



## PRESS RELEASE

### SA FINTECH STARTUP ENVISIONIT e-PAY REBRANDS FOR GLOBAL EXPANSION

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South African fintech startup **Envisionit e-Pay** has rebranded to **TRUZO** as it prepares to further expand globally.

Founded in 2017, Envisionit e-Pay operates as an escrow service that essentially creates trust between strangers when transacting. As the only escrow service provider in South Africa with a web and app based platform, registered with both the Financial Sector Conduct Authority (FSCA) and Payment Association of South Africa (PASA), Envisionit has decided to go global and establish its UK operation in order to ensure an efficient multi-currency offering and thus rebranded to **Truzo**.

Derived from the words **TRUST ZONE**, Truzo Founder and Chief Executive Officer (CEO) Terence Naidu said in a fast changing payments industry the company needed to further differentiate its service offering to ensure a more efficient multicurrency platform and enhance its brand positioning to better reflect its global ambitions. He believes Truzo.com does just that.

“Truzo retains Envisionit e-Pay’s quest to ensure individuals and corporates in South Africa, and now across the continent, transact more without fear of being scammed. When we trust more we trade more and when we trade more economic growth increases. As the preferred and trusted escrow service provider, we aim to do our bit to help grow trade across the African continent to the benefit of all Africans. Soon, Truzo will be the only way we do business and trade in Africa,” he said.

For more information on this innovative payment solution, visit [www.truzo.com](http://www.truzo.com) or download the Truzo app from iTunes or Google Play.

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