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PundiX Launches Purse+ to Redefine Web3 Experience with SocialFi Integration

Purse+ combines social networking with financial incentives creating a more robust Web3 experience based on DeFi principles

SINGAPORE - 2 April 2024, 9 AM SGT – [Pundi X](#), a blockchain-based point-of-sale solution that helps transform retail business, launched [Purse+](#) on 1 April for users globally.

Purse+ is a SocialFi initiative aimed at introducing a new phase in blockchain-based interactions and rewards, reinforcing the commitment of Pundi X to foster growth and loyalty within its ecosystem. By integrating social networking with financial incentives through a simple web browser extension, Purse+ aims to enhance the Web3 experience.

"With the launch of Purse+, we're not just starting a new era in blockchain engagement, we are committing to pioneering a future where community growth, enhanced privacy, and active user participation are fostered within our ecosystem. We believe that Purse+ will redefine the Web3 experience by seamlessly merging social networking with financial rewards, enabling new revenue generation avenues and opportunities for users globally" **says** [Zac Cheah](#), **CEO of Pundi X.**

At its core, PURSE+ seeks to make every moment spent on X (formerly Twitter) not just noticed but rewarding. The platform is built on the principles of community growth, enhanced privacy, and user engagement, allowing users to amplify their impact and for communities to thrive.

How PURSE+ Works

- **Easy Setup:** Users can get started with PURSE+ by installing its browser extension, enabling them to earn rewards in just a few clicks.
- **Earn Rewards**: Daily quests on X reward users with PURSE+ points for engagement and participation.
- **Redeem Rewards:** Accumulated points can be redeemed for participation in draws, offering a chance to win a share of the pool of Pundi X's token, $PURSE.

Amidst the 2023 crypto winter, the social media space saw a transformative shift with the emergence of Web3 platforms leveraging blockchain technology for decentralising communication. SocialFi projects emerged, bridging social media and decentralised finance (DeFi), diversifying the saturated DeFi market. By responding to limitations in current social media models, particularly data ownership, privacy, and monetisation, SocialFi has disrupted the space. By embedding DeFi mechanisms into social interactions, Web3 social media platforms have changed user behaviour, by allowing users to control the value they generate.

PURSE+ is a platform designed for all users of X, including influencers seeking to enhance their reach, individuals looking to make their online time more rewarding, and projects aiming for greater growth and engagement. This initiative aims to transform how users engage with content, communities, and each other on X, offering rewards for participation and engagement through a simple web browser extension.

For more information, visit the Chrome Web Store to install the PURSE+ extension: [PURSE+ Chrome Extension Link].

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About PURSE+
Purse, powered by Pundi X, innovates in loyalty with $PURSE tokens within the DePIN framework, uniting the physical and digital realms. With PURSE+ browser plugin, it pioneers a SocialFi realm, blending social interactions with financial rewards, enhancing blockchain's utility and fostering community. This ecosystem not only simplifies loyalty management but also champions a community-centric financial interaction, establishing new benchmarks in blockchain engagement and adoption.

About Pundi X Labs
Behind PURSE+ is Pundi X Labs, a visionary in blockchain technology based in Singapore. Since its inception in 2017, Pundi X has been dedicated to harnessing the power of blockchain to create a more secure and inclusive world. Known for the XPOS device and recognized as a leading innovator in fintech, Pundi X continues to drive blockchain adoption and innovation.

Pundi X has also been selected as one of the top 50 Innovative Fintech Startups in 2018 by KPMG and H2 Ventures, cool vendors in blockchain business by Gartner, and one of the top 10 fintech leaders by Singapore Fintech Association in 2019.

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