

Press Release

## Defactor Announces Partnership With Amplify Protocol To Explore Real-World Asset Opportunities

*The partnership will enable new cases for business development in DeFi alternative financing and consideration of protocol merger*

**DUBLIN --March 22, 2022 --** [Defactor](#), a global leader in Decentralised Financing (DeFi) for real-world asset, has announced a partnership with [Amplify Protocol](#), a Decentralised Finance (DeFi) supply chain infrastructure company, providing contract and asset funding to businesses, and allowing individual digital asset holders to become lenders. Through synergistic collaboration, Defactor and Amplify will aim to develop new business use cases and accelerate real-world asset on-chain adoption.

Alejandro Gutierrez, Operations Lead at Defactor, entrepreneur, and expert in supply chain and disruptive technology, was delighted to have Amplify as a partner and commented: "Defactor is always looking forward to connecting and working with like-minded companies, as Amplify. Propelling real-world asset adoption on the blockchain is what we both strive toward to build fairer systems, and we hope that this partnership will create value for anyone involved. We could not be more grateful to work with such an innovative and mission-driven project."

As one of the first companies to provide tokenization of real-world assets, Defactor aims to simplify the process for asset originators and bridge the gap between traditional finance and DeFi. Through its Springpad program, the native \$FACTR token, and broader ecosystem, Defactor provides a seamless and secure process to tap into the growing liquidity available in the DeFi system. Both Amplify and Defactor share a common vision to advance blockchain-based real-world asset adoption; collaboration will open new doors to larger market opportunities, expanded liquidity, and bring together innovative solutions to facilitate economic growth for all.

Amplify protocol, like Defactor, builds products both for underprivileged businesses and crypto enthusiasts so the two parties can complement each other on their platforms. Any crypto enthusiast can earn a yield on their stable coins by lending tokens and later getting rewarded for contributions. Amplify creates pools out of business credit that people can participate in, enabling companies to see new borrowing opportunities.

CEO at Amplify Protocol, and founder, Eugene Tan, was also delighted about the collaboration and said: "At Amplify, we care deeply about both the individual and the business looking for financing. The ultimate vision is to build better, more distributed financial systems and bring them

to the mainstream users. The Defactor collaboration could be one of the decisions that lead us closer to this by helping connect both on a technical and operational level. We will be thrilled to consider a merger of protocols and see where new implementations bring us."

The companies will share the accumulated market knowledge to develop technical systems, protocol collaboration, and explore product opportunities to bring to market collectively. Not only technical but the teams will engage in joint marketing to bring the best out of each protocol's potential.

**- ENDS -**

*For press inquiries, please contact [info@defactor.com](mailto:info@defactor.com)*

## **About Defactor**

Defactor, a global leader in decentralized finance (DeFi), helps innovative companies to access this new connected economy with confidence. As one of the first platforms to put real-world assets onto the blockchain, Defactor enables asset originators and investors to easily join and build a stronger financial future. By leveraging our integrated platform, the native \$FACTR token, and a broader ecosystem, Defactor provides a seamless and secure process that supports the ambitions of our clients, investors, and communities. For more information, please visit [Defactor.com](https://defactor.com) or follow us on [Twitter](#) | [LinkedIn](#) | [Discord](#).

## **About Amplify Protocol**

[Amplify Protocol](#) is an emerging decentralized finance platform focusing on lending and borrowing enablement both for companies and individuals. With numerous contract and asset mortgage credit options, Amplify creates pools where participants can lend tokens, earn a high yield and rewards for active contribution. The Amplify platform is based on real-world-asset-backed pools that enable business acceleration with simple tools, and individual interest for helping the businesses with financing. Amplify governance token is now listed in MEXC and soon in Bitmart. For more information, please visit [Ampt.finance](https://ampt.finance) or follow us on [LinkedIn](#), [Twitter](#)