



inCruises Partners with Brightwell to Expand its Cross-Border Payment Offerings

ATLANTA, GA (November 29, 2022) — Brightwell, an Atlanta-based global payments technology company, today announced that inCruises, an exclusive travel membership program serving 100 million partners worldwide that gives people expanded access to world-class travel experiences, has integrated Brightwell's ReadyRemit* platform, powered by Brightwell's international payment partners, to offer cross-border payments to its international partners in over 120 countries.

Soaring International Travel Calls for Cross-Border Payments

As travel slowed down due to the COVID-19 pandemic in March 2020, pent-up travel demand surfaced quickly. In fact, Americans' intent to make bookings doubled across most travel categories from February to September 2021. With more travelers packing up their bags for long-awaited international travel, inCruises enabled their international partners an opportunity to earn compensation on growing travel demand.

inCruises' partners earn a commission for membership referrals to the exclusive travel club. Using Brightwell's ReadyRemit, inCruises offers its partners the ability to request commission payouts in near real-time through convenient options, including bank deposit, cash pickup, or mobile wallet.

"As companies expand their global reach, we're seeing an increased need for cross-border payment services that are easy to incorporate into client platforms," said Hal Ramakers, senior vice president, Brightwell. "However, launching an international payments program is no small lift - ReadyRemit changes that by enabling easy and fast integration."

"Because our partners live across the globe, we needed a cross-border payments platform that allowed the company to pay out commissions quickly while minimizing foreign transaction fees," said Anthony Varvaro, chief financial officer, inCruises. "Managing the process internally became a burden to the team, so we turned to ReadyRemit because it gave us regulatory and licensing coverage to our priority corridors and integrated easily into our platform."

ReadyRemit: Powering Global Payments Programs

Introduced to the market last month, ReadyRemit is a comprehensive solution that powers global payments capabilities. Powered by Brightwell's international payment partners, ReadyRemit enables international businesses to launch a global payments program to drive customer loyalty quickly. By offering ongoing compliance, global connectivity, simple integration and ongoing customer support, ReadyRemit makes it easier than ever for companies to drive revenue and loyalty through cross-border payments.

“ReadyRemit is ideal for teams that don’t have the support needed internally to launch global payment capabilities,” said Audrey Hall, chief product officer, Brightwell. “We’ve designed our cross-border payments solution to help businesses capture more revenue by quickly and seamlessly integrating global payments into their offerings through a low to no code platform.”

To learn more about ReadyRemit, visit www.brightwell.com/readyremit.

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About Brightwell

Driven by a passion for financial inclusion and empowerment, Atlanta-based financial technology company Brightwell is living out its mission to create products that help people and businesses send money securely across the globe. Brightwell’s suite of cross-border payment products is simple to use, easy to integrate with and help our customers achieve measurable results. Processing and securing billions of dollars each year, Brightwell’s products are trusted by businesses of all sizes – from startups to Fortune 500. For more information, visit brightwell.com.

**Brightwell is a technology provider and not a bank or other regulated financial institution. All regulated services associated with ReadyRemit are provided by The Bancorp Bank, N.A., Terms and conditions apply.*

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