



CASE STUDY

How PayRetailers helps BDSWISS with its expansion plans for the Latin American market

Connecting merchants from all over the world to the LATAM market

At PayRetailers, we have the desire to accompany and advise our Merchants from all over the world in the process of expanding their businesses to Latin America, where we maintain a stronghold when it comes to providing leading payment processing services that are based on our industry knowledge and technical expertise.

Established in 2012, BDSwiss is a leading financial services group, offering bespoke CFD trading and investment products to more than 1.5 million registered clients worldwide. Since its inception, the group has achieved several important milestones, growing to become a leading service provider in the FX industry. The company maintains a local presence with local offices in Europe, Asia, and the Middle East, and has successfully formed over 17,500 industry partnerships, including payment processing providers.

Delivering a world-class online trading experience through a regulated and transparent environment, BDSwiss has been established as a go-to broker offering unparalleled multilingual support, industry-leading education, and premium trading conditions. BDSwiss complies with a strict regulatory framework and provides its services on a global scale under different entities.

PayRetailers spoke with Andrea Evripidou, Head of Payments at BDSwiss, to discuss the brand's success with PayRetailers following the implementation of our payment solutions in their expansion strategy.

► Challenge

In 2021, BDSwiss had been working on its expansion strategy in various markets in Latin America. With a population of over 600 million, LATAM is considered the second world region with the greatest growth potential representing a whole cluster of promising markets, among which Brazil, Mexico, and Argentina are the most prominent.

At the same time, Latin America is now even ahead of the United States regarding mobile internet growth, with the number of LATAM mobile internet users expected to reach 424 million by 2025. This makes Latin Americans one of the most connected populations in the world, fueling the rapid growth of many economic sectors.

More recently, the coronavirus lockdowns and market volatility spurred young people in LATAM to get started with trading and investing. This activity has been decentralised thanks to technology, making it possible to operate from any country, generating access to multiple market opportunities at low transaction costs. Among BDSwiss's objectives was to identify which markets in LATAM were the most opportune when it comes to its expansion plans and positioning.



As the majority of the LATAM population does not rely on financial institutions, we, as a financial services company, need to offer alternative local payment methods to reach these clients. By offering a variety of local payment methods in Latin America that help clients to deposit and start trading using the payment methods they have come to trust and know, we've seen a considerable increase in our overall conversion and client satisfaction levels when it comes in LATAM.

Head of Payments at BDSwiss,
Andreas Evripidou

► Solutions

It is known that in Latin America, from 2019 to 2024, payment income could rise to 4.9% annually. Innovation in electronic commerce and efforts to promote greater financial inclusion have been the determining factors for such growth.

To take advantage of the market conditions and client behaviour after the COVID-19 pandemic, BDSWISS, together with PayRetailers (PayR), implemented a strategy to expand payment processing in the Latin American continent, focusing on markets such as Argentina, Brazil, Chile, Colombia, Ecuador, El Salvador, Guatemala, Mexico, Panama, and Peru.

Offering local payment solutions for each country, thanks to the presence and physical stability that PayR has on that continent, backed by specialised teams of professionals dominating the different locales.

As Evripidou notes: "During the pandemic, interest in online trading and investing spiked and having implemented our expansion strategy with PayRetailers enabled us to seamlessly onboard and accommodate these new client inflows, even while our teams were operating remotely. By offering a wide range of local and international payment options that our clients already use and trust, we were able to significantly increase our conversion and retention rates in LATAM."

Mr. Evripidou also highlighted the importance of strategic expansion through compliance, regulation, risk oversight, and reputable partnerships.

"At BDSwiss we are driven by a culture of transparency and compliance, as we believe this is the only way to give our client's true value. Ensuring that our clients' best interests are safeguarded by solid regulation and firm compliance processes only reinforces our long-standing market reputation."

► Results

Expanding to new markets is an effective way to grow a business, but its success largely depends on thorough research, preparation, and willingness to take risks. Thanks to BDSwiss's ability to adapt to new markets and PayRetailers' contribution, income generation and user acquisition increased. This has contributed to the company's continuous growth, affirming its presence in the Latin American Market. In 2021 alone, the BDSwiss group's investment platforms experienced a 300% increase in trading volume, while the brand currently serves more than 1.5 million clients in various countries representing more than \$84 billion in average monthly trading volume.

Mr. Evripidou comments: "Looking forward, BDSwiss is readying itself for international expansion, aiming to reach an even broader market of consumers by acquiring more licences and further expanding its payment provider range across various regions. Operational excellence, transparency and security of investor funds remain our top priorities, while also maintaining our agility in adapting to the latest fintech trends that can accommodate our Group's aptitude for growth."



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► About the BDSwiss Group:

BDSwiss is a leading financial services group, offering bespoke CFD trading and investment products to more than 1.5 million registered clients in over 180 different countries. Since its inception back in 2012, BDSwiss has been providing top-class products, a wide range of platforms, competitive pricing, and fast execution on more than 1000 underlying instruments, including Forex, Shares, Commodities, Indices, and ETFs. BDSwiss complies with a strict regulatory framework and provides its services on a global scale under several different entities.