



## Clip: Leading Mexico's digital payment revolution, now at Web Summit Rio

- **Empowering businesses and driving financial inclusion across Mexico: the legacy of the nation's pioneering digital payments unicorn, with over a decade of market leadership**

**Rio de Janeiro, April 27, 2025.** – [Clip](#), the leading digital payments and financial solutions platform that enables the growth of businesses from all over Mexico, makes a landmark debut at Web Summit Rio, a premier global technology event poised to be the epicenter of innovation and disruption from April 27th to 30th at the Riocentro convention center in Rio de Janeiro. The event will convene over 34,000 attendees, including more than 500 investors and 1,000 startups, featuring a dynamic agenda of conferences, panel discussions, masterclasses, roundtables, and high-level networking opportunities.

Leveraging more than 10 years of market leadership, Clip arrives at Web Summit Rio to showcase its innovative solutions for commerce in Mexico, consolidating software, payments and financial services in one single destination, becoming the country's largest digital payments and commerce enablement platform by merchants served.

*"Driven by our global vision, we are thrilled to attend Web Summit Rio for the first time and become part of the world's leading innovation and disruption hub. This fuels our commitment to continue supporting the growth of Mexican businesses," said Myriam Cosio, Chief External Affairs Officer at Clip. "At Clip, we strive to transform ideas into reality, and we will continue to innovate, driving digital transformation through secure, reliable, and user-friendly digital payment solutions."*

### **A massive digital payments opportunity**

There's a fintech revolution underway in Mexico, and Clip is leading the way by enabling all types of businesses, of every size in any industry, to accept digital payments. The nation is rapidly becoming a world leader in the development of new innovative technologies, and is the largest digital payments opportunity in the world, where over 80% of total private consumer expenditure (PCE) is still in cash.

The start-up ecosystem is thriving in Mexico, supported by a stable economy and a technological boom. The young workforce drives this growth, with hundreds of new companies being founded every year.

According to Statista, the total transaction value in the Digital Payments market is projected to reach US\$20.37tn in 2025. Most of the growth will actually come from small and medium-sized (SMEs) merchants (ME's), which have been the most underserved regarding debit and credit card acceptance.

### **Over 10 years at the forefront of Mexico's digital transformation**

Clip started a digital revolution by making digital payments accessible to every business in Mexico, pushing financial inclusion to the next level. Clip helps businesses digitize their sales by implementing innovative payment, commerce and management solutions. That means reduced friction, increased efficiency, and fewer barriers to growth.

Its platform offers digital payments with state-of-the-art point-of-sale (POS) systems, financial services, software and online commerce solutions.



Currently, Clip is the most valuable fintech brand in Mexico in the "Kantar BrandZ Top 30 Most Valuable Mexican Brands"<sup>1</sup> list with an approximate brand value of \$983 million. Clip also stands as Mexico's top-reputed digital payments Fintech, according to the Monitor Empresarial de Reputación Corporativa (Merco)<sup>2</sup>. The Company, which was founded in 2012 with just five employees, now counts over 800 "Clippers" across Mexico, Brasil, the United States and Argentina, doing extraordinary things to help its customers succeed.

### **At Clip, we make ideas happen**

Clip's mission lies in the power of ideas. Ideas should not be limited by access to opportunity, lack of level playing fields or insufficient technology. Ideas have the power to move the world, and people are a critical factor in making them happen, touching millions of lives.

All businesses in Mexico should have the opportunity to access the latest innovation in financial technology, backed by best-in-class customer service. The ultimate digital payments platform with more than 20 products and services, way more than just accepting card payments:

- Digital payments: Modern, contactless integrated devices combine leading hardware and software in just one terminal.
- Financial services: Solutions to help merchants grow their business: get paid faster, invest in growth, and save for the future.
- Broader commerce: Solutions to help merchants tap into the potential of the digital commerce world and increase engagement with their consumers.
- Software: APIs and integrated software solutions to help businesses operate better and more efficiently.

*"We acknowledge that there is still a significant path ahead, which is why our responsibility as leaders in Mexico's payments sector is to listen to and address the needs of our partners, associates, and customers as part of our core DNA. This allows us to develop tailored products and services, generating a substantial impact that is reflected in the businesses that trust us throughout the country," said Adolfo Babatz, Clip's CEO and founder.*

**Make it easy, make it Clip.**

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#### **About Clip**

Clip is the leading platform for digital payments and financial, technological and innovative solutions that facilitate the growth of businesses throughout Mexico. The company has offices in Mexico City, Buenos Aires and São Paulo. For more information visit [clip.mx/scale-with-clip](https://clip.mx/scale-with-clip)

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<sup>1</sup> <https://www.kantar.com/campaigns/brandz/mexico>

<sup>2</sup> <https://www.merco.info/mx/ranking-merco-empresas?edicion=2024>