

# A Global Flow: Thredd expands into the US card issuing processing market

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If money rules the world, who rules money?

Money comes in many different ways ; coins, cash, credit card, digital transactions, etc. But no matter whether it clinks or cha-chings, whether it's silver or numbers, no matter whose printed face is smiling at you, money has got one mission ; to circulate.

And circulating it is. By walking around London not only will you find countless Bureau de Change, but you will also see people paying with English, Scottish and Northern Irish banknotes. Taking the train to France, you will stumble upon coins from Spain to Finland, by way of Greece.

But someone, something needs to facilitate the good circulation of the money. The world's economy is like a river that needs perpetual movement to keep a healthy stream. Good circulation therefore needs to be assured by a strong and global companies such as *Thredd*. Like water making flowers bloom, Thredd's true partnerships and smarter payments support the growth and rise of fintech challengers and technology leaders. The company's entry into the US debit and prepaid card issuing market will help expand their global mission and influence.

# Great and Global

*Thredd*, a leading modern payments processor serving clients globally, has announced its official entry into the US debit and prepaid card issuing market with long-standing partner, *B4B Payments*. This strategic move underscores Thredd's commitment to support its clients' expansion plans in key global markets.

*“Our US expansion is a major step for Thredd as it both supports our clients' expansion objectives and paves the way for our growth in this major payments market. Making this first move working closely with a trusted client like B4B Payments to further their US business is especially notable. ”*  
*says Jim McCarthy, CEO of Thredd.*

Banking-as-a-Service (BaaS) provider, B4B, who has operated in the US since 2021, are now migrating their card payment processing to Thredd to further extend the companies' partnership from the UK and Europe. B4B will use Thredd to process dual-branded Visa and STAR Network cards ensuring compliance with the country's stringent debit processing regulations.

Thredd plans to continue building its US client base by initially supporting clients and prospects that are looking to take their business stateside. Thredd's US capabilities include debit and prepaid card processing for clients issuing Visa and any US-based PIN network, such as STAR, NYCE, Pulse, Accel, Maestro, Interlink, Plus and Cirrus.

## Continuous Growth

*“Partnering with Thredd in the US is strategically*

*important for B4B Payments because it provides us with a single platform and processor for all programs in Europe, the UK, and the US,” says Kieran Draper, CEO of B4B Payments USA.*

The U.S. launch is being led by Hyung Choi, who has joined Thredd to lead the company’s global expansion plans. Hyung brings significant US payments experience to Thredd from his 20-year industry tenure at Visa and Wells Fargo. Hyung joins other Thredd executives with extensive US payments experience, including Chief Executive Officer, Jim McCarthy, Chief Product Officer, Ava Kelly, Chief Revenue Officer, Kevin Fox, and Chief Marketing Officer, Betsy Samuel and Edwin Poot, Global Chief Technology Officer who started in March.

This US move follows Thredd’s previous successful geographic expansion into the APAC region where the company now supports growing card programmes in Japan, Australia, Hong Kong, Singapore, Thailand, Malaysia, New Zealand, and the Philippines.

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