

Mint Experiences 300% Month-over-Month Growth in Mobile Phone Recharge Transactions

written by Raj Shah | November 26, 2018

✘ November 26, 2018 ([Source](#)) – The Mint Corporation (TSX-V: MIT) (“Mint”) is pleased to announce that its majority-owned subsidiary Mint Middle East LLC (“MME”) has generated strong incremental sales growth since the launch of The Mint Mobile App in October 2018.

Spending on mobile top-up (phone recharge) minutes has increased by over 300% via the Mint Mobile App on a month-over-month basis. Mint is actively promoting the benefits of using the Mint Mobile App while gaining valuable insights from our customers on additional revenue generating services they require.

“Transactions for mobile phone recharge services on the Mint Mobile App have increased 3-fold in less than two months since our launch. The uptick in cardholders purchasing mobile top-ups and other services via the Mint Mobile App validates the value we bring to our customer-base. While mobile top-up are lower ticket transactions it shows our customer-base is mobile savvy and engaged with our mobile app. We believe that we are on the right track to roll-out digital financial services to our underbanked customer-base,” states Abdul Razzak Al Abdullah – Chairman & CEO of MME.

About Mint

The Mint Corporation ([MIT.V](#)), through its majority-owned subsidiaries (the “Mint Group”), is a globally-certified payments company headquartered in Toronto, Canada with its primary business in Dubai, UAE. The Mint Group provides

employers, employees and merchants with best-in-class financial services supported via payroll cards and the Mint mobile application. Through its payments platform certified globally by Mastercard and UnionPay, Mint brings modern financial conveniences, at reasonable cost, to employers, merchants and consumers.

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