

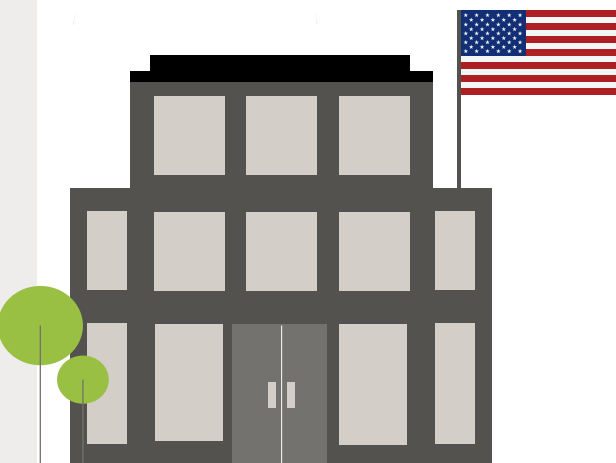
One connection to reach the world

Gig economy platforms now have access to an ever-expanding workforce as a growing number of skilled individuals work internationally without ever leaving home.

To stay competitive and succeed in this space, digital players need to expand to new markets where the gig economy is flourishing and provide an experience that meets the demands and expectations of their workforce. Here's one example of how a secure and certain payout experience will drive loyalty and growth.

The story

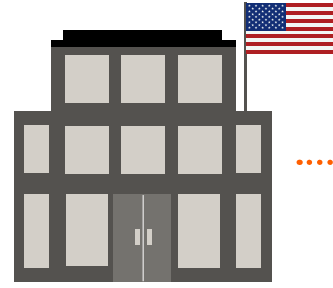
Work Wow, a marketing freelance platform based in New York, USA, needs to pay their global team of freelancers, including Aliya, a self-employed designer in Manila, Philippines.



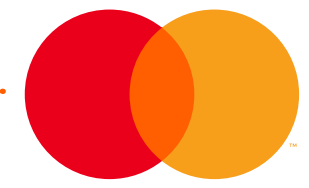
The need

- Speed**
Work Wow needs to keep pace with the gig economy's need for speed.
- Reach with reduced costs**
Work Wow needs access to new markets and to deliver a cost-efficient experience.
- Transparency**
Work Wow needs visibility upfront and throughout the transaction's journey.
- Simplicity and security**
Work Wow needs an expert partner to help manage their regulatory risk and other payout complexities.

The solution




Work Wow uses Mastercard Cross-Border Services to pay Aliya.



Mastercard routes the payment to a curated network of financial institutions.


Aliya's experience





SPEED
Aliya receives payment from Work Wow in near real-time.

PREDICTABILITY AND CERTAINTY
Aliya knows how much she can expect to receive and when the funds will arrive.

CHOICE OF PAYOUT OPTIONS
Aliya can choose how she receives her payment.

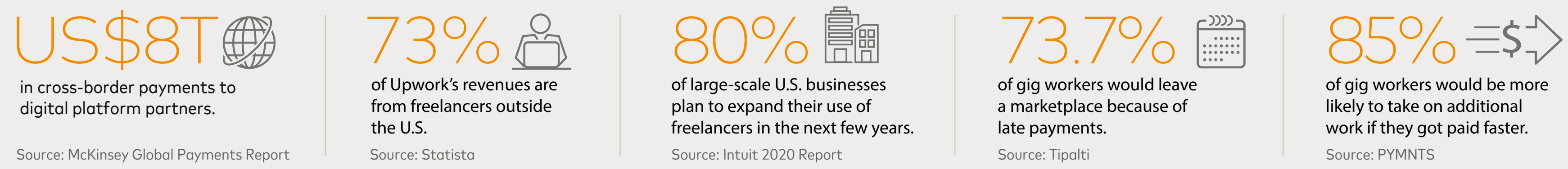
 Bank deposit

 Mobile wallet

 Cash-out location

The result

- Increased loyalty**
Work Wow is able to attract and retain a highly skilled and loyal freelancing workforce by delivering fast and reliable payments.
- Increased competitive advantage**
With a highly engaged workforce, Work Wow is better positioned to win on customer acquisition and loyalty.
- Increased profitability and long-term growth**
Guaranteed rates, no hidden fees, transaction tracking, robust compliance reviews and FX management allow Work Wow to simplify their payout operations and focus on growing their business.





Cross-Border Services

100+
markets¹

60+
currencies¹

90%+
of the world's population²

b2b.mastercard.com/cross-border-services

1. As of January 2023

2. Estimated based on Mastercard, UN Worldometer and World Bank data

3. Payout options subject to market availability

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