

Launch of new brand

Minsait Payments undergoes a transformation and launches its new brand: Nuek



- The payment methods subsidiary of the Minsait technology company, with over 30 years' experience in Europe and the Americas, has launched its new brand model, with a view to expanding its scale as a benchmark and enabler of the global payment ecosystem
- Nuek will bring greater dynamism, innovation, trust and proximity to the table to offer its customers the payment models set to lead the future while taking its capabilities to the next level to provide new services and remain at the forefront of the industry

Madrid, March 13, 2025. - Minsait Payments, a Minsait (Indra Group) company and a benchmark for digital payment solutions, has launched **Nuek**, its new brand. This change is part of a growth and specialization strategy that will strengthen its autonomy, capacity for innovation and standing as a key partner in the transformation of the payment ecosystem. The company currently operates in more than 20 countries in the Americas and Europe and employs over 1,500 professionals specializing in this field.

The renovation isn't just a visual update, it's a strategic evolution that reflects Nuek's commitment to innovation, trust and proximity to its customers in Europe and the Americas. **Luis Abril, the executive director of Indra and managing director of Minsait**, emphasized that this transformation will enable Nuek to operate with greater autonomy and adapt to the constantly changing competitive

environment. “This strategic move will ensure that Nuek continues to lead the market with a more dynamic and flexible offer capable of meeting the demands of the global payment ecosystem”.

With over 30 years’ experience, **Nuek is positioning itself as a strategic partner for companies seeking advanced solutions for issuing cards, accepting payments, Open Finance and embedded finance**, providing robust and flexible technology aligned with the trends in the industry. The company has consolidated its presence in key markets and enhanced its offer with more specialized and streamlined services, ensuring that its customers can scale efficiently and securely.

“This rebranding isn’t just renewing its image, it’s a reflection of our evolution and purpose, namely to provide the most robust, flexible and secure payment infrastructure in the market, while accompanying companies with a strategic vision to optimize their operations and growth. In an environment in which innovation is key, Nuek enables companies to operate with full autonomy and efficiency”, stated **Javier Rey, Nuek’s chief executive**.

Nuek: technology, scalability and specialization in payments.

The new Nuek brand will strive to unify issuing, acquiring and Open Finance in a single payment platform, while offering integrated financial solutions that enable companies to operate more efficiently and seamlessly in an ever-changing ecosystem.

With a value proposition focused on scalability and adaptability, Nuek simplifies access to financial and payment services with state-of-the-art technology and an architecture designed for frictionless integrations:

- It offers flexible models for banks and fintechs, allowing them to innovate in the management of cards, digital accounts and new payment methods.
- It provides an optimized infrastructure to accept and process payments, ensuring maximum stability and operational efficiency.
- It drives the connectivity of the financial ecosystem, facilitating interoperability and real-time access to data to create more dynamic and secure financial experiences.

Thanks to this strategic integration, Nuek will reshape the digital payment and finance infrastructure by giving companies the ability to scale frictionlessly, optimize costs and guarantee an uninterrupted user experience. With an advanced technology stack and an approach based on specialization, the company is positioning itself as the key enabler of the evolution of the industry, connecting companies with the emerging trends in the sector.

“Our undertaking is to provide solutions that not only support our customers’ growth, but also accelerate it. Nuek represents a new era in payments, in which technology, flexibility and trust will come together to transform the financial ecosystem”, concluded Rey.

For the journey: Nuek’s strategic essence

The *For the journey* concept encapsulates Nuek’s essence; it accompanies its customers through every stage of their growth with agile, secure and scalable payment solutions. The new brand reflects dynamism, innovation and a forward-looking vision focused on transforming the payment ecosystem.

“Nuek is the tangible expression of a brand strategy designed to lead the future of payments. Its verbal and visual identity combines strength, innovation and agility, conveying its purpose of driving the evolution of the financial ecosystem with a global vision and an impactful execution”, declared **Ismael Merlo, a partner at BrandFor, the strategic brand consultancy firm that has worked with the Minsait and Nuek teams on this project.**

Nuek’s new strategy is built on four core values that will shape the company’s future:

- **Forward Vision:** to enhance the value of the payment ecosystem with a vision of the future, providing answers that drive a real and sustainable transformation.
- **True Commitment:** a commitment to the day-to-day success of its customers, acting in an approachable and accessible manner to generate even more trust and a sense of ease in their day-to-day work.
- **Inspiring Innovation:** constant innovation to provide advanced solutions that always go above and beyond expectations.
- **Always-on Agility:** speed and adaptability to respond to a dynamic market, constantly on the move to drive its customers’ growth.

With this new brand, Nuek will reinforce its standing as a leading technological partner, accelerating the growth of companies with advanced payment technology and a strategic approach to each solution that’s aligned with the future of digital financial services.

About Nuek

Nuek (www.nuek.com) is a technology company specializing in payments, with issuing, acquiring and Open Finance capabilities in a single ecosystem. With over 30 years’ experience, it has made a name for itself as a key partner for financial institutions, fintechs and large companies seeking advanced solutions and expert support in the evolution of their businesses. Its offer brings together operational stability, technological capabilities and an innovative vision of the future of payments. Its team of 1,500 payment method specialists assists over 150 customers in Europe and the Americas, ensuring that each solution is designed to enhance their growth and competitiveness in an ever-changing financial environment.

About Minsait

Minsait (www.minsait.com) is the Indra Group market leading company in digital transformation and Information Technologies. It’s highly specialized, it has extensive experience of the advanced digital business and sectoral knowledge and it boasts the multi-disciplinary talent of thousands of professionals worldwide. Minsait stands at the forefront of the new digitalization, with advanced capabilities in artificial intelligence, the cloud, cybersecurity and other transformational technologies. In this way, it boosts business and generates major impacts on society, thanks to a range of high value-added digital services, customized digital solutions for all areas of activity and agreements with the most important partners in the market.

About Indra Group

Indra Group (www.indracompany.com) is a holding company that fosters technological progress. It is made up of Indra, one of the leading global defence, air traffic and space companies, and Minsait, a leader of the digital transformation and information technologies in Spain and Latin America. Indra Group paves the way to a safer and better-connected future through innovative solutions, trusted relationships and the very best talent. Sustainability is an integral part of its strategy and culture in order to overcome current and future social and environmental challenges. In the 2024 financial year, Indra Group posted revenues totaling 4,843 million euros and had a local presence in 49 countries and business operations in over 140 countries.

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