



Alloy Merchant Finance, LP completes structured debt investment in Moneta Technologies

January 15, 2021, Mexico City, Mexico - Alloy Merchant Finance, LP is pleased to announce its structured debt investment in Moneta Technologies, a leading company providing technology solutions for digital payment platforms in Latin America.

The company is co-led by Jose Andres Labrador and Ricardo Canedo and it currently has operations in Mexico, Brazil, Colombia and Costa Rica. Moneta Technologies combines a wide variety of software applications to create platforms for digital payments, specifically designed for the needs of each client. Moneta's clients are mainly retail chains, telecommunications companies, and financial service institutions.

Moneta Technologies was founded in 1994 and was recently acquired by Kala Capital, who has a solid base of international investors, to grow the company by capitalizing on the substantial growth of the digital payments sector in Latin America. The acquisition was financed with a combination of equity from Kala Capital investors and structured debt provided by Alloy Merchant Finance.

"We are very excited to participate in Moneta Technologies' growth plan and impressed with the quality of the work performed by the management team that Andres and Ricardo lead. We are convinced that the growth dynamics of the digital payments sector, combined with the enormous talent of the management will generate a success story and drive growth for Moneta and its investors", said Jaime Arreola, Managing Director of Alloy Merchant Finance.

Moneta Technologies has a team of 125 collaborators with extensive technical capabilities that implement and maintain 24/7 digital payment platforms throughout the Mexican Republic and in Latin America. The software solutions they implement are primarily focused on digital payment processing, fraud prevention, and electronic transaction monitoring.

"Moneta has a proven track record in Mexico and Latin America, serving AAA clients for over 2 decades. We believe the region's digital payments ecosystem is poised to grow in double digits for the coming years and Moneta is ideally positioned to benefit from this.", said Andrés Labrador, Director of Kala Capital and now Co-CEO of Moneta Technologies.

About Kala Capital

Kala Capital is a private equity fund based in Mexico City, focused on identifying, acquiring, and operating a company with great growth potential in Mexico and Latin America. Kala Capital was founded by Andres Labrador and Ricardo Canedo, and they have a diversified base of institutional and private investors in Mexico, Brazil and the United States.

About Alloy Merchant Finance

Alloy Merchant Finance, LP ("Alloy") is a private investment company with offices in Houston and Mexico City which provides growth capital in the form of structured credit to well managed middle market companies seeking to finance transformational growth plans, acquisitions, expansion and/or liquidity to shareholders. Alloy's investments typically are US \$5-25 million in Mexican Pesos or US Dollars and structured to meet the unique needs and goals of the company's management and ownership. Alloy is capitalized with permanent capital from US family offices and management and invests from its own funds as well as from off-balance sheet vehicles managed by Alloy. The senior Alloy team consists of US and Mexican professionals with over twenty years of experience investing in private equity and credit in Mexico and other developing markets.