

About Cardlay A/S

Cardlay A/S is a Danish FinTech company founded with a clear purpose: To enrich every transaction. We want to improve businesses by digitalising commercial banking transactions while continuing to challenge the endless possibilities of business process automation and bringing transactions to life through machine learning and intelligent solutions.

From day one, Cardlay has provided a digital solution with a unique user experience for a great improvement of company operations. Cardlay's forefront software is aimed at helping companies automate business processes, by leveraging the integration between Credit cards, Travel Expense Management and EU-VAT reclaim.

Cardlay is conceived as a global player from the very beginning and ambitions are sky-high. The long-term strategy is to take on major international players in the field of expense management by rethinking and automating corporate business processes.

Cardlay has already won a number of awards, recognizing the unique solution, among those the "Fintech Scaleup Award 2018", given for the highest potential to scale globally - and "Best Payment Solutions Fintech Company - Northern Europe" by Wealth & Finance Int.

Cardlay software platform

The Cardlay White Label approach eliminates any back-and-forth discussion and demanding processes just to order payment cards. With real-time notifications and virtual account functionality; tracking multiple transactions is simple, fast, and immediate. The Cardlay Platforms communicate instantly with each other and companies can issue, load, and manage transactions in real-time.

Cardlay integrates the handling of payment cards and transactions and expense management in a single software platform. The platform can be used to issue, activate, load and manage cards and expenses globally for complete visibility. Physical & virtual cards are issued in a few seconds in the chosen currency. Receipts and expenses are loaded from the app and administrated, approved and reimbursed centrally.

With real-time notifications and virtual account functionality, tracking multiple transactions is simple, fast, and immediate. This frees up resources for cardholders and accounting departments - and thereby provides customers with immediate economic benefits.

vattax (by Cardlay) software platform

Building on the platform from Cardlay, vattax transforms the data into real money. By helping the traveller delivering a little extra information, vattax can fully automate a very complex and time consuming manual process, into a smooth, fast, digital and automated reclaim of EU-VAT. Returning cash to customers.

Many companies do not reclaim their potential EU-VAT today as it is difficult and time consuming. vattax addresses these companies and assists them get their money back.

Board of Directors

Cardlay A/S has a two-tier management structure consisting of the board of directors and executive management. The board of directors supervises the performance of the company, its management and organisation on behalf of the shareholders. It also participates in determining the company strategy. The board of directors consists of the following:

Thorleif Krarup, former CEO of Nykredit, Unibank, and Nordea, former Chairman at TDC, Falck, and Alk- Abello and former board member of G4S, Lundbeck, and Bang & Olufsen among other. He holds the position as Chairman of the Board and contributes with his solid experience and broad network.

Jørgen Christian Juul is the founder and CEO of Cardlay A/S and vattax. He is an experienced entrepreneur, who has many years of experience in the development of disruptive software. He is former CEO and active Executive Chairman of the Board at Wallmob A/S, which he and Ken Villum Klausen founded, operated and later sold to the Nordic IT giant Visma.

Lars Andersen is General Partner at SEED Capital and is a serial entrepreneur with several successful exits to his name. His business insight and knowledge is accumulated from more than 20 years of experience in the international ICT industry – i.e. as CEO for Columbus IT with more than 1000 employees in 25 countries; which he led to a very successful IPO on the Danish stock exchange. Lars is an expert within the fields of internationalization, sales, management and exits. He has had a pivotal role in the exits of companies such as Endomondo, Libratone, Fullrate and AudioAsics.

Johan Wolf is Senior Investment Manager at SEB Venture Capital. Johan has been lead in numerous investments for SEB through the last 10 years. Among others tech stars as Coinify, Tink & Leasify.