

Bitcoin Seeks to Conquer Once Again in Asia's Payments Race as Adastra Marketing Director Amelie Arras Travels from Hong Kong to Singapore

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LONDON, February 23, 2018 /PRNewswire/ --

Following the success of bitcoin last year in the Payments Race from Toronto to Las Vegas, organised by Money20/20 and Fintech Finance, Adastra's Marketing Director Amelie Arras looks to defend her crown, and become the first woman to cross Asia solely using cryptocurrency. She will be up against four other intrepid racers each using their own much more traditional payment methods.

With the recent crash in bitcoin price and rise in transaction fees, however, the story might be quite different this time around.

"My experience from the previous Payments Race showed me first hand that acceptance at a merchant level is not what I can rely on to win. Instead I will be using bitcoin for what it was originally designed for, a peer to peer currency. Using the power and enthusiasm of the crypto community, I am determined to win the race again," says Amelie Arras.

In a quest to best demonstrate the real-world challenges of everyday transactions, using nothing but bitcoin, Amelie's challenge is to purchase everything from food to travel to accommodation during the five-day race, beginning in Hong Kong on 10th March 2018.

"The Money20/20 Asia Payments Race is definitely the most challenging one yet, it will really test the racers to the limit. We'll get to really understand the real life benefits and issues of each payment method across multiple markets in Asia. Oh, and it will be insanely entertaining in the process, stay tuned for insight and fun in equal measures," says Pat Patel, Content Director of Money20/20 Europe & Asia

Amelie must complete a series of daring challenges on route to win points along the way; the person with the most number of points when they cross the finish line at Money20/20 Asia in Singapore is the winner.

With her bitcoin wallet and trusty video camera, her sponsor Coinfloor has ultimate faith that the bitcoin racer will win, or at least pass the finish line in time! "Coinfloor is delighted to be sponsoring Amelie's bid to retain her Payments Race champion title. We're excited to watch her engage with crypto enthusiasts across Asia as a Bitcoin Ambassador. Good luck Amelie," says Obi Nwosu, CEO of Coinfloor.

Amelie will be mentored by some great minds in payments including Teo Vincent, VP of OCBC Bank, Anson Zeall, CEO of Coinpip, and Leda Glyptis, CIO at QNB Group.

Follow the race and track Amelie's progress as she embarks on her second Bitcoin Challenge across Asia. Follow her daily journey and preparation via:

Twitter: @ameliearras

Facebook: <https://www.facebook.com/fintechie/>

Youtube: <https://www.youtube.com/channel/UCWiaP3A1ErwY982IsInSkQ>

LinkedIn: <https://uk.linkedin.com/in/ameliearras>

Instagram: <https://www.instagram.com/ameliearras/>

Reddit: <https://www.reddit.com/user/ameliearras>

Telegram: @AmelieArras

WeChat ID: ameliearras

To follow the full payments race, visit the <http://asia.money2020.com/payments-race> and check out the various social media and YouTube channels.

About Amelie:

Amelie is a Director of Marketing at Adastra Marketing, a UK based specialist FinTech marketing agency, with a dedicated team passionate about the future of payments and financial services. To find out more about what Adastra Marketing can do for your FinTech business visit www.adastra-marketing.com.

About Fintech Finance

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We combine our knowledge of the Financial Industry with our media expertise to provide in-depth and exciting coverage of everything Financial Technology.

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About Money20/20:

Founded in 2011 and acquired by Ascential plc in 2014, Money20/20 creates destination events where the most innovative people in payments, FinTech and the broader financial services industry connect. Famed for their high-impact networking, the Las Vegas (October) and Copenhagen (June) editions are widely considered unmissable by the industry they serve. The new Asian edition will debut in Singapore in March 2018. Money20/20 is the space where the industry's smartest visionaries and innovators come together to create the future of money. Money20/20 is an Ascential event.

www.money2020.com

Coinfloor:

Coinfloor is the UK's leading cryptocurrency exchange, providing a secure and accessible platform for clients to trade and invest. We work with institutional and sophisticated investors, providing access to our robust technology and excellent Sterling to bitcoin liquidity. Our team of highly experienced Financial Institutional experts and Crypto technologists and traders underpin our unique expertise.

As the most established and liquid UK exchange, we can also execute large trades through our OTC Market, servicing clients who wish to purchase cryptocurrency safely and quickly without personally trading on an exchange.

For more information, please visit www.Coinfloor.com

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