

GUUD Finance signed an agreement with China's leading coffee chain to provide working assets

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Singapore's GUUD (Finance) Pte. Ltd. ("GUUD Finance"), the financing pillar of the GUUD group, a leading trade technology company, has inked an agreement with Mellow Coffee ("Mellow"), one of China's leading speciality coffee chains to provide working capital loans across its coffee supply chain. The agreement marks the GUUD group's first foray into the coffee market and is also significant as it allows GUUD to provide credit access all the way upstream to the farmers or growers of coffee beans.



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The GUUD group's vision has always been to simplify trade processes so that anyone and everyone can access global trade. As a key player enabling financing for all businesses in the global trade cycle, this project is important to GUUD, as it allows everyone in the supply chain, whether coffee growers, roasters, or retailers to be able to access trade financing via traditional and alternative sources, and to free up their funds to be re-deployed into the day-to-day working capital needs of their respective businesses.