



awards 2025

winners

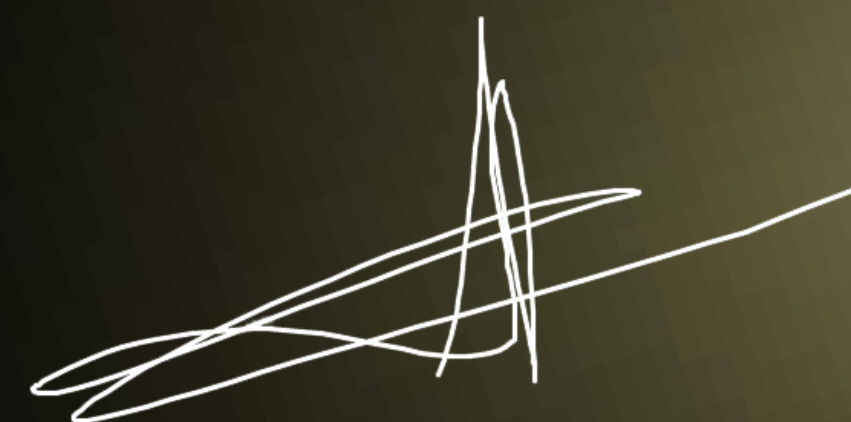
The excellence in merchant payments



Summary by Ms.

Neira Jones

Chair of the judging panel,
Independent Advisor
& International Speaker



The 18th Merchant Payment Ecosystem (MPE) Awards in Berlin was a night to remember, filled with celebration, innovation, and recognition of the finest achievements in the payments industry. As Chairman of these prestigious awards, it was my honour to host this event alongside my co-host, the fantastic Dwayne Gefferie. Together, we guided the audience through an evening that celebrated transformation, collaboration, and excellence under our theme for 2025: Growth Through Accountability and Transparency.

The MPE Awards have always been unique in recognising the trailblazers of the merchant payments ecosystem. This year's event was no exception, as we honoured winners across 14 categories, each receiving the beautiful bronze-and-gold guiding hand statuette designed by renowned sculptor Pavol Dubina. These masterpieces symbolise the values of integrity and innovation that define our industry.

None of this would have been possible without the Empiria Group, our dedicated organising team. Their tireless efforts brought this event to life in spectacular fashion. I also extend my heartfelt gratitude to our esteemed panel of judges for their time and expertise in selecting this year's winners. Finally, a big thank you to our sponsors, Br-dge, Ecommpay, MangoPay, Paysafe, SurePay, and Wallester, for their unwavering support - your contributions make these awards a reality.

This brochure celebrates the accomplishments of our winners. On each page, you'll find their stories, quotes, judges' reasoning, and a video link from their winner interviews recorded on-site at mpe 2025.

Celebrating Excellence - 2025 Winners:

Merchant Payment Acceptance of the Year

🏆 Market Pay

Most Innovative Payment Solution

🏆 Paynt

Best Use of Data Analytics

🏆 Celeris

Best Cross-Border Merchant Solution

🏆 BVNK

Best Use of Open Banking for Payments

🏆 Brite Payments

Best RegTech Solution

🏆 Vixio Regulatory Intelligence

Best Omni-Channel Payments Solution

🏆 Lloyds Bank Merchant Services

Best Marketplace / Platform Provider

🏆 Mangopay

🌟 Highly Commended: Online Payment Platform for their strong innovation and impact.

Most Innovative Fraud Prevention Solution

🏆 Riskified

Best Payment Orchestration Solution

🏆 BR-DGE

Best Embedded Finance / BaaS Solution

🏆 Unipaas

MPE Influencer of the Year

🏆 Kamil Hanáček (Switchio @ Monet+)

Best Startup Innovation Award

🏆 Securely Group

🏆 Finalists TMU Management and Trudenty also earned high praise—well done to all three!

Chairman's Award: Best ESG Initiative in Payments

🏆 Greenspark

The MPE Awards are not just about recognising achievement—they are about fostering collaboration, celebrating progress, and inspiring the future.

To all finalists and winners: congratulations! Your work is shaping the payments landscape.

To our sponsors, judges, and organising team: thank you for your trust and support.

And to everyone who joined us in Berlin: we can't wait to welcome you back for mpe 2026.

Let's keep building this community together.

Warmest regards,

Neira Jones, Chair of the MPE Awards

the guiding hand

Symbol of excellence

At the mpe awards, winners receive more than just a trophy—they're honoured with the **Guiding Hand statuette**, a symbol of leadership, innovation, and impact in the payments industry.

Each piece is handcrafted and unique, created this year by **Pavol Dubina**, a talented sculptor of the new generation. The design reflects the spirit of those shaping the future of merchant payments—those who lead with purpose, drive progress, and inspire others.

Over the years, the Guiding Hand has become a lasting reminder of excellence in our community. Just like the achievements it represents, its value only grows with time.

Spotlight on the Artist: Pavol Dubina

Pavol Dubina is a Slovak sculptor known for his contemporary approach and intricate craftsmanship.

His work combines bold symbolism with timeless elegance, capturing both the innovation and human touch behind every mpe award. The Guiding Hand is one of his signature creations—recognisable, meaningful, and deeply inspiring.



mpe 2025 awards winners



mpe 2025 awards

BR-DGE

Brite*

BVNK



man

paynt

riskified

securely



merchant payment acceptance of the year

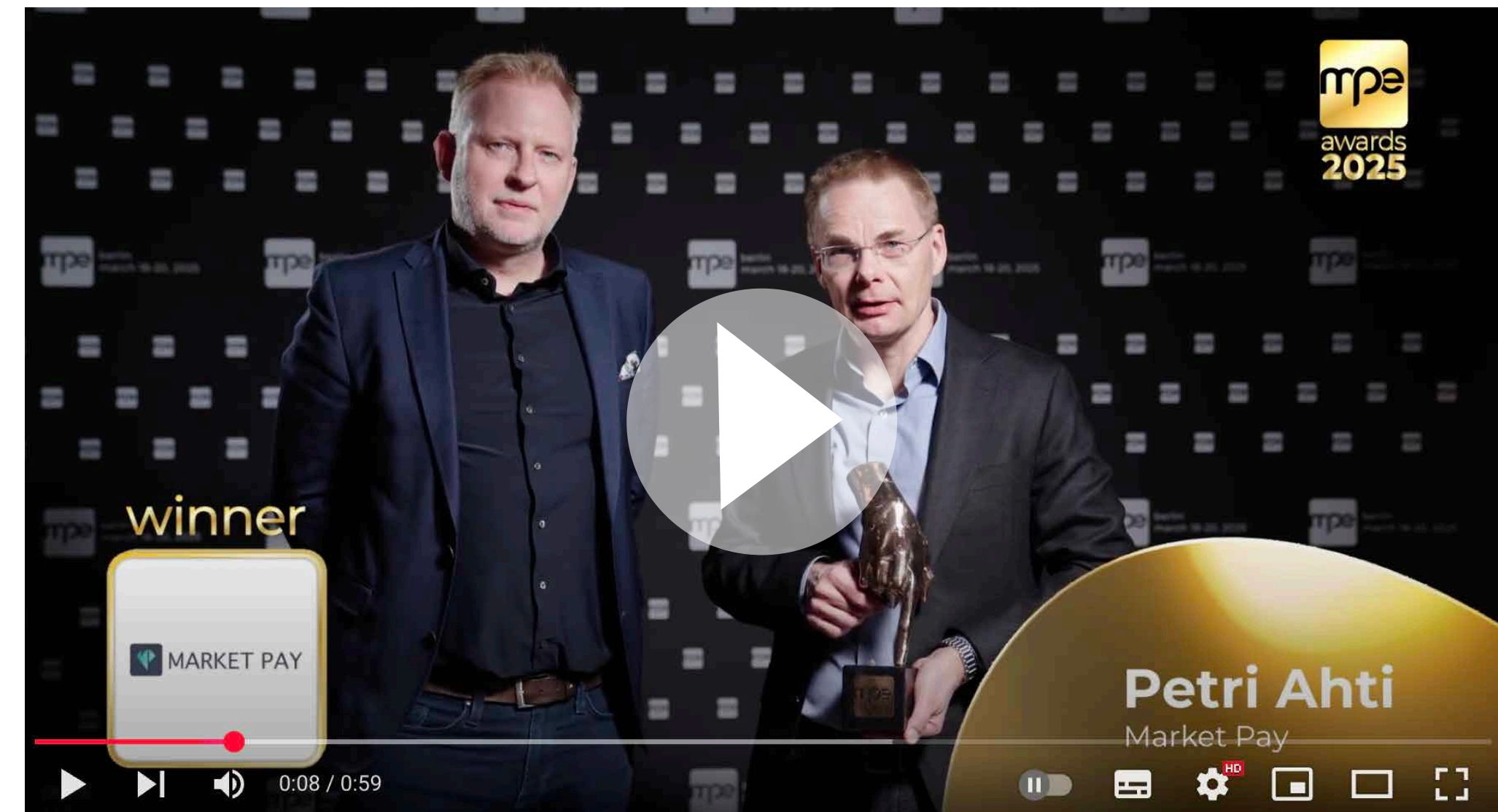
award goes to



This award recognises excellence in direct merchant payment acceptance partnerships. The winner will have cultivated successful, sustainable, and mutually advantageous relationships with their merchant customers, demonstrating a proven track record of fostering strong connections, delivering value, and supporting the growth of their merchant partners in the payment acceptance ecosystem.

“The judges were thoroughly impressed by Market Pay’s outstanding pan-European unified payment platform that demonstrated remarkable excellence in execution, reliability, and innovation. They particularly admired how it seamlessly combines technical prowess with deep market expertise. The panel noted that this solution offers exceptional interoperability through industry standards and broad acceptance across multiple payment environments, truly empowering merchants with a transformative, customer-centric approach. The judges were especially appreciative of its strong connections to international and domestic European payment methods, recognising how this revolutionary platform is setting impressive new standards in the payments industry.”

Neira Jones, the chairman of the mpe 2025 awards judging panel



Petri Ahti, Sales Executive, Merchants & Distributors, Market Pay

“We are truly honored to receive the ‘merchant payment acceptance of the year’ award at MPE 2025. At Market Pay, we are committed to delivering a seamless, secure, and innovative payment experience through our Omnichannel Unified Payment Platform. Our success is built on deep market expertise, technical excellence, and a commitment to understanding and addressing our clients’ needs across Europe. This award reaffirms our mission to set new standards in the payment industry, and we couldn’t have achieved this without the strong collaboration we have with our partners. We look forward to continuing to empower our clients with cutting-edge payment solutions.”

About Market Pay

Market Pay transforms payments for retailers both in-store and online. Proud winner of the MPE 2024 Best In-Store Payments Solution Award for SoftPOS, we provide a cutting-edge omnichannel platform that simplifies, secures, and enhances merchant operations, empowering growth and delivering seamless, customer-focused payment experiences.

<https://market-pay.com>

most innovative payment solution

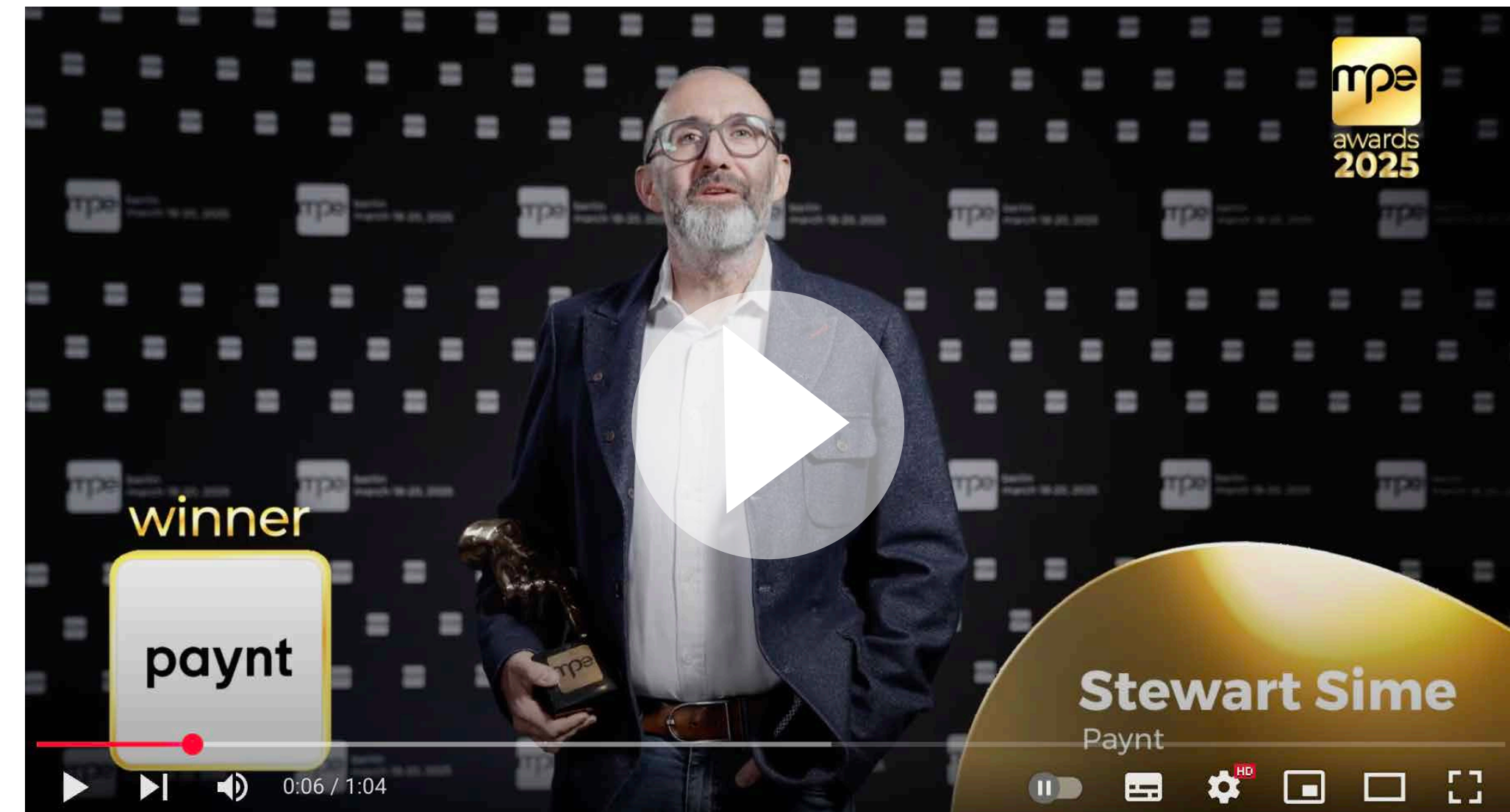
award goes to

paynt

This award recognises the most forward-thinking payment solution that showcases groundbreaking payment technology or business flow, and delivers actual benefits, value, and differentiation to merchants while enhancing the payment experience for customers. Open to PSPs, ISOs, PayFacs, Aggregators, Orchestrators, Acquirers, Embedded Finance providers, crypto merchant solutions, instant payment providers, and other payment service companies.

“ This category proved both exciting and challenging, as entries tackled industry issues with innovation and creativity, bringing value throughout the payment ecosystem. The judges were impressed by a complete digital tipping solution that revolutionises how businesses handle gratuities. Fair tip distribution is vital - especially in hospitality. This innovative solution simplifies tip management, boosts tipping rates, reduces costs, and creates an effortless customer experience. It ensures staff receive 100% of gratuities while eliminating administrative burdens. The winning solution addresses a complex issue with user-friendly technology benefiting businesses, employees, and customers alike.”

Neira Jones, the chairman of the mpe 2025 awards judging panel



Stewart Sime, CTO, Paynt

“Win-Win-Win: Paynt’s innovative payment and tipping solution benefits businesses, employees, and customers alike—seamless, fair, and fully compliant, redefining payments for everyone!”

About Paynt

We are a fully integrated payment solution and infrastructure provider. Our platform allows streamlining back-office operations with unparalleled automation and efficiency in mind. It was created by knowledgeable industry experts based on input from our partners in the payments space and addresses the most pressing needs of any acquirer/ISO or agent in the wider payments community. We want to be known for our passion for tech and our drive to succeed and scale together with you. From the humble beginnings to providing services to thousands of customers in Europe and beyond we are proud to bring you the best in payments. Let’s Paynt the future together!

<http://www.paynt.com>

best use of data analytics

award goes to



This award goes to the company that consistently demonstrates excellence through advanced technologies to enhance merchant operations, excluding fraud prevention. The winner exhibits the use of innovative solutions in areas like customer loyalty, engagement, support, or optimisation, empowering merchants to improve decision-making and customer experiences.

“The judges were impressed by this Celeris’s ingenious application of data analytics, transforming payment orchestration through AI-powered intelligence. The solution brilliantly converts fragmented payment data into actionable insights, addressing critical merchant challenges with remarkable precision. The judges noted how their AI-powered engine analyses six business-critical areas, delivering immediate value as evidenced by the provided case study, which demonstrated a 17% increase in conversions and 8% improvement in acceptance rates. The compelling metrics, 95% customer retention and 52% year-over-year growth, sealed the decision, showcasing how data analytics can revolutionise payment processing while enhancing customer experience.”

Neira Jones, the chairman of the mpe 2025 awards judging panel



Chinmay Jain, CTO, Celeris

“Data is powerful when it tells a story, and at Celeris, we’ve mastered the art of turning complex payment data into success stories. Winning the ‘Best Use of Data Analytics’ award at MPE 2025 reflects our dedication to reimagining how merchants harness insights to drive results. This recognition is a testament to our vision—to make payment orchestration smarter and truly transformative. We’re proud to see our solutions and features making a significant impact on businesses worldwide.”

About Celeris

Celeris is a global payment orchestration platform designed to maximize transaction success and drive revenue growth for eCommerce businesses. With intelligent routing, dynamic failover, and real-time AI-powered analytics, Celeris optimizes payment processing from start to finish. Partnering with over 60 global acquirers and processors and supporting more than 100 payment methods, Celeris empowers businesses to achieve up to a 25% increase in acceptance rates through advanced recovery techniques and dynamic transaction cascading. In 2024, Celeris was honored with the MPE Best Payment Orchestration Solution award, and in 2025, Celeris received the Best Use of Data Analytics award, solidifying its position as an industry leader in innovative payment solutions. www.celerispay.com

best cross-border merchant solution

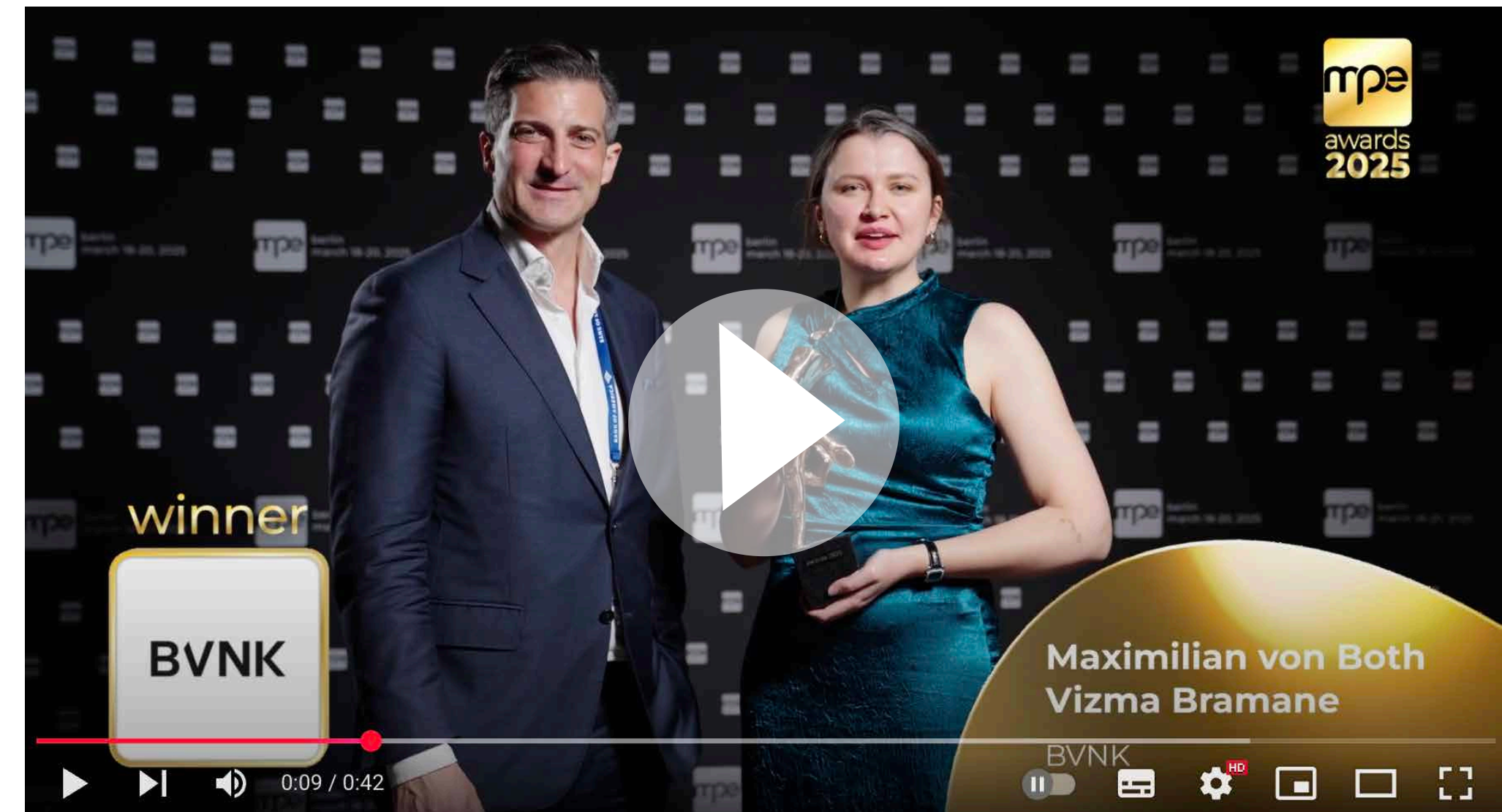
award goes to

BVNK

This award goes to the solution provider that excels in empowering merchants to expand their global reach and increase revenue. The winner demonstrates outstanding commitment to accountability and transparency, while effectively minimising risks and complexities associated with cross-border sales.

“The judges were impressed by this groundbreaking stablecoin-based global payout system enabling instant transactions across 150+ countries. They appreciated how it offers seamless access to leading stablecoins whilst eliminating merchants’ need to hold or be licensed for crypto. The panel was particularly struck by its ability to process payouts 24/7/365, bypassing traditional banking delays and reducing settlement times from days to under two minutes—all whilst cutting costs by up to 8x compared to Swift. The judges noted how major organisations leverage this platform for high-volume international payouts, applauding its exceptional scalability, efficiency and compliance-driven approach.”

Neira Jones, the chairman of the mpe 2025 awards judging panel



Jesse Hemson Struthers, Co-Founder & CEO, BVNK

“Stablecoins are the new frontier for cross-border payments. But businesses are still figuring out how to plug in. At BVNK we’re focused on making traditional and stablecoin payments infrastructure truly interoperable, enabling more businesses to accelerate their global money movement. Whether that’s by paying out stablecoins internationally from a fiat balance on the BVNK platform or using our payments orchestrator Layer1 to combine the best of fiat and stablecoin rails.”

About BVNK

BVNK provides stablecoin payments infrastructure, unifying banks and blockchains in a single platform to accelerate global money movement. We enable businesses to send, receive, convert, and store stablecoins and fiat, underpinned by global licensing and enterprise grade technology.

<https://www.bvnk.com>

best use of open banking for payments

award goes to

Brite*

This award goes to the company that most effectively leverages open banking data for payment initiation, facilitating seamless transactions between end-users and merchants. The winner demonstrated how their solution enhances the customer experience throughout the payment process, streamlining transactions and adding value for both consumers and businesses.

“The judges were thoroughly impressed by this Swedish-founded open banking solution that enables instant payments with guaranteed security and simplicity for both merchants and consumers. The panel particularly admired how the solution achieved significant transaction growth in 2022, reaching profitability, a testament to its market acceptance. The judges also noted its ambitious vision to expand internationally whilst enhancing the technological performance of its already robust products and services.”

Neira Jones, the chairman of the mpe 2025 awards judging panel



Lena Hackelöer, Founder and CEO, Brite Payments

“Recognition from MPE is a testament to the hard work and dedication of our team, as well as our unwavering focus on delivering open banking-powered instant payments that transform the way people pay. We empower merchants to offer customers a seamless payment experience, while also improving operational efficiency and increasing security. This award validates our vision and strengthens our commitment to driving innovation in the payments sector.”

About Brite Payments

Brite Payments is a second-generation fintech based in Stockholm, founded in 2019. The instant payments provider leverages open banking technology to process account-to-account (A2A) payments in real time between consumers and online merchants. With Brite, no signup or credit card details are required as consumers authenticate themselves with top-of-mind details using their bank’s usual identification method. Brite is connected to more than 3,800 banks within the EU and its offering is currently available in 27 markets across Europe.

<https://britepayments.com>

best regtech solution

award goes to



This award goes to a technology provider solution that significantly enhances regulatory compliance and/or operations for merchants, issuers, or acquirers. The winner demonstrates innovative solutions that streamline adherence to regulations and industry standards, including areas such as regulatory reporting, risk management, identity control, compliance monitoring, fraud prevention, or security measures.

“The judges were collectively impressed by this year’s standout regulatory solution that truly removes the heavy lifting from compliance monitoring. The winning platform’s comprehensive coverage of 180+ jurisdictions from 1,300 regulatory bodies makes complex updates easily actionable through seamless API integration. What captivated the panel was how effectively this solution translates regulatory requirements into digestible, user-friendly formats. Despite fierce competition, this innovator has delivered impressive investment returns whilst building a remarkable blue-chip client base. This powerful combination of comprehensive coverage and user-centred design exemplifies excellence in modern RegTech innovation.”

Neira Jones, the chairman of the mpe 2025 awards judging panel



“We are honoured to receive this recognition from the MPE Awards, which reflects both the strength of our technology and the trust our clients place in Vixio to help them navigate an increasingly complex regulatory environment,” **said Mike Woolfrey, CEO at Vixio.** *“At a time when regulatory change is accelerating at an unprecedented pace, we remain committed to delivering the actionable intelligence compliance teams need to reduce risk and drive innovation.”*

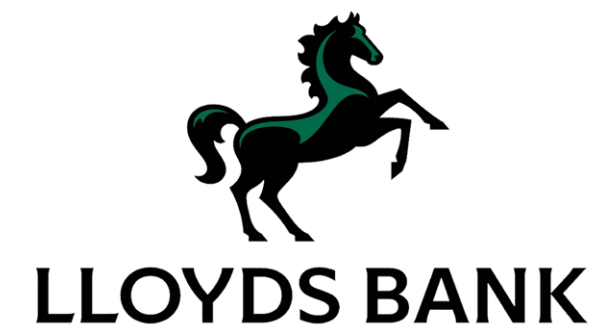
About VIXIO REGULATORY INTELLIGENCE

Vixio is a Regulatory Technology (RegTech) company, and a trusted source of independent regulatory intelligence for professionals in highly-regulated industries undergoing rapid and radical change. We’re trusted by leading brands to deliver comprehensive, time-sensitive, and actionable intelligence on payments and gambling compliance, covering more than 180 jurisdictions globally, so they can stay ahead of regulatory change, mitigate risk and capitalise on new opportunities.

<https://vixio.com/>

best omni-channel payments solution

award goes to



This award goes to the organisation that has developed/deployed the best omni-channel payments acceptance solution, providing value and differentiation for merchants and a great payments experience for users.

“The judges were impressed by how this financial institution evolved its Merchant Services from an acquiring platform into a true omni-channel one-stop-shop for merchants of all sizes. Its investment in cutting-edge technology and value-added services has made meaningful differences to 34,000 businesses. The panel was particularly swayed by impressive metrics demonstrating incremental revenue through higher authorisation rates, lower costs and exceptional customer support. The judges praised the breadth of its omni-channel solution, seamlessly integrating payments acceptance with merchant cash advances, commercial card products and 12-month fee-free business accounts.”

Neira Jones, the chairman of the mpe 2025 awards judging panel



Melinda Roylett, Managing Director, Lloyds Merchant Services

“We are incredibly proud to be recognised as the Best Omni-Channel Payments Solution at the MPE Awards 2025. This award is a testament to our commitment to innovation and delivering seamless, secure, and flexible payment experiences for our customers across all channels. In an evolving payments landscape, we remain dedicated to driving forward solutions that empower businesses and enhance customer convenience. Thank you to our clients, partners, and team for making this achievement possible.”

About Lloyds Banking Group

- Lloyds Banking Group is a leading UK based financial services group providing a wide range of banking and financial services, focused on personal and commercial customers.
- We help businesses from all parts of the UK, and across all different sectors and sizes, giving them the funding and support they need to grow both at home and abroad.
- We are also helping British businesses transition to net zero, providing £26.5bn of sustainable finance to our business customers since 2022.
- We remain committed to helping customers of all sizes and in 2024 we provided around 100,000 small businesses and charities with new banking.
- Through relationships with over 320 Housing Associations, we have provided £19.5bn of new funding in the social housing sector over the past five years
- To see the latest factsheet setting out how we support UK businesses please visit: Supporting British businesses - Lloyds Banking Group plc

<http://www.lloydsbank.com/>

best marketplace /platform provider

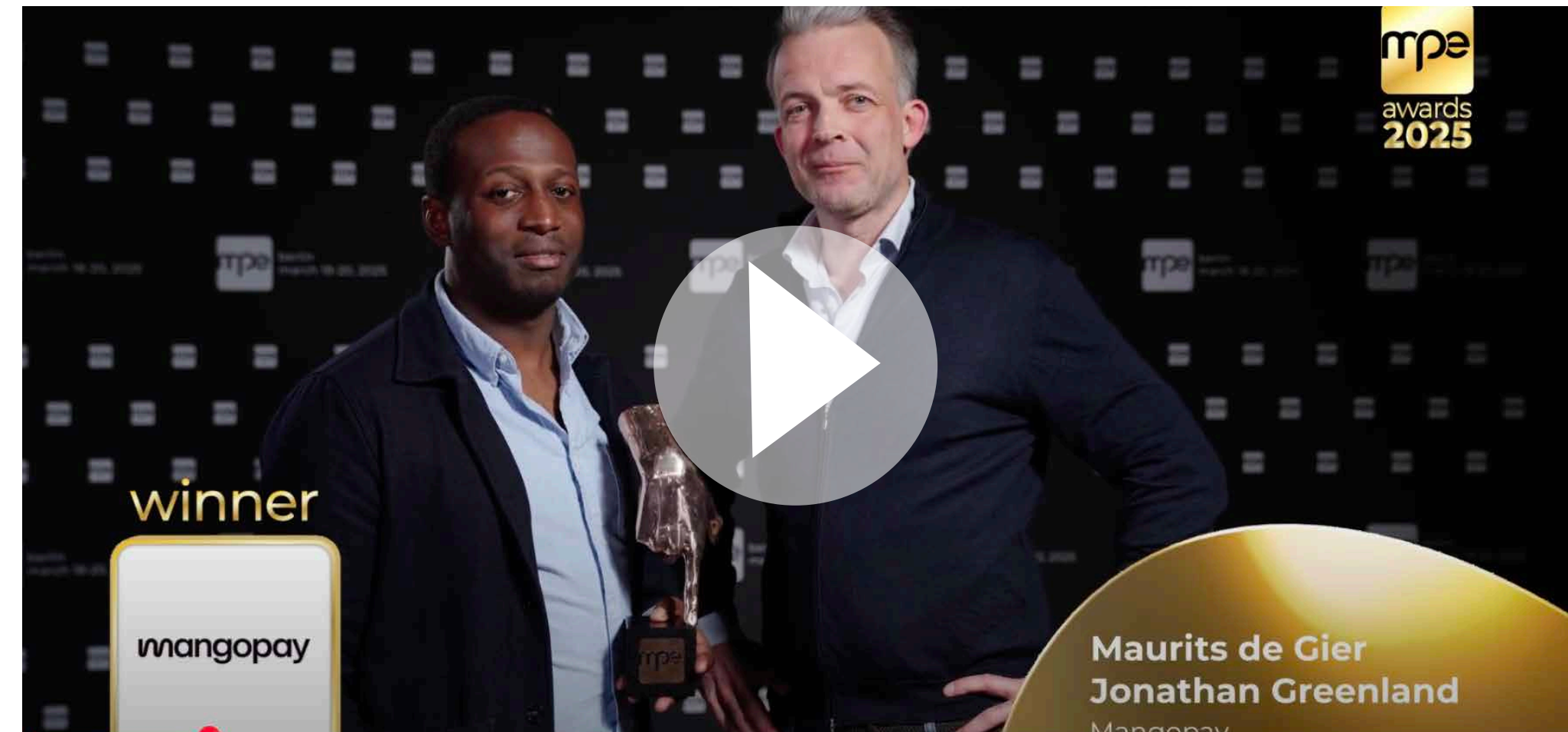
award goes to

mangopay

This award goes to the organisation offering the best, most comprehensive, and most beneficial platform or marketplace that supports merchants or other players in the merchant payments ecosystem, such as banks, PSP, service providers, and consumers, with solutions in any area of the ecosystem.

“The judges were captivated by this revolutionary platform provider offering an ingenious ewallet-based infrastructure that masterfully handles multi-party payments whilst unlocking fresh revenue streams. They were particularly impressed by its flexible, white-label wallet system that empowers platforms to control funds, customise payment flows, and deliver user-centric experiences. The panel praised its standout features including programmable wallets and global payouts that cleverly reduce costs outside traditional banking systems. With compelling success stories from major marketplaces, this solution demonstrated remarkable ability to drive business growth, enhance customer loyalty, and streamline operations without compromising security.”

Neira Jones, the chairman of the mpe 2025 awards judging panel



Jonathan Greenland, Sales Director, Mangopays

“A wallet infrastructure improves the user experience by offering a unified interface and opens new revenue opportunities for platforms. We see proof of this every day through the success of our clients, discussions with platforms, and trends in the market itself. Receiving the award for ‘best marketplace/platform provider at MPE is an honor and strong validation from industry experts that our wallet infrastructure brings real, meaningful impact.”

About Mangopay

Founded in 2013, Mangopay powers a flexible, e-wallet-based payment ecosystem that enables the largest and fast-growing platforms to monetize their transaction volume. Mangopay’s end-to-end white-label infrastructure allows platforms to manage multi-party payments, control money flows, and unlock new revenue streams. Built around its programmable e-wallet solution, a comprehensive FX product suite streamlines currency exchanges, offering global platforms the opportunity to capture additional revenue. Its unique virtual IBAN solution improves operational efficiency by combining local accounts with fast settlement and automated reconciliation. Global platforms rely on Mangopay to deliver unique payment experiences tailored to diverse business models and workflows. From user registration and pay-in to payout, all users and transactions are safeguarded by AI-driven fraud prevention, providing a 360° view of the user journey. With over 250 million end users and more than €110 billion in processed transactions, Mangopay continues to lead in the fintech space. In July 2024, it was recognized among CNBC’s World’s Top Fintechs. Its Fraud Prevention solution also earned both a Fintech Breakthrough Award and a Global FinTech Award in 2024

<https://mangopay.com>

most innovative fraud prevention solution

award goes to



This award goes to the most innovative solution that demonstrates exceptional benefits in fraud prevention, identity verification, or authentication management, significantly enhancing digital transaction security, delivering tangible protection for merchants and customers.

"The judges were thoroughly impressed by this year's standout fraud prevention solution that delivered remarkable quantifiable achievements, such as significantly lower chargeback rates and dramatically reduced manual fraud detection efforts. What truly captivated the panel was the solution's recognition that fraud prevention isn't static. The winning technology continuously evolves through sophisticated machine-learning whilst providing comprehensive omnichannel coverage with a 360-degree view of customer behaviour across all touchpoints. The flexibility to customise detection rules to merchants' specific needs demonstrated exceptional adaptability. This approach ensures businesses remain protected despite constantly evolving threats. This powerful combination of measurable results and forward-thinking innovation exemplifies excellence in modern fraud prevention."

Neira Jones, the chairman of the mpe 2025 awards judging panel



"We are incredibly proud to be honored by the MPE as the winner of the Most Innovative Fraud Solution," said Eido Gal, CEO of Riskified. "This recognition underscores not only the talent and dedication of our team, but also our deep collaboration with merchant clients, whose ingenuity inspire and empower us. Together, we are developing solutions that outpace fraudsters, safeguard online transactions, and enable ecommerce growth."

About Riskified

Riskified (NYSE:RSKD) empowers businesses to unleash ecommerce growth by outsmarting risk. Many of the world's biggest brands and publicly traded companies selling online rely on Riskified for guaranteed protection against chargebacks, to fight fraud and policy abuse at scale, and to improve customer retention. Developed and managed by the largest team of ecommerce risk analysts, data scientists, and researchers, Riskified's AI-powered fraud and risk intelligence platform analyzes the individual behind each interaction to provide real-time decisions and robust identity-based insights. Riskified was named to CNBC's World's Top Fintech Companies in 2024.

<https://www.riskified.com/>

best payments orchestration solution

award goes to

BR—DGE

This award goes to the most effective Payments Orchestration Solution that seamlessly integrates and optimises multiple payment providers and methods, ultimately empowering businesses to streamline their payment processes and enhance overall financial operations.

“The winner of the Best Payment Orchestration Solution award stands out for its innovative, modular platform that empowers merchants and payment providers worldwide. With proprietary tokenization technology, it enhances authorization rates by 2-7%, ensuring seamless and secure transactions. Offering full flexibility, it integrates with a range of gateways, acquirers and value-added services. The platform also enables acquirers to deliver own-branded orchestration solutions to their merchants via BR-DGE’s whitelabel solution. The company’s customer-centric approach, independence, and scalable design provide businesses with cost-optimized, future-ready payment solutions. By combining cutting-edge technology with strategic distribution, the solution drives efficiency and innovation, reinforcing its position as a leader in payment orchestration.”

Neira Jones, the chairman of the mpe 2025 awards judging panel



Thomas Gillan, CEO of BR-DGE

“We’re delighted to be recognised by MPE - it’s a fantastic endorsement of the strength of our technology, the quality of service we deliver, and the scale we’re building to support enterprise merchants across the globe. This award reflects the hard work of the BR-DGE team and our commitment to driving meaningful innovation in payments.”

About BR-DGE

Founded in Edinburgh in 2018, BR-DGE is a global payment orchestration platform. As an entirely independent technology provider, BR-DGE is redefining the ecosystem, to deliver value through the entire payments chain. By serving as a technology anchor-point, BR-DGE enables enterprise merchants, financial institutions, platforms and payment providers to access best-in-class payment tools and products via a single integration. BR-DGE’s modular platform connects with over 400 payment methods and partner solutions, including Visa, Mastercard, PayPal, Discover, Thunes, Trustly, Kount and more, to help clients overcome payment challenges and drive better customer and commercial outcomes for their business.

<https://br-dge.to>

best embedded finance/ BaaS solution

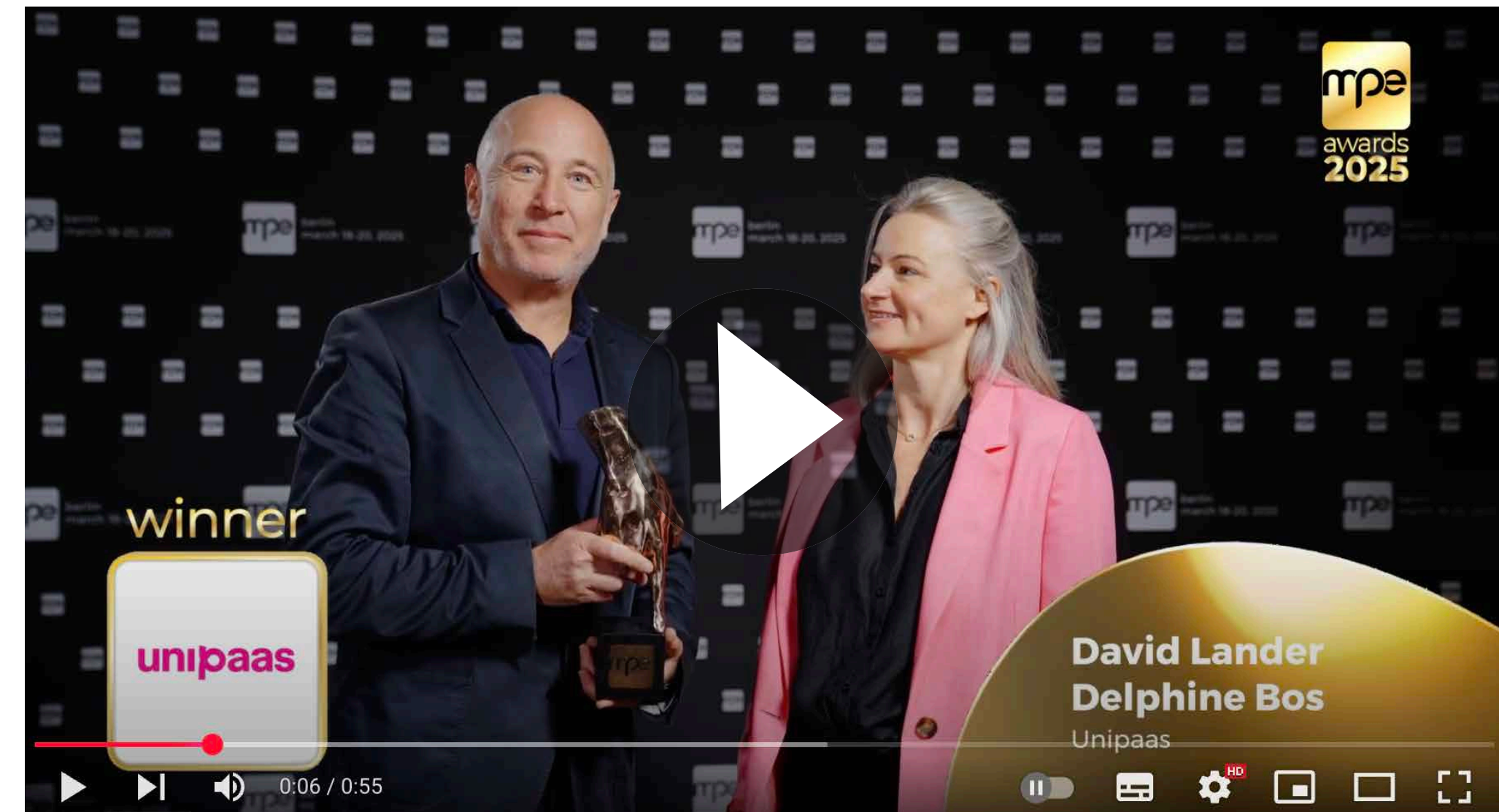
award goes to

unipaas

This award goes to the most innovative or successful new B2B or B2C embedded finance project, recognising excellence in integrating financial services into non-financial brands, companies, or platforms. The winning entry should showcase a specific implementation that seamlessly incorporates financial products such as lending, payments, cards, accounts, or insurance into a customer journey.

“The judges were impressed by this exceptional embedded finance solution that enables SaaS platforms across multiple sectors to offer seamless payment capabilities through a single contract and integration. They appreciated how it bridges the gap between basic integrations and costly custom solutions whilst streamlining all major payment methods. The panel commended its AI-powered marketing features that drive adoption through tailored outreach. They valued how this fully managed approach reduces complexity, enhances user experience, and maximises monetisation, allowing businesses to create personalised payment offerings with minimal effort.”

Neira Jones, the chairman of the mpe 2025 awards judging panel



David Avgi, CEO at Unipaas

“We’re truly honoured to receive this award. It’s a powerful validation of our vision to make embedded payments not just seamless, but a real growth engine for SaaS platforms. At Unipaas, we’ve set out to remove the complexity from payments—so our partners can stay focused on what they do best: building great software and serving their customers. This recognition belongs to our amazing team and the clients who trust us to power their payment journeys.”

About Unipaas

Unipaas is the go-to Payment-as-a-Service provider for SaaS platforms, enabling them to embed fully tailored payment solutions directly into their software. Through a unified interface, Unipaas powers seamless payment experiences across online checkouts, mobile, and e-invoicing—supporting all major methods including cards, direct debits, and bank transfers. Our fully managed services handle everything from onboarding, compliance, and risk to operations and customer support—freeing our partners to focus on what they do best: growing their business and delivering exceptional user experiences. Backed by dedicated experts and cutting-edge technology, Unipaas turns payments into a strategic growth lever, helping platforms increase adoption, maximise monetisation, and deliver payment journeys their customers love . <http://www.unipaas.com>

chairman's award

Best ESG initiative in payments

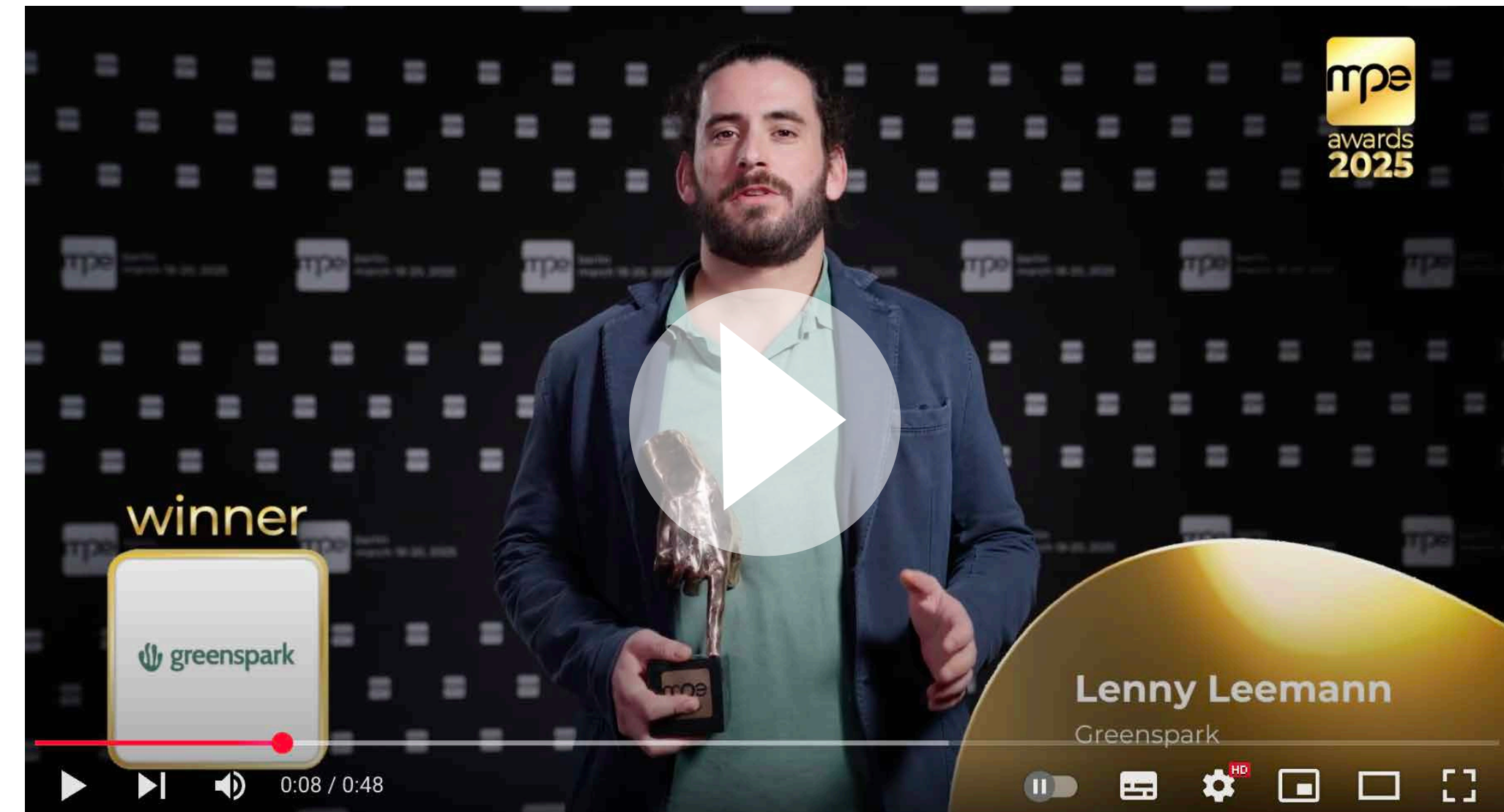
award goes to



Open to any payments businesses with a clear and well-developed ESG strategy who can demonstrate how their strategy is making a substantial positive impact in any of the E,S,G pillars, particularly when supported by technology. This will show evidence of how progress is being made against specific near and long-term objectives such as net-zero, carbon offsetting, UN Sustainable Development Goals, social purpose and supply chain transparency goals. Entries should include a case study of a live initiative or programme as well as up-to-date supporting data/evidence of its impact against the set objectives and a clear definition of KPIs.

"Greenspark's Impact-as-a-Service platform transforms payments into planet-saving power – 3.4 million trees planted, more than 30 tons of CO₂ erased, and 8 million plastic bottles rescued through everyday transactions. By merging commerce with community empowerment and airtight accountability, they've boosted partner revenues up to 21% – proving ethics and economics are allies, not adversaries."

Neira Jones, the chairman of the mpe 2025 awards judging panel



Lenny Leemann, CEO & Co-founder, Greenspark

"We're incredibly honoured to receive the Chairman's Award for Best ESG Initiative in Payments at MPE 2025. This award is a fantastic validation of Greenspark's core mission: proving that payments and sustainability can not only coexist, but thrive together. It underscores the amazing achievements of our partners, our dedicated team, and our shared commitment to embedding meaningful climate action into every single transaction. We're excited to continue empowering businesses worldwide to drive positive change, one payment at a time."

About Greenspark

Greenspark's core competence lies in seamlessly integrating verifiable sustainability actions into everyday business transactions. By harnessing advanced payments technology and real-time data, we enable companies to automate and track environmental impact, such as tree planting, carbon offsetting, and ocean plastic recovery, directly within their retail, eCommerce, loyalty, and marketing systems. This deep integration not only drives measurable ROI by enhancing customer engagement and retention, but also ensures transparent, auditable reporting that meets stringent ESG targets. In essence, Greenspark excels at transforming each transaction into a catalyst for positive change, setting a new industry standard at the intersection of technology and sustainability.

<https://www.getgreenspark.com>

best start-up innovation award

award goes to



This award will go to the winner of the Innovation hub competition for the most innovative start-up company in merchant payments ecosystem.

“The winner of the Best Startup Innovation Award is revolutionizing digital security with its innovative social media identity securitization tech. By linking online profiles to banks for realtime verification, this startup effectively zaps scammers. Positioned as a fully regulationfriendly alternative to PayPal, it ensures secure digital shopping experiences across peer-to-peer marketplaces and social platforms. Its groundbreaking approach to fraud prevention sets a new standard for the future of secure, seamless digital transactions.”

Andy Ivanis, Managing Partner, mpe 2025



Rob Neely, MD, Securely Group

“We’re absolutely thrilled that an Aussie startup from Noosa Heads can come to Europe, stand toe-to-toe with the best startup tech and innovation in global payments, and take home the top prize. Winning Best Startup Innovation at MPE 2025 proves that world-class fintech can come from anywhere—and Securely is just getting started. This is a win not just for us, but for paytech innovation on the global stage.”

About Securely Group

Securely Group is a global fintech innovator focused on real-time identity authentication and fraud prevention in the digital economy. At the core of its platform is SMIS — Social Media Identity Securitization — a patented technology that connects verified bank accounts with online profiles to eliminate scams and restore trust across peer-to-peer marketplaces, dating apps, and social platforms. With a licensing model built for scale and a one-cent-per-transaction framework, Securely addresses an estimated 17 billion underserved transactions per year. Headquartered in Australia’s “Silicon Coast,” Securely is globally recognised, having won Best Startup Innovation at MPE 2025 in Berlin and Innovator of the Year at the U.S. Fintech Awards. Securely is currently undertaking a Series A capital raise to expand international patent protection, accelerate adoption, and power the future of secure digital identity.

www.securely.group

mpe influencer of the year

award goes to

Kamil Hanáček

Kamil Hanáček is the Executive Director of Switchio, a leading payment orchestration platform developed in-house by Monet+, one of Central Europe's most respected software house. Under Kamil's leadership, Switchio has grown into a future-focused brand that helps businesses take control of their payment ecosystems through secure, scalable, and innovative solutions.

With 20 years of experience in the fintech industry, Kamil brings a strategic mindset and a strong focus on innovation. His ability to anticipate market shifts and turn ideas into impactful solutions has positioned Switchio as a trendsetter in the digital payments space and reflects the broader vision of innovation that drives Monet+.

This award goes to the mpe influencer of the year, and the winner is determined by online public voting through the mpe website.



Kamil Hanáček, Executive Director of Switchio by Monet+

"This recognition wouldn't have been possible without the trust and support of the people at Monet+. At Switchio, we're focused on building technology that gives businesses real freedom to shape their own payment ecosystems, keep transactions secure, and scale with confidence. Innovation has always been a natural part of how I think and work, and Switchio is a reflection of that mindset. Being recognised for helping shape the future of the payments industry is professionally validating."

Special thanks

go to awards jury members

- 1. Neira Jones,**
(mpe awards chair) Independent Advisor, International Speaker, Author
- 2. Stanley Skoglund,**
Co-Founder & Director (mpe awards co-chair), Minerva
- 3. Gary Munro,**
CTO, Consult Hyperion
- 4. Alex Rolfe,**
Managing Director, Payments Cards and Mobile Magazine
- 5. David Parker,**
CEO, Polymath Consulting
- 6. Melisande Mual,**
MD, The Paypers
- 7. Volker Schlönvoigt,**
Director, Edgar, Dunn & Company
- 8. Andrea Toucinho,**
Director of Studies, Prospective and Training, PARTELYA CONSULTING
- 9. Mark McMurtrie,**
Director, Payments Consultancy Ltd
- 10. Claire Maslen,**
Independent Advisor
- 11. Janusz Diemko,**
Payments Consultant, Angel Investor and Mentor
- 12. Teresa Connors,**
MD, Payments Matters
- 13. Jannis Riesz**
Founding Partner, Flipmode.io
- 14. Michael Chambers,**
Chairman, Answer Pay
- 15. Tony Moroney,**
Founder and Managing Director, Saburai Consulting
- 16. Ghela Boskovich,**
Regional Director/Head of Europe, Financial & Data Technology Association
- 17. Laura McCracken,**
Independent Non-Executive Director
- 18. Simon Burrows,**
Partner, FS Technology, Payments & Value Creation, EY
- 19. Pavel Kaminsky,**
Founder & CEO, 7Security
- 20. Keren Aviasaf Migdal,**
Co-Founder & CEO, PaymentOp
- 21. Rupert Jaeschke,**
Managing Director, Blocksyn
- 22. Koba Kurdadze,**
Founder & CEO, UniPAY

the mpe awards manifesto

Transparency and accountability

By prioritising transparency and a meritocratic judging process, the mpe awards maintain a high level of credibility and prestige. Winning an mpe award signifies a genuine accomplishment, demonstrating a company's commitment to excellence and its standing as a leader within the merchant payment ecosystem.

Here's what sets them apart:

- + **Free to enter:** Participation in the mpe awards, including the Innovation Hub competition, is completely free of charge. This ensures equal opportunity for all deserving players within the merchant payment ecosystem, regardless of financial resources.
- + **Rigorous and impartial judging:** A distinguished panel of industry veterans, with proven expertise and a reputation for impartiality, evaluates all award submissions. The mpe website provides clear details on the judging criteria and process, ensuring transparency for all participants.
- + **No sponsorship influence:** Sponsors of the mpe awards or conference have absolutely no influence over the judging process. Award winners are solely determined by the merit of their submissions as evaluated by the independent panel of judges. This commitment to fairness ensures that the mpe awards truly recognise excellence and innovation within the industry.
- + **Transparent feedback:** any entrant may, at any point after the winners' announcements, request feedback on their entry.

Fairness is our focus

Celebrating the best and brightest players across the merchant payments landscape is a responsibility. Whether the entrants are established players or startups, we establish a level playing field where everyone can be confident that nothing is hidden. We achieve this in several ways

Judges' choice award

- + **The judging panel:** The judging panel is comprised of experienced industry veterans known for their expertise and impartiality. Every year, each judge scores a minimum of four categories, out of eleven categories in total. The number of judges on the panel each year ensures that each category is scored by eight judges on average, ensuring a balanced approach.
- + **The Judges' choice award categories:** The awards have an average of 10 to 11 categories each year, chosen for their relevance to the industry. These are scored by our panel. Each category is allocated an owner and a co-owner who are in charge of making sure the category definition and scoring criteria are fit for purpose
- + **Judges' choice awards scoring criteria:** The scoring criteria is published on the mpe awards brochure with the category descriptions here. Each judge allocates a score from 1 (lowest) to 5 (highest) for each category entry, in order of preference, with a free-text comment field.
- + **Eliminating skew:** Whilst the judges' scores determine the shortlist for each category, we are aware that some judges may consistently either give high scores or low scores. To this effect, we also provide normalised scores to the average. This is only used when all judges meet to finalise all scores and when the shortlist is not clear-cut (e.g. scores too close, 4th and 5th position too close). The final short list is determined after all judges meet, and this is also when the judging panel decides if commendations are to be given, which happens on rare occasions. The shortlist is announced publicly after this meeting.

- + **Feedback:** Each entrant may request feedback on their entry from the Empiria team up to six months after the awards have taken place. They will be given their overall rank, where they were given a top score by any judge, how they performed against the average entry score, compared with the top and bottom performers for that category. They will also be given the criteria where they scored best, and where they scored worst.

People's choice award

This award goes to the mpe Influencer of the year, and the winner is determined by online public voting through the mpe website.

- + **Nominations:** Anyone can nominate individuals who have contributed significantly to the development of the merchant payments ecosystem on a domestic or international basis and nominations are submitted online at www.merchantpaymentsecosystem.com/awards.
- + **Online voting:** Voting usually starts in mid-February and is open for about two weeks. Nominees and employees of nominee's company are not permitted to vote. Only merchants and payment industry professionals are allowed to vote from corporate email addresses, and votes from non-corporate or disposable email addresses will be rejected, Only one vote per person is allowed. The Empiria team reserves the right to cancel votes that are deemed fraudulent.
- + **Visibility:** Votes are visible online through the mpe website as they happen, and the nominee receiving the highest number of valid votes will be declared the winner at the end of the voting period.
- + **Award giving:** The winner will be officially recognised live at the mpe awards 2025 gala dinner & ceremony on Day 2 of the mpe conference.

Best startup innovation award

This award is given to the best startup innovation following the Innovation hub competition on Day 1 of the conference ([see mpe website for details](#)).

- + **The judging panel:** The judging panel is comprised of three experienced industry veterans known for their expertise and impartiality. Their responsibilities include drawing up a longlist of 12 startups, drawn from the submissions.
- + **Who can enter?** Entry is open to firms that have not been in operation for more than 5 years and have less than €3M in funding.
- + **Format:** on Day 1, the 12 selected startups will pitch to the judges for 7 minutes. At the end of Day 1, the judges will select a ranked shortlist of 3 (each startup will have one judges' score). These 3 startups will pitch again to the judges and the audience on the morning of Day 2. At the end of the 3 pitches, the audience votes interactively to rank the 3 startups, where each startup is allocated a public vote score. The judges scores and public scores are then combined to determine the winner of the best startup innovation award, which is announced at the awards gala dinner on Day 2.
- + **Feedback:** Each startup may request feedback on their entry from the Empiria team up to six months after the awards have taken place.

Recognising the best of the best in merchant payments

The mpe awards are committed to recognising excellence and innovation in the merchant payment ecosystem through a transparent and fair process. Participation is free, ensuring equal opportunity for all entrants, regardless of their

financial status. A distinguished panel of industry veterans evaluates submissions based on clear criteria published on the mpe website, guaranteeing impartiality and transparency. Notably, sponsors have no influence over the judging process, which is solely based on the merit of the entries.

The awards feature several categories, including the judges' choice awards, which are assessed by a panel that scores entries across an average of ten to eleven categories each year. Additionally, entrants can request feedback on their submissions for up to six months after the awards.

The people's choice award recognises the mpe influencer of the Year through public voting, with nominations open to anyone who has significantly contributed to the industry. Voting is conducted transparently, with results visible online in real-time.

The best startup innovation award is given to startups with less than five years of operation and under €1 million in funding. Selected startups pitch their ideas, and the winner is determined by combining judges' scores with audience votes during the mpe conference.

Through these structured processes, the mpe awards effectively honour outstanding contributions in the merchant payments sector.



stay in touch with us

awards@merchantpaymentsecosystem.com
www.merchantpaymentsecosystem.com

Organized by:  **EMPIRIA GROUP**