**CashOrCard chosen as a 2015 Red Herring Europe Winner**

**Amsterdam, Netherlands** - Red Herring announced its Red Herring Europe award winners last week, recognizing Europe’s leading private companies and celebrating these startups’ innovations and technologies. Among the winners is Dutch startup CashOrCard, who offer a free point of sale app that gives retailers everything they need to run their business end-to-end.

Red Herring’s Top 100 Europe list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring’s editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work. Red Herring’s editorial staff selected CashOrCard based on both quantitative and qualitative criteria, such as financial performance, technological innovation, management quality, overall business strategy and market penetration.

“Selecting startups that show the most potential for disruption and growth is never easy,” said Alex Vieux, publisher and CEO of Red Herring. “We looked at hundreds and hundreds of candidates from all across the continent, and after much thought and debate, narrowed the list down to the Top 100 Winners. Each year, the competition gets tougher but we believe CashOrCard demonstrates the vision, drive and innovation that define a Red Herring Top 100.”

John Staunton, CEO of CashOrCard, is honoured to represent Dutch startups among such a prestigious audience. “We are delighted to be a Red Herring winner – we only launched CashOrCard last November, and have grown to 60 countries in just 5 months. We’re very proud of our rapid growth, and validation by Red Herring reaffirms that we’re on the right track”, said Staunton, who plans on promoting the Dutch startup ecosystem even further with his ground-breaking retail solution for Android and iOS. The company already has over 800 signed up users, mostly made up of small business owners with both online and offline stores. They are also selected as one of the Dutch FinTech 50 finalists, where Staunton will pitch to an audience of 300 entrepreneurs, investors, bankers and advisors today at ABN AMRO.