

While Markets Hesitate, ChangeNOW Accelerates: Touching Down in Dubai

ChangeNOW expands its non-custodial crypto exchange model from a new Dubai HQ. The company aims to contribute to the future of WEB3 in the UAE

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[ChangeNOW](#) is scaling up. The leader of a non-custodial crypto exchange has officially launched its regional hub in Dubai, transitioning from a global player to an embedded partner within the Middle East's growing tech scene.

This expansion is designed to tap into the region's specialized talent and progressive crypto framework, fuelling the next chapter of the company's nine-year growth trajectory. Beyond its renowned sub-minute exchange services, ChangeNOW has quietly architected a massive industry infrastructure. The ecosystem now extends far beyond simple swaps, offering a robust suite of white-label technology, payment APIs, lending protocols, and self-custodial solutions.

Where to Find the ChangeNOW

By creating a workforce at Convention Tower, DWTC, ChangeNOW positions itself to be at the forefront of the UAE's Web3 drive. The company's non-custodial approach, in which customers retain complete control over their keys, is central to this expansion, providing a secure alternative to the traditional custodial methods that have previously dominated the region.

ChangeNOW is now accepting queries from regional businesses, FinTech startups, and institutional partners interested in taking advantage of the platform's liquidity and support for over 1,500 assets.

About ChangeNOW





True leadership is forged in challenging times. While the region navigates current complexities, ChangeNOW is here to provide the support it deserves. We trust in the people and spirit of the UAE."

*Pauline Shangett, Chief
Strategy Officer at
ChangeNOW*

ChangeNOW is a non-custodial cryptocurrency exchange platform that values speed, security, and user liberty. Since its launch, it has served over 8 million customers worldwide, offering access to over 110 blockchains and 70+ fiat currencies. By combining the best rates from top centralized and decentralized platforms, ChangeNOW offers a seamless experience with simplified onboarding where users have full control over their assets.

PR dep.

ChangeNOW

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