YoCripto Launches Collateralized Credit Card with 100% Approval Rate

Mexico City, Mexico - April 18, 2023 - YoCripto is pleased to announce the launch of its new credit card, specifically designed for young adults between 25 and 40 years old. Through this innovative product, all users can apply and will receive a guaranteed credit card, collateralized in pesos, allowing them to choose a credit limit from a number of predetermined options. Users of this card also receive the benefits of YoCripto's traditional credit card, earning Bitcoin Rewards with every purchase.

This innovative credit card, issued in Mexican pesos, will provide an accessible credit line to a broad segment of the population through the use of a collateral payment to ensure the selected credit limit. The collateral payment is a one-time payment valid through the duration of the contract, guaranteeing that all applicants are accepted. This will allow users who do not have a credit history the opportunity to start building it from scratch. Additionally, for users who want to repair their credit history, the YoCripto card is an excellent option.

According to recent figures from the National Survey on Financial Inclusion (ENIF), 48% of the Mexican adult population has never received any type of credit, and 17% of the adult population who has applied for credit has been denied, either due to a lack of credit history or problems with the credit bureau. This problem is even more pronounced among young adults.

Users will be able to release their collateral payment by maintaining good payment behavior over time, which will both improve their credit score and increase their eligibility for better financial opportunities. Additionally, the YoCripto credit card is based on the innovative use of cryptocurrencies, which will provide up to a 3% Bitcoin Rewards cashback with each purchase, making it a unique credit card in the market.

Rafael Maya, co-founder and President of YoCripto, stated, "We are proud to introduce a new option for the YoCripto credit card that provides young adults with a unique opportunity, while also earning Bitcoin Rewards with every purchase. Our new collateral-based credit card with Bitcoin Rewards is unlike any offering in the market, enabling users to access the benefits of the crypto ecosystem without any prior knowledge."

Julian Arber, co-founder and CEO of YoCripto, added, "Our new collateral-based credit card with Bitcoin Rewards is an innovative financial product that is designed to cater to the needs of young adults. We believe that everyone deserves access to affordable credit, and our new credit card modality is a significant step in that direction. Its distinctive value proposition also enables users to earn Bitcoin Rewards with every purchase, making YoCripto a one-of-a-kind platform."

The credit card has a 100% acceptance rate, positioning it as an attractive option for young adults who are starting their financial journey. Additionally, YoCripto provides users with various benefits, such as fraud protection, card management, and global acceptance through Visa terminals.

About YoCripto: YoCripto is the first digital platform in Latin America to offer a credit card with Bitcoin Rewards of up to 3% on every purchase. YoCripto offers access to credit with the benefits of the crypto ecosystem, but without its complexity. Its mission is to enable users to transform their lives by creating better financial outcomes using cutting-edge technology.

YoCripto recently announced a $4.4 million seed funding round. The investment is led by DILA Capital, with the participation of distinguished private investors. Additionally, the digital platform has strategic partners, such as Visa, Segmail, and Idemia, which facilitate its global acceptance, while incorporating the highest security standards, and providing a totally reliable express delivery service. More information can be found at https://yocripto.com/.

Press Contact:
Tania Rojas
Senior Analyst
Miranda Partners
+52 7441232919
tania.rojas@miranda-partners.com

Sofia Fraser
Senior Analyst
Miranda Partners
+52 5532611505
sofia.fraser@miranda-partners.com