



Australia's fast-growing digital wallet Beem officially loses "It" to embrace bigger role in digital economy

Brand re-launch levels-up with simpler name, new icon, enhanced look and feel.

Australia's home-grown digital wallet has unveiled a sleek new name and a fresh new look, as it readies to deliver consumers and merchants a swag of must-have features and cut-through experiences over coming months.

Now used by more than 1.5 million customers, the brand and app formerly known as "Beem It" will from today be known simply, stylishly and easily as "Beem" in an ongoing push to keep things elegant and delightful for users.

"We've been Beem It for a long time and as we keep evolving and adding new functionality to the app, saying 'Beem It' just didn't roll off the tongue or encapsulate who we want to be," said Beem CEO Mark Britt.

"It was time to shed the IT and make way for an all-new Beem, which fits perfectly our aspiration to become Australia's digital marketplace."

The simplified name and new look comes as Beem doubles down on ways to delight consumers and merchants alike, having successfully launched [Beem Rewards](#) as a first step last month with more than 500 merchants and brands flocking to the platform consciously created for Australian consumers and brands.

"Beem Rewards exemplifies new capabilities that will propel the already successful digital wallet into exciting new experiences well beyond social payments functionality," Britt said. "It helps consumers support Aussie businesses and potentially get something back in return.

"Aussies understand it's time to back local businesses. Beem Rewards gives businesses a potent new platform to connect with customers and foster better understood relationships."

Beem has plans to build an Australian digital marketplace that aims to deliver on the unique needs of Australian consumers and merchants, and flourish through facilitating exceptional customer experiences.

On the creative side, the new Beem look, mononym and brand narrative has been brought to life by globally renowned designer [Not Washington](#) whose clients include YouTube TV, SBS Food Network and LA Confidential. The new slanting of the "m" makes the brand feel continual, and represents the start of the conversation, always going up and improving, while also giving sense of movement and dynamism.



“We know Australia is at the cutting edge of Fintech excellence, especially around customer centric design and user experience excellence,” Britt said. “That’s because Australians are demanding and discerning digital customers.

“Right now our team is working hard in the development trenches, creating an even better Beem – this means constantly evolving to elevate payment experiences. The new look and name is just the beginning of some great things coming. Watch this space!”

Media inquiries:

Warwick Ponder, eftpos, 0408 410 593, WPonder@eftposaustralia.com.au

Carmel Johan, Beem, 0426 885 028, carmel.johan@beem.com.au

About Beem It

Digital Wallet Pty Ltd ABN 93 624 272 475 AFSL 515270 issues Beem which is a social spending platform which provides Australian customers and businesses with a simple way to pay and get paid. The Product Disclosure Statement is available at <https://docs.beemit.com.au/terms> and the Beem Rewards terms and conditions are available at <https://docs.beemit.com.au/beem-rewards-terms.pdf>

Since launching in 2018, the app has obtained over 1.5 members with 200M connections. For more information on Beem, please visit: www.beem.com.au