance.

Fast Onboarding

Streamlined processes for swift integration of services.

High Transaction Capacity

Capability to handle large transaction volumes efficiently.

High-Risk Businesses

Understanding of and openness to diversified high-risk, including high-risk sectors such as luxury goods, pharmaceuticals, and gaming.

Skilled Risk Management

Proficiency in navigating diverse risks inherent in the market

Ongoing Support

Continuous assistance for all inquiries or requests raised by clients.

Global Currency Acceptance

Ability to process transactions in over 140 currencies worldwide.

Multilingual Support

Communication assistance in multiple languages.

Profound Regional Insights

In-depth understanding of local markets and dynamics.

Market-Tailored Approach

Customization of services to align with specific market dynamics.

After-Sale Care

Meticulous attention to detail and support post-transaction.

Extensive Global Reach

Serving merchants worldwide, in specific regions worldwide with unmatched presence in the market.

Adaptive Pricing Strategies

Ability to adjust pricing based on various factors such as transaction volumes and market conditions.

Cultural Sensitivity

Awareness and respect for cultural nuances in business dealings.

Expertise in Diversified Risks

Competence in managing various risk types effectively.

Sign-up
Today



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