OMNIA X
Powered by LMAX

Super apps

Turn user engagement into a high-margin financial engine.



Super apps own the attention economy but leak revenue at the financial transaction layer.

Super apps have captured billions of active, engaged users who already talk about markets, currencies and investments inside the platform. When they want to move money, convert currencies, send value peer-to-peer or spend cross-border, they leave the platform to do it.

The reason is structural: payment rails, FX liquidity and compliance infrastructure sit outside the core product and technology stack of most apps. The workaround means partnering with consumer-facing payment providers, accepting retail pricing, losing control of the user experience and giving away a significant share of the economics. Every financial transaction happens somewhere else. The revenue is captured by someone else.

The cost of inaction

- Off-platform payments
- Revenue leakage
- Broken user journeys
- Missed monetisation

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Single API integration

Direct connection to institutional liquidity

Cross-asset capability

In-app transactions

Users can hold, convert, transfer and spend value without leaving the app, enabling operators to capture the revenue from every transaction. Peer-to-peer transfers become as frictionless as sending a message.

Invisible integration, visible revenue. No infrastructure to build. No trading desk to operate.

How it works

User initiates a transaction

A conversion, peer-to-peer payment or cross-border transfer, directly within the app.

Omnia executes instantly

Institutional-grade liquidity at committed rates. No minimum. No third-party platform. No redirect.

Value moves in the app

Peer-to-peer value transfer as easy as sending a message, with Omnia handling the settlement layer invisibly.

Revenue recognised

The platform earns on every conversion, transfer and transaction. No third-party platform. Every financial action monetised.

Key capabilities

- Instant conversion across fiat, stablecoins and tokenised assets.
- No minimum trade size, facilitating peer-to-peer transfers within the app.
- Virtual card issuance for global spend.
- 24/7 execution via single API integration.

The impact

- New high-margin revenue stream on every in-app financial transaction.
- Higher Average Revenue Per User without additional user acquisition cost.
- Users stay on platform; engagement deepens with every financial action.
- Competitive FX rates passed through to users, driving loyalty.
- No payment infrastructure, compliance overhead, or trading desk to build.

Let's talk about how Omnia can integrate into your payment flows

Click to schedule a meeting

OMNIA X

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