

Photo (from left): DPO CEO Eran Feinstein, DPO Chairman Offer Gat, PayGate MD Peter Harvey

A photograph of three men in business attire standing in front of a backdrop. The man on the left is bald, wearing a dark suit jacket over a light blue shirt. The man in the center has white hair, wearing a dark suit jacket over a white shirt. The man on the right is balding, wearing a dark suit jacket over a white shirt. They are all smiling. The backdrop features the Direct Pay Online logo (a blue bird) and the text "DIRECT PAY ONLINE The home of online payments" repeated several times. On the far left, a vertical banner says "PAYGATE" and "Online Company". On the far right, a vertical banner says "PAYGATE" and "TM".

Direct Pay Online Group merges with the leading payment service provider PayGate

29 September 2016

The Direct Pay Online Group - formerly known as 3G Direct Pay Limited - the leading online payments processor in East Africa, today announced that it has merged with PayGate, the leading South African online payments processor.

The combination of 3G Direct Pay and PayGate under the Direct Pay Online Group will provide a single contact point for merchants looking to accept online payments across the continent.

The merger will create a leading pan-African payments processor with a presence across eight countries and local acquiring capabilities across 24 countries.



A photograph of three men in business suits sitting at a table. The man on the left is older with grey hair, looking towards the camera. The man in the middle is bald, looking down with his hand to his chin. The man on the right is balding, looking towards the middle man. A screen in the background shows the word 'ns' in blue.

Objective

Inform media **Apis is investing** >R100m in DPO as an PE shareholder; and **DPO is merging** with PayGate

Goal

Arranged a press briefing in Cape Town, and a Facebook LIVE broadcast from the event with social media promotion

Result

22 pieces of coverage
Substantial reach to partners and customers through media/ social media exposure

SA coverage

1. [ITWeb](#): PayGate acquired by East African payments firm
2. [Ventureburn](#): PayGate receives R100m in funding, merges with DPO
3. [ITWeb](#): Booth Bites
4. SAFM 11 Oct 14:50 - 14:55
5. [Africa Outlook](#): East e-meets South
6. [BizCommunity](#): Partnership creates pan-African e-payment solution
7. [AfricanBusinessReview](#): How will DPO and PayGate build a pan-African payment service?
8. [Gadget](#): SA's PayGate bought by Kenya payment processor
9. [ITNewsAfrica](#): DPO group enters merger with PayGate
10. [HowWeMadeItInAfrica](#): Entrepreneur shares how he turned his start-up into a multinational player
11. [CNBC Africa](#): Merger creates pan-African online merchant access
12. [ITWebAfrica](#): Direct Pay, PayGate merge
13. [IT-Online](#): SA's PayGate in East African merger

African coverage

1. [TechLoy](#): DPO Group merges with SA's PayGate
2. [Africa Capital Digest](#): Apis-backed DPO in merger deal
3. [TechMoran](#): Kenya's Direct Pay Online Group acquires SA's payments provider PayGate for \$7.3m
4. [BusinessDailyAfrica](#): Online payments firm receives 'significant' investment from PE fund Apis Growth
5. [Hivisasa](#): Online payments group receives significant investment to improve services
6. [Telecompaper](#): Direct Pay Online Group merges with PayGate
7. [BusinessTimesAfrica](#): [Partnership creates pan-African online payment solution](#)
8. [NigeriaNews](#): DPO group enters merger with PayGate
9. [CIO East Africa](#): 3G Direct rebrands to Direct Pay Online