

# TAP Client SimplyPayMe Acquires Mytown Technologies, Changes Corporate Name

*The deal includes Online High Street, an ecommerce marketplace platform, and the business directory Mytown UK, along with merchant and email databases.*

LONDON, ENGLAND, October 3, 2023 /EINPresswire.com/ -- [SimplyPayMe Ltd.](#), whose software provides companies payment, invoicing, and business management solutions that are accessible through smartphones, has acquired the assets of Mytown Technologies Ltd. for stock considerations. The deal includes Online High Street, an ecommerce marketplace platform, and the business directory Mytown UK, along with more than 500,000 listed merchants and 75,000 consumer emails.



Simply Pay Me's software provides companies payment, invoicing, and business management solutions, all accessible through smartphones.

In a related move, SimplyPayMe's board of directors has chosen to change the company name to Merchant Technology Ltd. "The new name better reflects our strategy of acquiring companies which provide tech solutions to the global SME market," said CEO Dominic Brookman.

As an equity and debt partner, [TAP Financial Partners](#) assisted in and approved the structure of the merger. They have previously provided funding and advisory services to fuel SimplyPayMe's growth.

"We believe Mr. Brookman's approach to both organic and buy and build growth has tremendous opportunities in the near to midterm," said [Bob Press](#), founder of TAP Financial Partners. "The company has a robust list of potential targets and customers the TAP team continues to provide feedback and structuring recommendations for."

Online High Street is a marketplace for independent shops & online stores, allowing small businesses to have a virtual shop window and sell products throughout the UK. Mytown UK is a place & business directory for trades & services, restaurants, accountants, and more. All merchants affiliated with Online High Street and Mytown UK will be offered the proprietary payments technology utilized by SimplyPayMe's clients.

Employees of Mytown have joined the new company as part of the acquisition.

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Dominic Brookman is CEO of the newly-named Merchant Technology Ltd.

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*Bob Press, TAP Financial Partners founder*

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Bob Press is the founder of TAP Financial Partners, a boutique merchant bank.

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