

Press Release

Deem Finance and airpay announce strategic partnership

To expand SME access to integrated, purpose-led lending solutions in the UAE



Dubai, UAE — Deem Finance LLC, a purpose-led financial services provider committed to enabling the progress of underserved segments in the UAE, today announced a strategic partnership with airpay Technologies Limited, a global digital platform enabling seamless commercial, services, and payment ecosystems. The collaboration enables airpay to extend Deem’s Merchant Financing solutions directly to airpay’s customer base, helping SME owners access finance at the point of need — faster, more intelligently, and with greater control. This partnership marks an important chapter in Deem’s SME growth strategy to co-create value with ecosystem “enablers and embedders” who support the everyday journeys of entrepreneurs — from managing turnover cycles to seizing time-sensitive opportunities and reinforces its position as a trusted partner for embedded credit solutions.

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