



Yuno Launches Smart Routing: A Groundbreaking Solution to Fully Automate the Payment Journey

Smart Routing, streamlines payments, decreases costs and boosts transaction approvals for merchants.

Lisbon, November 11 2024 – Yuno, the world’s leading payment orchestrator, announced the launch of Smart Routing, a revolutionary payment solution that uses Yuno’s proprietary data and intelligent algorithms to automatically route payments through the most efficient pathways. The announcement was made at Web Summit, an event focused on the latest in global technology innovation.

This groundbreaking feature marks a significant advancement in automated payment solutions, reinforcing Yuno’s leadership in payment orchestration and its commitment to empowering merchants with seamless, intelligent technology.

Yuno’s Smart Routing eliminates the complexity of manually managing payment flows across multiple providers, allowing merchants to optimize costs, enhance response times, and easily boost transaction approval rates. It also allows merchants to test new routing strategies and make real-time adjustments to their payment routing without disrupting ongoing transactions, protecting revenue flows and ensuring a high-quality customer experience. Smart Routing can be tailored to each merchant’s unique requirements, and be applied automatically to all transactions or selectively to a percentage of traffic, enabling safe A/B testing of routes and providers.

Juan Pablo Ortega, Co-founder and CEO at Yuno, commented:

"Smart Routing represents a major breakthrough in payment optimization. Merchants are exhausting significant time and resources on the never-ending analysis and configuration that goes into optimizing payment processing. By leveraging Yuno’s robust data and advanced intelligence, we’ve developed a solution that automates and simplifies complex payment routing decisions. This innovation enables merchants to increase approval rates, lower transaction costs, and enhance response times without constant manual intervention. Smart Routing reflects our commitment to simplifying payments and maximizing efficiency for businesses of all sizes."

James Stack, Head of Product at Yuno, added:

"Merchants no longer need to risk customer satisfaction or revenue while testing new routing strategies. Smart Routing is designed to ensure low latency and optimal revenue performance, all while allowing merchants to experiment safely with new routes in a live environment. It’s a breakthrough for merchants using multiple providers who want to eliminate complexity and focus on scaling their businesses."

The launch of Smart Routing follows Yuno’s recent release of Monitors, an innovative feature that empowers merchants to detect and resolve payment anomalies in real-time through customizable alerts based on transaction acceptance rates. Together, these features align



with Yuno's broader vision to become the ultimate global payment orchestration platform as it expands its footprint across Asia, Europe, and the Middle East, bolstered by a recent \$25 million Series A investment from Andreessen Horowitz, Tiger Global, and DST Global Partners.

About Yuno

Yuno has emerged as a dominant force in global payment orchestration, with a core mission to empower global commerce by enabling businesses of all sizes to accept and disburse payments anywhere in the world, fostering financial inclusion.

Yuno enables businesses to access over 300 payment methods worldwide and offers innovative features such as one-click checkout and robust anti-fraud tools via a single unified, easy-to-use interface. Yuno serves a global customer base that includes McDonald's, Viva, inDrive, Rappi and other renowned brands across more than 80 countries.

Discover more about Yuno at <http://www.y.uno>.