**Diggecard to Partner with NGC in Europe, Acquiring NGC’s UK Business Unit**

*With the acquisition, Diggecard adds to their current toolbox of SAAS solutions and solidifies their position as a market leader in the stored value industry in Europe.*

**London, October 16, 2019 –**

Diggecard, the Gift Card-as-a-Service platform, located in Bergen, Norway announced today that it has acquired NGC’s UK business unit, NGC Operations Ltd (doing business as NGC Europe). With this acquisition, Diggecard takes a major step into its plan of rolling out its SAAS gift card platform into the European gift card market. As part of the deal, NGC gains a minority interest in Diggecard.

“Since 2014 Diggecard has developed a world class SAAS platform for the gift card industry,” explained Olav Balandin, Founder & CEO of Diggecard. “When the opportunity to join forces with Andrew Johnson and rest of his team at NGC Europe came along, we saw it as an excellent way to bring our platform to the market in Europe.”

D.J. Asad, President of NGC added, “As our business continues to see significant growth in North America, we wanted to enable our European division to develop in its local markets. Selling the European operation to a European focused company with capacity to expand in the region will best position the company to work on the many exciting opportunities in the European market while allowing NGC to continue its focus on North America.”

After the acquisition, Diggecard will be one of the largest fulfilment partners in the UK with more than 200 corporate clients. Andrew Johnson, CEO of NGC Europe, will continue to manage the business alongside his current team from their office in Berkshire, UK.

For more information please contact:

Olav Balandin  
CEO & Founder   
Diggecard AS  
+ 4740830000  
[olav.balandin@diggecard.com](mailto:olav.balandin@diggecard.com)

**About Diggecard:** Diggecard is a SAAS (Software as a Service) company offering white label gift card modules for websites, apps, e-commerce and epos providers. We provide end-to-end gift card solutions, as well as digital and physical gift card processing for clients in mainland Europe. Diggecard is headquartered in Bergen, Norway.

**About NGC:** NGC provides secure and innovative gift card technology solutions and world-class service to connect brands with the corporate and consumer markets. Over 500 merchant brands and 2,000 corporate client buyers turn to NGC for its variety of stored value API, sourcing, fulfilment, and technology solutions. NGC is headquartered in Crystal Lake, IL.