

LONDON--( [BUSINESS WIRE](#) )--Leading international payments firm World First has today announced the launch of a ground-breaking new mobile app which will allow clients to make high-speed currency transfers directly from their portable device.

The [World First Money Transfer App](#) is available to download on iTunes and other app stores for free. It enables clients to manage their international payments on-the-go, so they could be making a secure transfer whilst on the Eurostar from London to Europe, and the money will be in their local account before they arrive.

Celebrating 10 years in business this spring, World First was founded by former Citibank employees Jonathan Quin and Nick Robinson in 2004. Having experienced exponential growth during that time the group now has offices in London, Sydney, Washington DC, Los Angeles and Singapore.

Listed on the inaugural FinTech 50 watchlist in 2013, World First has continued to push for new innovative ways to make the process of sending money around the world better for everyone – claiming a world record for the fastest end to end currency transfer in 2011.

### **Alex Sullivan, Managing Director of World First UK, said:**

“It’s great to be able to bring new technology like this to market and we’re really looking forward to hearing more from our customers about just how much easier, faster and cheaper it is to send money around the world thanks to this new pioneering app.”

“With the World First Money Transfer App, our clients will now be able to send and receive money from overseas in just a few minutes. They will also be able to track the progress of their payments, calculate the exchange rate with the currency converter, check live rates and read our award winning blog analysis and insight directly on their mobile phone.

## Currency Experts World First Launch New Mobile App as International Payments Go Mobile

Written by Australian Business

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“We use our Kindles to read on holiday, we shop online, we do our banking online and now we have the capability to manage international transfers on-the-go. These tools are revolutionising the way people live their lives and manage their money for the better.”

[Ends]

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Notes to editors:

[World First](#) was included on the 2013 [FinTech50 Watchlist](#), a shortlist of fifty companies in Europe that are redefining financial services through technology. The List, a collaborative project by

[The CEO Agenda](#)

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[ICON Corporate Finance](#)

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[Hotwire](#)

,  
[Silicon Valley Bank](#)

and

[Fox Williams](#)

,is the first of an annual exercise to track one of the fastest moving sectors in technology.