



Clara Raises \$80 Million to Accelerate Growth in Latin America

Funding will be directed toward marketing initiatives and expanding the sales team across core markets.

Rio de Janeiro, April 29, 2025 — Clara, the leading corporate spend management solution in Latin America, has announced at Web Summit Rio that it has raised a previously undisclosed \$80 million in equity and growth funding. The equity portion was structured as an expansion to its previous financing and included participation from various investors including Acrew Capital, Alter Global, Citi Ventures, Citius, Coatue, Commerce Ventures, DST Global, Endeavor Catalyst, Evolution Ventures, Gaingels, Kaszek Ventures, Monashees, Moore Strategic Ventures, Notable Capital, and Picus Capital; as well as growth funding from General Catalyst's Customer Value Fund.

A significant portion of the capital is being allocated to scaling the sales team and supporting efforts to strengthen the company's presence in Brazil, Mexico, and Colombia, with a particular emphasis on accelerating growth in the mid-market and enterprise segments.

"Clara has built what we think is an exceptionally broad product platform that's already resonating with tens of thousands of customers, and we believe is poised to serve hundreds of thousands more in the years to come. We're particularly impressed by the team's strategic approach to capital, carefully matching each use — whether R&D, growth, or financial products — with the right source. These are key priorities for every successful fintech business. General Catalyst is proud to continue supporting Clara and to provide a substantial balance sheet for their continued go-to-market efforts out of the Customer Value Fund," said Harry Elliott, Partner, Customer Value Fund (CVF) at General Catalyst.

The company has also announced that it's nearing consolidated profitability. "We achieved break-even on a monthly basis in Brazil at the end of last year, and are close to doing so in Mexico as a standalone operation," said Gerry Giacomani Colyer, CEO. "We have a fully-funded business plan, and this funding with the support of our partners is allowing us to lean into the opportunity and accelerate growth further. We're investing heavily in AI internally and also have open positions across sales and engineering."

Serving over 20,000 clients across Latin America and processing one transaction every second, Clara's ecosystem is designed to automate financial operations and empower finance teams with unmatched control and efficiency. Businesses that choose the platform benefit from personalized corporate credit cards and a wide range of payment solutions — all seamlessly

integrated into an AI-powered expense management platform that provides real-time visibility and centralized control over all financial activities.

Most recently, Clara launched a series of AI-driven solutions to simplify the day-to-day operations of finance teams, as well as vertical payment solutions like VCN - masked and highly-configurable virtual card numbers - for the travel industry, and fuel cards for logistics-centric businesses.

About Clara

Clara is the leading corporate spend management solution in Latin America. Its platform — designed to automate financial operations and deliver an unparalleled level of control and efficiency — includes corporate credit cards, invoice management, bill payments, cross-border payments, and proprietary real-time expense management software.

Launched in 2021 as a Latin American multinational, the company has secured investments from strategic regional VCs like Monashees, Kaszek Ventures, and Canary, as well as global investors such as Notable Capital, Coatue, DST Global, ICONIQ Growth, General Catalyst, and Goldman Sachs.

Clara's mission is to empower companies to operate with agility and clarity, helping them become more efficient and less bureaucratic through a platform that integrates multiple payment methods with its innovative spend management tools.

For more information about Clara's products and solutions, visit clara.com.