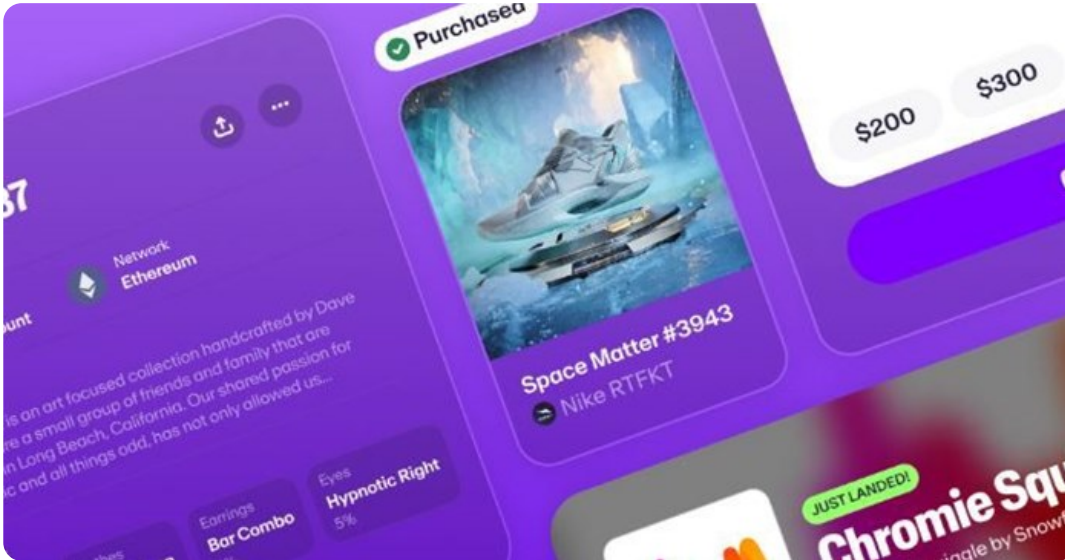


## Nigerian cryptocurrency access revolutionised

In a groundbreaking effort to enhance cryptocurrency accessibility in Nigeria, Yellow Card, a trailblazing African fintech firm, has forged a strategic alliance with MoonPay, a renowned global player in the cryptocurrency ecosystem.



Source: MoonPay.

This partnership is set to revolutionise the crypto purchasing process for Nigerians by harnessing the power of local bank transfers, making it more efficient and user-friendly.

Nigeria has emerged as a powerhouse in the African cryptocurrency landscape, with increasing numbers of individuals turning to digital assets to hedge against inflation and economic uncertainty. The volatility in the local crypto market, marked by the recent challenges faced by various crypto companies in Nigeria, has underscored the critical need for a stable and reliable means of accessing cryptocurrencies.

Yellow Card, the largest and fastest growing cryptocurrency company on the continent, boasts a proven track record across 17 markets, with a particular stronghold in Nigeria. The collaboration with MoonPay signifies a turning point in the accessibility and usability of cryptocurrencies within the region.



FINTECH

#AfricaMonth: How Yellow Card hit 1 million users in pursuit of inclusive finance

Katja Hamilton 18 May 2023

"At the core of our company's mission is the belief that everyone should have access to the power and potential of cryptocurrencies. By joining forces with MoonPay, we aim to eliminate the barriers that prevent Nigerians from participating in the crypto economy. Together, we can help make crypto trading easy, intuitive, and available to all," said Uzoma James, West Africa regional manager at Yellow Card.

### MoonPay's crypto reach

MoonPay has established itself as a frontrunner in the cryptocurrency industry, offering a comprehensive

suite of solutions that simplify the onboarding process for newcomers to the crypto world. With this collaboration, MoonPay is poised to extend its reach into the Nigerian market, catering to the specific needs and challenges faced by the local population.

"Supporting local bank transfers unlocks immense opportunities for crypto users, and we're eager to introduce this experience to Yellow Card's fast-growing ecosystem. Offering a simple, inclusive transaction method for users across Africa is an exciting step forward in our vision to onboard the world to Web3," said Ivan Soto-Wright, co-founder and chief executive officer at MoonPay.

*“ We recently had a fun day out at Jabi Lake Mall in Nigeria, talking about crypto, the endless financial possibilities it offers, and how YellowCard is making it accessible.💎💎*

*We're committed to having everyone enjoy new levels of financial freedom, full of options.💎💎*  
[pic.twitter.com/RvSqsXNgMo](https://pic.twitter.com/RvSqsXNgMo)— YellowCard App (@yellowcard\_app) [September 7, 2023](#) ”

The integration between Yellow Card and MoonPay will enable Nigerians to engage in peer-to-peer crypto transactions with unprecedented ease. Leveraging local bank transfers, users can eliminate many of the obstacles that have traditionally hindered the crypto purchasing process. This integration is set to transform the landscape of cryptocurrency accessibility in Nigeria, making it more inclusive and user-friendly.

Both Yellow Card and MoonPay are committed to fostering financial inclusion and innovation, and this partnership marks a significant step towards realising these goals in the Nigerian market. As the country continues to lead the crypto movement in Africa, collaborations like these are pivotal in ensuring that the benefits of digital assets are accessible to all segments of the population.

For more, visit: <https://www.bizcommunity.com>