

With Beem It you can run your Melbourne Cup sweep without having to crack the whip

CASHLESS, INSTANT, EASIER (THE SWEEPSTAKE TRIFECTA)

Watch the video demo on how Beem It can be used for Melbourne Cup [here](#)

XX OCTOBER 2019: It happens every year. If you're the one to take the initiative and organise the office sweep, you might understand the pain of organising and collecting money for the Melbourne Cup office sweepstakes; and how often are you left out of pocket with IOUs from colleagues who've done a runner after the race that stops a nation.

With Melbourne Cup just around the corner and Australia fast becoming a cashless society, lifestyle payment app [Beem It](#) has today introduced an easier way to collect and transfer payments to friends and colleagues for your Melbourne Cup sweepstake. That's right - no more faffing about with envelopes full of money not knowing who has or has not paid.

Angela Clark, CEO of Beem It said this Melbourne Cup, the payment app is aiming to take the hassle out of organising money collection during office sweepstakes by offering customers a Beem It sweepstake that streamlines the payment process.

"One of our team members thought it would be a great idea to create a Beem It sweepstake that anyone could use to take the pain out of collecting cash on Cup day. As you'd expect we used Beem It last year in our office for Melbourne Cup and it took the hassle out of the collection process so we are excited to share our new 2019 version of the Melbourne Cup sweeps with everyone. We hope it makes life just that little bit easier for the office organiser," said Ms Clark

"Australia is predicted to become a cashless society by 2020, and it's affecting all kinds of activities that from busking to office collections, be that farewell gifts, birthdays or even office coffees so this is a way for us to live up to our mission of making payments more human and social as well as instant and easy.

"The Beem It team has developed a simple way for offices or groups of people to track and assign horses while organising payments instantly, with greater visibility around who has paid what. Melbourne Cup is a day that most people love and celebrate, so by taking the admin out of the process for office sweeps, we are giving people more time to enjoy the festivities instead of worrying about the logistics of it all," she added.

When asked about the further updates the social payments app will be making, Ms. Clark said that "consumers are looking for ease and convenience with everyday tasks like managing and making payments but they also want experiences that understand what is important in their lives and that's often maintaining human connections as well, so we also work at ensuring Beem It is something that works for your life, it's not just a payments app".

Beem It has been downloaded more than 900,000 times since our launch and the app has just recently added instant transfers between your own debit accounts and scheduled payments following customer requests to use Beem It for more of their payments.

For more information regarding Beem It, visit www.beemit.com.au.

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About Beem It

Beem It is a secure payments app, which is free to use and free to download, and provides pay, split, request and transfer features. Instant person to person payments are processed direct to users bank accounts. The intuitive interface links to smartphone contacts allowing customers to send, request or split payments in a few taps, with no BSB, account details or PayID required. Beem It is one of the highest-ranked financial apps in both the App Store for iOS and Google Play for Android, with more than a 4.8 star rating. Digital Wallet Pty Ltd (trading as Beem It) is a joint venture of National Australia Bank, Westpac and Commonwealth Bank.

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