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Bitget Wallet and Mastercard Launch Real-Time Crypto Payment Card Across UK and EU

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In a significant advancement for digital finance, Bitget Wallet has officially partnered with Mastercard and Web3 payments provider Immersve to introduce a direct crypto payment card, now available in the United Kingdom and European Union. This new offering allows users to spend digital assets directly from their Bitget Wallets without needing to preload or convert funds through a centralized exchange.

Accepted at over 150 million Mastercard-supported merchants worldwide, the card brings real-time, on-chain asset conversion to everyday transactions. Users can now pay for groceries, dining, travel, or online purchases using supported cryptocurrencies such as

Bitcoin, Ethereum, and stablecoins, with seamless backend swaps completed instantly at the point of sale.

“This partnership is about delivering on the promise of crypto utility,” said Jamie Elkaleh, Chief Marketing Officer at Bitget Wallet. “Users expect the same speed, security, and simplicity they’re used to with traditional payments. This card meets that expectation without compromise.”

The Bitget Crypto Card goes beyond payments. It integrates reward programs, including cashback on transactions, bonuses for verified users, and passive earnings for holding balances within the wallet. These features aim to foster greater user engagement, encouraging individuals to save, spend, and earn within a single, compliant ecosystem.

To address regulatory expectations, Bitget Wallet has implemented robust Know Your Customer (KYC) and Anti-Money Laundering (AML) protocols. These measures are designed to build trust with users, institutions, and regulators, offering a model for other crypto companies seeking to balance innovation with compliance.

Initially launched in the UK and EU, the card will expand to Latin America, Australia, and New Zealand in the coming months, positioning Bitget Wallet as a global player in the Web3 payment space.

The launch comes at a time when institutional interest in crypto infrastructure is accelerating. Deutsche Bank is preparing to introduce digital asset custody services by 2026 in partnership with Bitpanda and Taurus, while Circle, issuer of the stablecoin USDC, is seeking to launch a national digital currency bank in the United States.

Together, these developments signal a shift in the financial landscape, one where digital assets are not just investments but fully integrated tools for global commerce.