Priority Acquires Rollfi Payroll and Benefits Software

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ALPHARETTA, Ga.--(BUSINESS WIRE)--Jan. 24, 2025-- Priority Technology Holdings, Inc. (NASDAQ: PRTH) ("Priority"), the unified commerce engine that helps businesses unlock revenue opportunities, today announced the acquisition of Rollfi.

Rollfi offers financial service providers – such as banks, accountants and vertical SaaS providers – a super-fast way to add payroll and benefits into their offerings with minimal effort through white-label solutions and APIs.

"Payroll is a critical component of any company's working capital needs," said Priority CEO Tom Priore. "This acquisition unites Priority's robust financial infrastructure with Rollfi's innovative payroll and benefits solutions, positioning us to deliver even greater value to our customers by enabling new routes to accelerate their cashflow and optimize their working capital."

Added Rollfi founder Kirubha Perumalsamy: "Joining forces with Priority enables Rollfi to amplify its mission of delivering fast, seamless payroll and benefits solutions. With Priority's proven infrastructure and expertise in embedded fintech, we can drive even greater innovation and help our partners unlock meaningful growth opportunities for their customers."

About Priority

Priority is the payments and banking solution that enables businesses to collect, store, lend and send funds through a unified commerce engine. Our platform combines payables, merchant services, and banking and treasury solutions so leaders can streamline financial operations efficiently — and our innovative industry experts help businesses navigate and build momentum on the path to growth. With the Priority Commerce Engine, leaders can accelerate cash flow, optimize working capital, reduce unnecessary costs, and unlock new revenue opportunities.

About Rollfi

Rollfi provides the fastest way for banks, vertical SaaS companies, accounting firms and fintechs to integrate payroll and benefits into their offerings through our white-label solutions + robust APIs. By leveraging Rollfi's infrastructure, businesses can unlock new revenue streams, increase customer retention, and access valuable payroll data insights. With rapid deployment and comprehensive coverage, Rollfi transforms your platform into a one-stop-shop for essential services, driving growth and enhancing customer satisfaction.

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