

Headline

Gnosis Pay and Picnic unveil Brazil's first self-custody stablecoin debit card at Web Summit Rio

Subheadline

Spend globally, hold stablecoins like USDC, and earn up to 5% cashback—all while keeping full control of your money.

[City, Date] – Gnosis Pay, in partnership with Picnic, unveiled Brazil's first self-custody stablecoin debit card at Web Summit Rio. Powered by USDC stablecoin and integrated with Picnic's intuitive app, this card delivers a faster, more cost-effective, and transparent alternative to traditional dollar cards and accounts—while keeping users in full control of their funds.

With rising interest in digital assets and increasing demand for financial tools that offer flexibility, this card arrives at a key moment. Whether used for travel, daily purchases, or as a way to hedge against inflation, the Gnosis Pay debit card brings together the best of traditional banking and blockchain in one simple, secure experience.

“We believe this card has huge potential in Brazil—not just as a spending tool, but as a gateway to a more open and flexible financial system,” said Rafael Pereira, CEO at Gnosis Pay. “This is just the beginning. Our aim is to bridge traditional finance and blockchain in a way that gives people more freedom and control. We're excited to kick off this partnership with Picnic and look forward to working with others who share this vision and want to help build that future.”

Picnic's app powers this experience, letting users easily buy stablecoins, manage their card, and earn passive income through lending or staking (known as DeFi). Built for everyday Brazilians, it simplifies global finance with speed, transparency, and affordability that outpaces traditional banks.

Key Features

- **Self-custody by default:** Users hold their own funds. Your assets stay with you, not a bank or third party.
- **Global spending made simple:** Spend online or in-store anywhere in the world, with fewer fees than traditional banks. Picnic handles conversions instantly, so you spend without delays or hidden costs.
- **Stablecoin access via Pix:** Easily buy USDC using Pix in under 60 seconds—helping you protect your savings from currency swings.
- **Smarter savings with DeFi:** Tap into lending, staking, and more DeFi options without leaving the app.
- **Up to 5% cashback:** Earn rewards on purchases by holding Gnosis tokens. The more you hold, the bigger your cashback.
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- **Scalable and future-ready:** The platform will soon support more stablecoins like EUR and GBP, and offer deeper DeFi integration.

How It Works

1. **Download the Picnic app:** Create your account in just a few minutes.
2. **Order your card::** Follow our streamlined KYC process to receive your card.
3. **Top-up your card:** Use Pix to instantly purchase USDC at competitive rates.
4. **Spend anywhere:** Shop at home or abroad—wherever debit cards are accepted.
5. **Use DeFi or earn cashback:** Choose how to use your funds, whether it's earning passive income or saving on everyday purchases.

“We’re thrilled to bring this vision to life with Gnosis Pay,” said João Ferreira, CEO at Picnic. “Our app takes the guesswork out of using blockchain, so Brazilians can focus on what matters—spending smarter, saving better, and accessing global opportunities with ease. This is finance built for the future, and it starts with Picnic.”

Why It Matters for Brazil

With high inflation and strong interest in digital alternatives, Brazil is quickly becoming one of the most active markets for crypto. This product offers locals a real, practical use case: using stablecoins to manage their money, reduce currency risk, and access global financial tools that were previously hard to reach.

About Gnosis Pay

Gnosis Pay is bridging traditional finance with blockchain innovation. It uses stablecoins to enable fast, secure, and low-cost payments, making decentralised finance more accessible to everyday users.

About Picnic

Picnic makes crypto easy to use. Through a clean, intuitive app, it helps people buy, store, and spend digital money while opening the door to simple DeFi tools—all without the usual complexity of blockchain tech.

Press contacts

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Follow Gnosis Pay and Picnic on social media for more updates, launch timelines, and user guides on how to get started.