

.MONEY
20/20
AN ASCENTIAL COMPANY

Not your average branding exercise.
Together, we create magic.

EUROPE
7-9 JUNE
AMSTERDAM



Are you shaping the future of fintech? **Welcome home.**

Money20/20 is the place where the fintech industry moves forward. We ignite change through the collision of people and ideas, powering new strategies and partnerships that transform mindsets. We don't just observe and react. Together, we shape the future.

From global leaders to new challengers and from tech giants to scrappy startups, this is the community that will define what's next in Europe and beyond.



“*Money20/20 is basically the best fintech meetup I have ever been to in the world.*”

Megan Caywood

Managing Director, Global Head of Digital Strategy





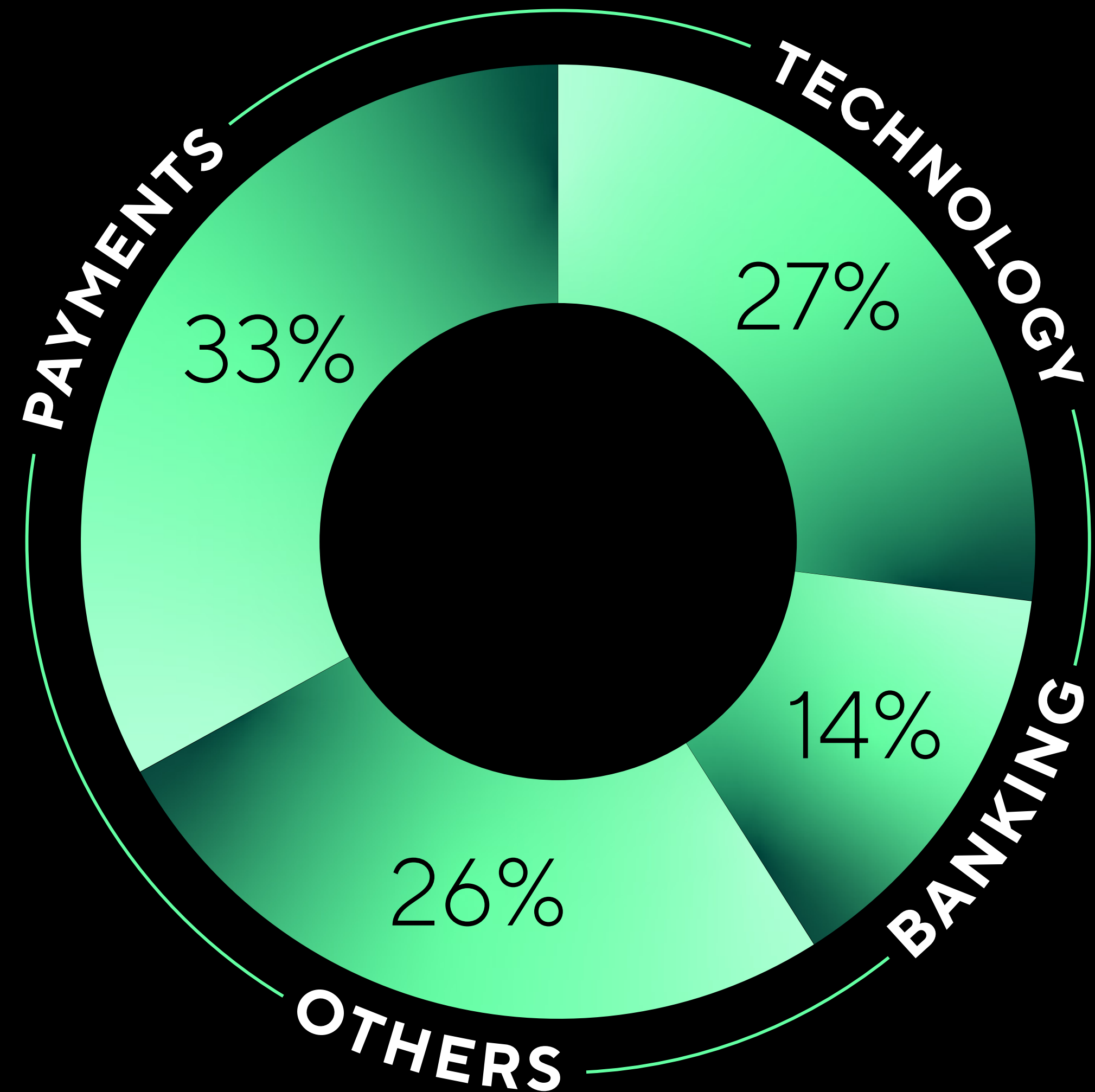
The **community** shaping the future of fintech.

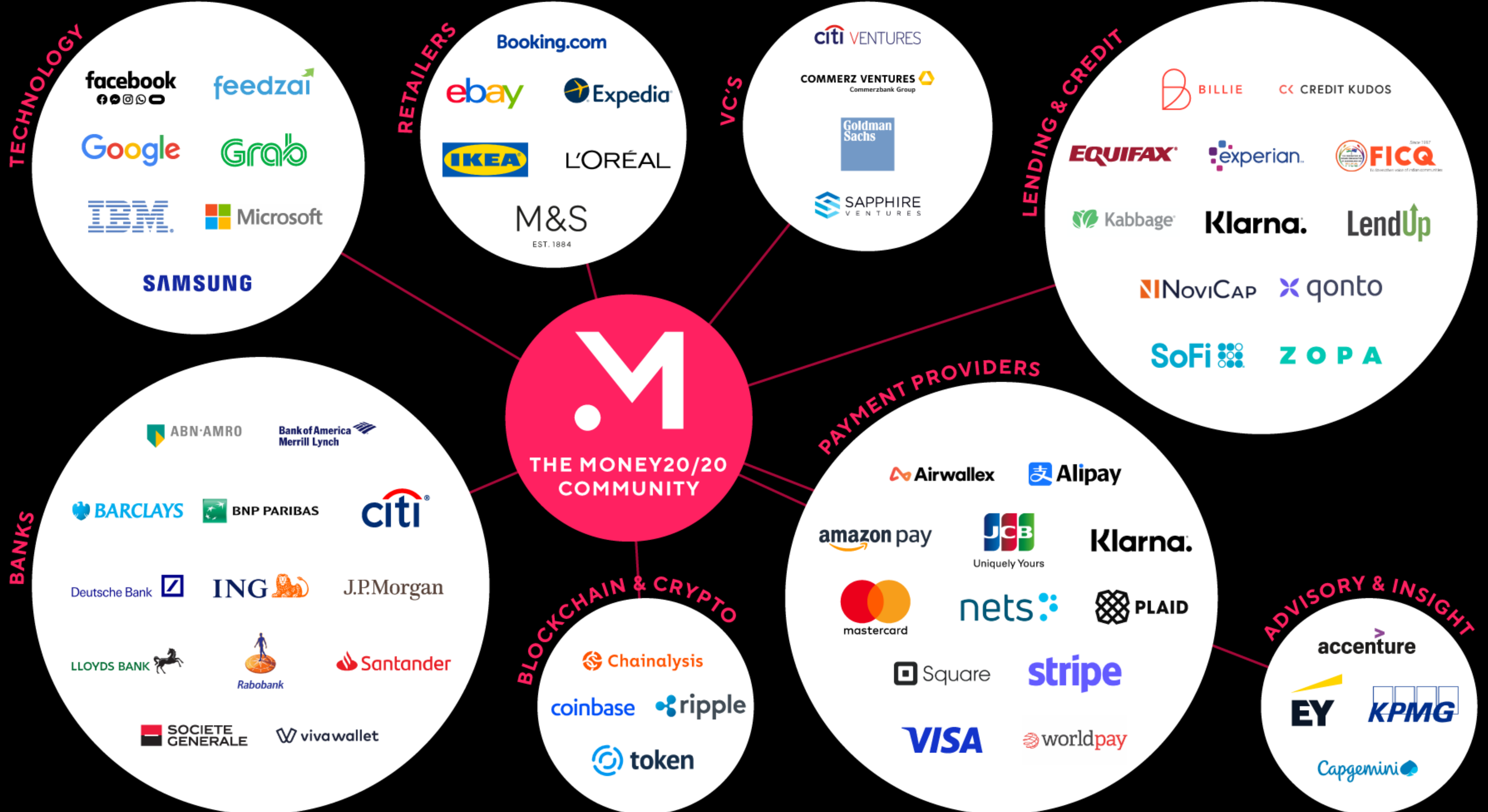
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*The community here is vast...
It's one of the biggest, I think
one of the best communities
globally for financial services.*

—
David Brear
CEO, 11:FS

Sectors



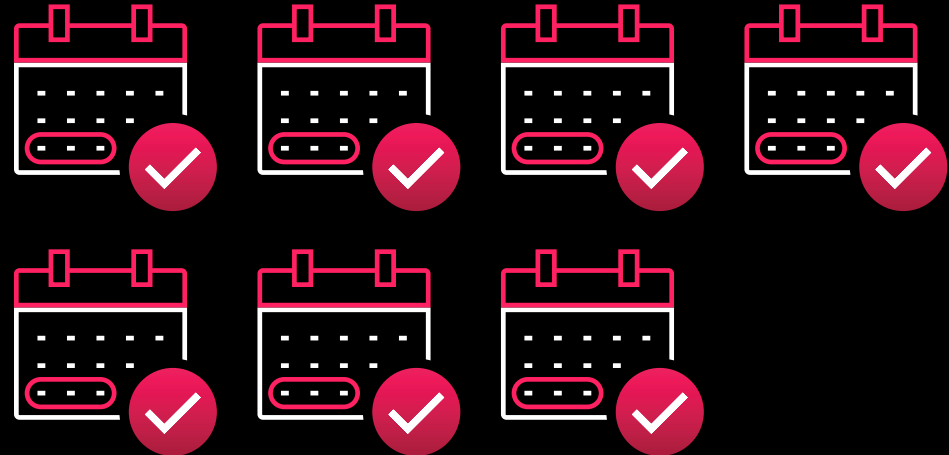




Sparking Connectivity

4,000+ attendees **1,900** companies

7100+ 1-to-1 meetings took place via the networking app.

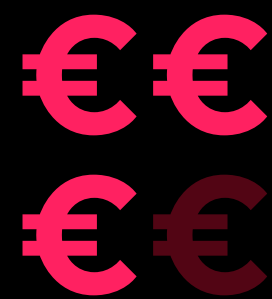


7 in 10 said they would definitely/likely attend next year.

[→ See the 2021 Attendee List.](#)



1 in 4 attendees are C-Suite.



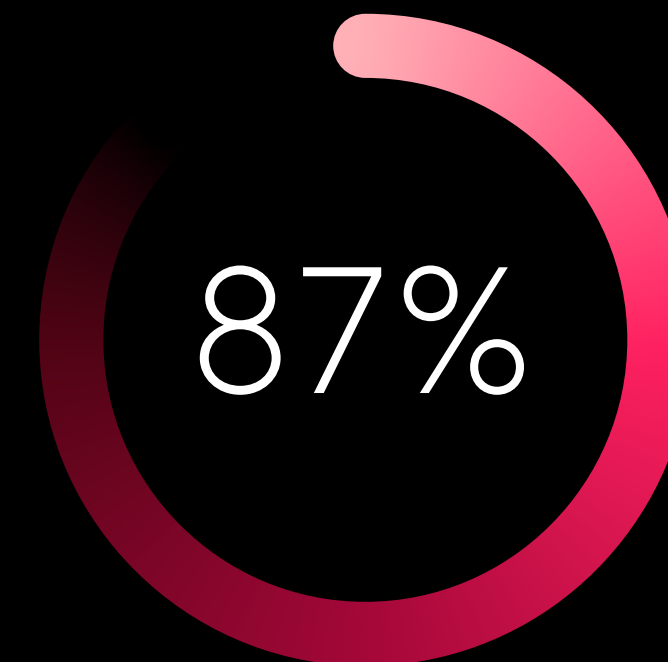
3 in 4 agree that Money20/20 Europe was value for money.

“Everybody is here and every year it’s getting bigger and bigger.”

Anne Boden
CEO



STARLING BANK



attendees booked meetings through the networking app.



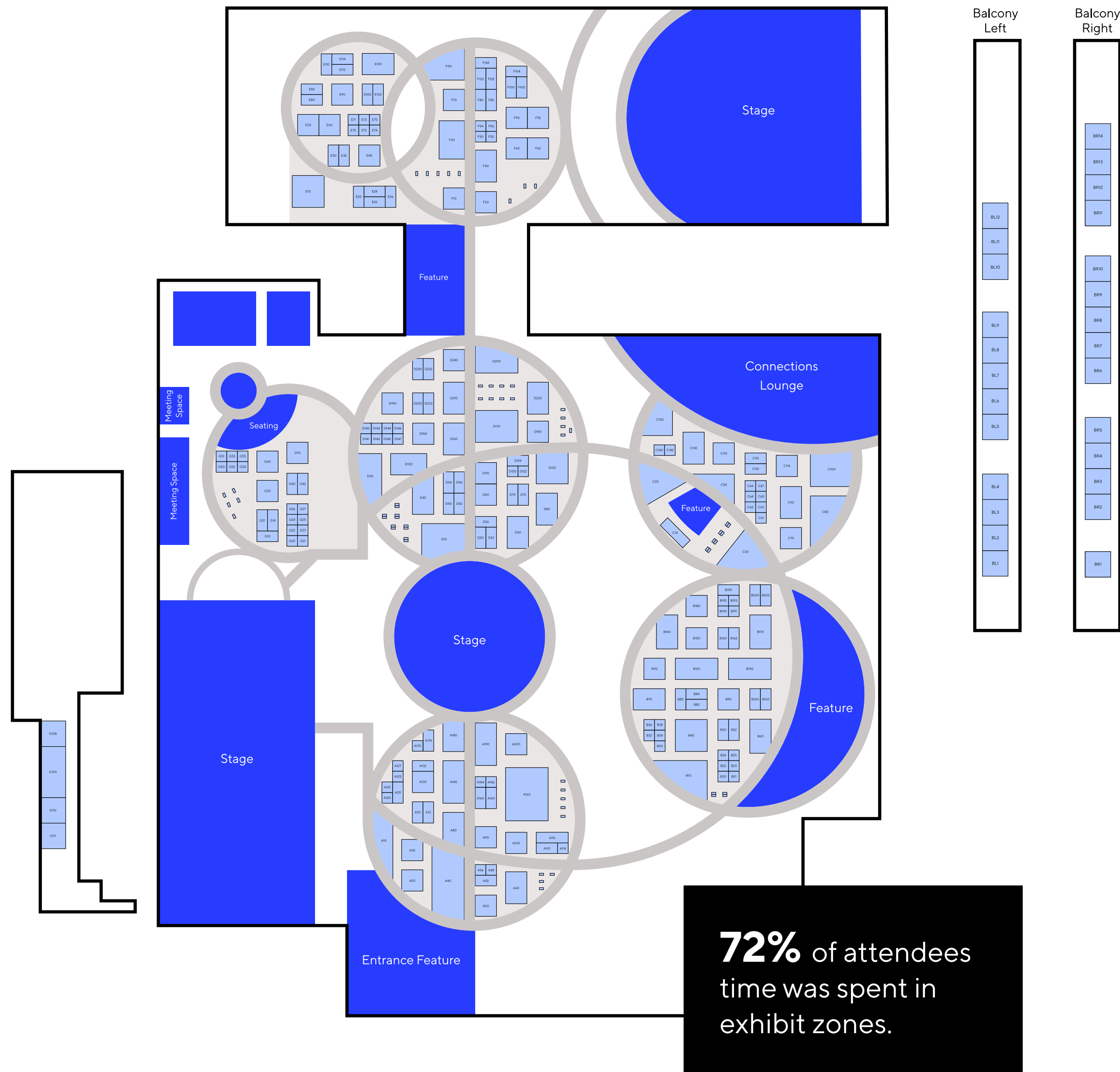
This isn't an expo. This is an **experience.**

We've ditched the rigid grid structure in favour of an organic layout based on circles, with multiple routes to every spot in the show and booths blended with interactive features, stages and meeting spaces.

Get ready for a totally integrated floor plan that encourages exploration and helps attendees find the companies they need to meet.

No matter where you are, you'll experience the encounters and conversations with fintech's most exciting businesses that only coming together in real life can spark.

→ [Check out the live, interactive floorplan.](#)





Not just another branding exercise.

Becoming a Money20/20 sponsor delivers you matchless impact and visibility with thousands of visionaries, decision makers, influencers and press. Through our branded opportunities and experiences, you will engage, educate, captivate and collaborate with the audience building what's next in fintech.

This is your **unfair advantage.**

- / Fuel your pipeline for the year ahead.
- / Get the eyes of thousands of decision makers on your brand through bespoke opportunities and experiences at every size and scale.
- / Carve out space for the most critical conversations of your year, plus the ones you never knew were out there.
- / Amplify your biggest announcements on money's most talked about stage. The press are waiting for your mic drop moment.
- / Gain your unfair advantage with early access to our networking app.

“*Money20/20 delivers for us.
It helps us to showcase our
brand and our capabilities.*”

Leah Holzman

Head of Marketing Communications

amazon pay



What's the ROI?

Our customers say it best.

"We do a huge amount of business at Money20/20. We've signed contracts on the exhibition floor."

Richard Harris
EVP Head of Global Sales



"Money20/20 came at the perfect time for our "official launch" of Tribe. We had a huge number of new business conversations, the majority on our stand. One of the leads from the show is now a signed client and is going through the implementation stage as we speak!"



"We had an excess of 90 direct leads at one show and we subsequently went on to onboard several new prospects who are now clients."

Crown Agents
Bank

"We closed a major deal which started with an interaction at Money20/20 Europe and are now in negotiation with others following the event."

 **Fraugster**

"Our statistics showed we had over 60% of the total audience visiting our stand over three days, with an average dwell time of 10 minutes (way above average for most conferences)."



"We chose to come to Money20/20 because we're launching our banking cloud. The mix of the audience here is the perfect fit to promote our solution into the market."



[!\[\]\(b64b40baaee5acddc1eab8538ba84754_img.jpg\) Check out more customer success stories here](#)



Where **headlines** are written.

Setting the stage for successful launches and major industry announcements is what we do best. Check out just a few of the stories that unfolded on our stages.

- [Alipay seeing hypergrowth outside of China, European company head says](#)
- [Klarna Rolls Out 'Slice it in 4' Payment Option](#)
- [Jack Dorsey Defends Decision to be CEO of Both Twitter and Square](#)
- [Uber – Announced Uber Money, Credit and Debit Cards for Riders and Drivers](#)
- [Amazon Launched 'Login and Pay' with Amazon](#)
- [Tribe Payments launches with new UnionPay International service](#)
- [Apple's Jennifer Bailey Delivers Apple Pay Update at Money20/20](#)
- [Visa and Natixis Payments to launch end-to-end "Payments in a Box" offer](#)
- [N26 announces plans to launch in the US](#)
- [The Woz Reminds The Bitcoin And Cryptocurrency Community What's Important](#)
- [QNTMPAY - McLaren F1 digital banking partner - announced its partnership with Railsbank to support upcoming launches in the UK](#)
- [European open banking leader TrueLayer announce \\$130m raise at Money20/20](#)



Get noticed.

5,541,923,000

Total media reach for the announcements that rocked our stages

100+

Media & analysts in attendance

"Money20/20 is definitely the first-hand fun way to learn about payments innovation and FinTech. As a senior editor in the financial industry, I can highly recommend going to this event – you will surely get back home with inspiring ideas and stories for the whole year. Too bad it only lasts three days."

THE | PAYPERS

BUSINESS INSIDER
NEDERLAND



EUROMONEY

Finextra



Forbes



The Banker
GLOBAL FINANCIAL INTELLIGENCE SINCE 1926



THE | PAYPERS

→ [View our media partners](#)



Meet the **team.**

Want to get in contact with the team behind the magic of Money20/20? We're just one click away and ready to give you the greatest possible experience at our shows.

→ [Get in touch today](#)



Anita Pal
Business Development
Director



Beth Rowsell
Global Key
Account Director



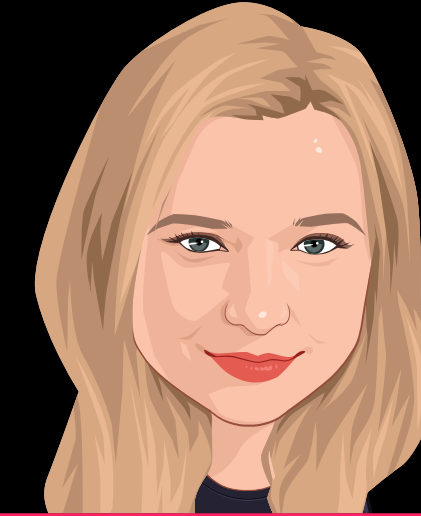
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Customer Success
Manager



Maria Schiavon
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Representative



Rachel Martin
VP Commercial



Remi Kent
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Tansy Stevens
Business Development
Director



Will Black
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Manager



Gavin Falconer
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