

# U Account wins Red Herring Top 100 Europe award

*U Account announced today it has been selected as a winner of Red Herring's Top 100 Europe award.*

SHEFFIELD, SOUTH YORKSHIRE, UNITED KINGDOM, April 19, 2018 /EINPresswire.com/ -- U Account announced today it has been selected as a [winner](#) of Red Herring's [Top 100 Europe award](#), a prestigious list honouring the year's most promising private technology ventures from the European business region.

[Finalists](#) for the 2018 Red Herring 100 Europe award were selected based on their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the months leading up to the announcement, Red Herring reviewed over 1,200 companies in the telecommunications, security, cloud, software, hardware, biotech, mobile and other industries that completed their submissions to qualify for the award.



The finalists were invited to present their winning strategies at the Red Herring Europe Forum in Amsterdam, April 15-17, 2018. The Top 100 winners were announced at a special awards ceremony on the evening of April 17 at the event.

## Notes on the company

- The U card has been used in 1.5 million point-of-sale transactions and over 250,000 ATM transactions
- More than 50,000 customers are using a U Account
- The company was founded by Alex Letts in October 2016. The U Account is an evolution of the successful prepaid account, Ffrees
- A team of over 70 people work from the U headquarters in Sheffield, United Kingdom

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This press release can be viewed online at: <http://www.einpresswire.com>

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