

● Payxem

MEDIA & PARTNER BRIEF

Getting paid across South Asia, without the PayPal problem

A press, influencer, and media reference for positioning Payxem as a payment solution in Pakistan, Bangladesh, Nepal, and other emerging markets.

For PR & Press

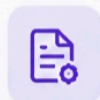




For Influencers

For Media Partners

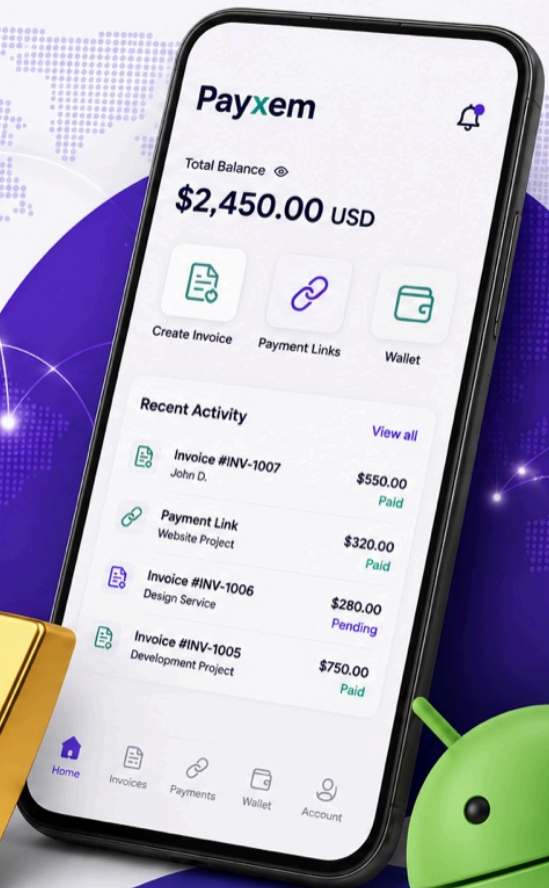
Payxem

Global Payments. Simplified.

GET PAID FROM INTERNATIONAL CLIENTS EASILY

-  Create Invoices
-  Share Payment Links
-  Manage Wallet
-  Secure Payments
-  Save in Gold & Silver

-  Global Reach
-  Secure & Reliable
-  Fast & Easy
-  Built for Freelancers & Businesses



The one-line pitch

Payxem is the invoicing and payment platform built for freelancers and small businesses in markets PayPal forgot. Send one link, let the client pay how they want, and receive a payout that actually works in your country.

01 Why this matters now

The hook for media.

- South Asia has one of the world's largest freelancer populations, but the biggest global payment rail, PayPal, either does not work or cannot pay out locally in Pakistan, Bangladesh, and Nepal.
- Freelancers lose money to currency conversion, slow bank wires, and risky workarounds such as fake-country PayPal accounts that get frozen.
- Payxem closes that gap with one link that supports cards, bank, and stablecoin (USDT), plus payouts that settle to local channels like bank, bKash, and Nagad.

02 Who it's for

- Freelancers on Upwork, Fiverr, and with direct international clients.
- Small agencies and service businesses invoicing clients in the US, UK, and Europe.
- Anyone in an emerging market who needs to look professional and get paid by clients abroad.

03 Key messages

Use these as your core talking points.

- 1 **Built for the markets that get left out.** Not a Western tool retrofitted, designed for Pakistan, Bangladesh, Nepal, and similar markets.
 - 2 **One link, client's choice.** Send a single invoice or pay link; the client picks card, bank, or crypto.
 - 3 **Money that lands locally.** Payouts route to channels people actually use at home.
 - 4 **Look professional.** Clean invoices replace awkward "please send money" chat messages.
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5 **Free to start.** Create an account and send your first invoice.

6 **Save in gold and silver to beat inflation.** Turn idle balance into gold or silver inside the app, a classic hedge when the local currency keeps losing value.

04 Available on every device

- **Android:** live on Google Play.
- **iPhone and desktop:** works as a web app, add to home screen and use like a native app.

05 Beat inflation with gold and silver savings

The angle that sets Payxem apart from payment-only tools in South Asia.

In Pakistan, Bangladesh, Nepal, and similar markets, the local currency loses value to inflation every year, so money sitting idle quietly shrinks in purchasing power.

- **Save in real gold and silver.** Convert part of your balance into gold or silver inside the app, the savings people in these regions have trusted for generations.
- **Buy and sell anytime.** No jeweller, no physical storage, no making charges. Move in and out whenever you want, from the same wallet you get paid into.
- **A hedge, not just a wallet.** Earn internationally, then protect what you earn against a falling rupee or taka, all in one place.


Payxem

Global Payments. Simplified.


Empowering Global Business Without Limits.


Smart invoicing, secure payments,
and real asset savings—
all in one platform.





Create & Send
Invoices


Share Payment
Links


Accept Payments
Globally


Track & Manage
Easily


Save in Gold
& Silver

 Secure
& Reliable

 Global
Reach

 Built for
Freelancers &
Businesses

06 Pick the angle that fits you

For PR teams, media houses and influencers. Choose your lane below, then run with the story your audience will actually click.

If you are press or a media house

The PayPal gap in South Asia and the alternative filling it. How freelancers in Bangladesh and Nepal are getting paid in 2026. Tie it to PayPal's Sri Lanka launch: what about everyone else?

If you cover finance or tech

Walk your audience through receiving an international payment and withdrawing it locally. Compare the options for a small invoice: Payxem, Payoneer, Wise and raw USDT, and what each means for the freelancer.

If your audience is freelancers and creators

Film a short reel creating and sending your first professional invoice. Start a "things no one tells new freelancers about getting paid" series.

If you publish for a regional or local-language community

Explain how to receive foreign income safely, and why fake-country PayPal accounts are a trap. Spotlight the local payout channels that actually work.

If you run a news desk or newsletter

The bigger story: how freelancers across South Asia and other underserved markets are turning to local payout rails and stablecoins to receive cross-border income, and what is driving the shift. Cover the trend, the people living it, and where Payxem fits as one of the options they now have. Data points and founder commentary available on request.

If you make long-form video or a podcast

Sit down with a freelancer who changed how they get paid, or host a founder Q&A on building for the markets big platforms skip. Works as a 10-minute explainer or a full interview episode.

07 Ready-to-use copy

Influencer caption

COPY & PASTE

If you freelance from Pakistan, Bangladesh, or Nepal, getting paid is the hard part, PayPal barely works here. I've been using Payxem: send one payment link, the client pays however they want, and the money lands locally. Free to start. [link]

Short media blurb, around 50 words

COPY & PASTE

Payxem is an invoicing and payment platform built for freelancers and small businesses in emerging South Asian markets where PayPal falls short. Users send one payment link supporting card, bank, and stablecoin, and receive payouts that settle locally. Free to start, available on Google Play and as a web app.

08 Proof & supporting content

Point readers to these guides on payxem.com/blog:

- How freelancers in Bangladesh get paid by international clients
- How freelancers in Nepal get paid without PayPal
- How to receive international payments in Pakistan without PayPal
- PayPal launches in Sri Lanka, what about Pakistan, Bangladesh, Nepal?

09 Links

Website	payxem.com
App	app.payxem.com
Google Play	play.google.com/store/apps/details?id=com.lincglobal.payxem
iPhone / web app	payxem.com/download-app
Get started guide	payxem.com/how-to-start
How to use (user manual)	payxem.com/user-manual

10 Boilerplate

Use at the end of press releases.

Payxem is an invoicing and payment platform for freelancers and small businesses, with a focus on emerging markets underserved by traditional payment providers. Payxem is a technology service provider; payments are processed by regulated third-party providers, and Payxem does not hold or control user funds. Powered by LINC GLOBAL HUB INC., a Delaware corporation.