etoro and Papaya Global Partner to Help Workers Grow Their Wealth Directly from Their Pay

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The collaboration turns the moment people get paid into a moment to start investing, learning, and building long-term wealth

NEW YORK, Aug. 04, 2026 (GLOBE NEWSWIRE) -- etoro, the NASDAQ-listed trading and investing platform, and Papaya Global, a leader in global workforce payments, today announced a partnership to advance a simple but powerful idea: that salary should be the beginning not the end of a wealth building journey. Together they are launching etoro work powered by Papaya Global's Banco, a new offering that connects people's earnings directly to investing, meeting workers at the exact moment they are paid.

Commenting on the partnership, **Yoni Assia, etoro CEO and Co-founder,** said: *"etoro's mission has always been to open the global markets by giving people the tools they need to grow their financial knowledge and wealth. Many people never get a natural moment to start, so what excites me most about working with Papaya Global is the chance to meet workers right where they are, the moment they're paid, and turn that into a chance to learn, build confidence, and grow their wealth over time."*

For billions of people, pay lands in an account and simply stops there. Access to regulated, easy-to-use investing is not built into the moment people are paid. etoro work powered by Banco is designed to change that: to give people a frictionless, optional path from earnings to investing, paired with the education and community that help them make confident decisions. etoro brings a multi-asset trading and investing platform and a global community built on shared knowledge; Papaya Global brings the workforce payments network that reaches people the moment they are paid.

"Salary should be the beginning not the end of workers' financial experience. We've built Banco to introduce the next generation of workforce payments and to expose global workers to smart wealth management. This partnership takes that further. The moment your pay lands, it can start working for you. Partnering with etoro is the right way to bring this vision to life on a global scale," comments **Eynat Guez, CEO and Co-Founder, Papaya Global.**

etoro work powered by Banco intends to cover every form of employment and compensation (salary, bonuses, stock options, RSUs, and benefits) in one place, so workers can see, understand, and grow the full value of what they earn. The vision is a service where every income event becomes an opportunity to build long-term wealth: the next evolution of financial wellness, moving beyond helping people access what they earn to helping them grow what they earn.

About etoro
etoro is the trading and investing platform that empowers you to invest, share and learn. We were founded in 2007 with the vision of a world where everyone can trade and invest in a simple and transparent way. Today we have 40 million registered users from 75 countries. We believe there is power in shared knowledge and that we can become more successful by investing together. So, we've created a collaborative investment community designed to provide you with the tools you need to grow your knowledge and wealth. On etoro, you can hold a range of traditional and innovative assets and choose how you invest: trade directly, invest in a portfolio, or copy other investors.

About Papaya Global
Papaya Global is a global workforce payments platform that moves workforce money in real time, across currencies and corridors, helping enterprises pay their people quickly, compliantly, and at lower cost than traditional bank rails. Learn more: papayaglobal.com

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