

HBX Group connects travel businesses access fast, flexible funding through YouLend's solution

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London, 27 May 2025—**HBX Group** (HBX.SM), a leading independent B2B travel technology marketplace, is partnering with global embedded financing platform YouLend, to offer its partners and clients access to **Cash Advance**, a new financing solution aimed at helping small and medium-sized businesses in the travel and hospitality sectors manage cash flow and unlock growth opportunities.

Designed specifically for the needs of travel agencies, independent hotels, and similar businesses, **Cash Advance** offers funding based on business performance rather than credit scores or collateral. The application process is simple and fully digital, and approved funds can be accessed in as little as 48 hours.

Repayments are made as a percentage of monthly sales, allowing businesses to contribute more during high seasons and less during quieter periods—without the burden of fixed payments amounts each month.

"We want our partners to have the flexibility and support they need to run their businesses with confidence," said **Daniel Nordholm, Chief Product and New Business Officer at HBX Group**. "By working with YouLend, we offer a practical solution that reflects the rhythm of the travel industry and the challenges our clients face."

"At HBX Group, we're committed to providing more than just travel distribution—we're building a suite of tools and services that help our partners grow sustainably, operate more smoothly, and navigate the demands of a changing market."

Through Cash Advance tool, HBX Group's clients and partners can explore funding options, simulate different repayment scenarios, review terms in detail, and complete their application through a single, easy-to-use platform. The experience is designed to be transparent from start to finish, with no hidden fees or complex conditions.

Cash Advance is now available for HBX Group clients in Spain, the UK, Germany, Poland, Belgium, Ireland, and the Netherlands, with a rollout to more markets planned for later this year.

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About HBX Group

HBX Group is a leading global independent B2B travel technology marketplace that owns and operates Hotelbeds, Bedsonline, and Roiback. We offer a network of interconnected travel technology products and services to partners including online marketplaces, tour operators, travel advisors, airlines, loyalty programmes, destinations, and travel suppliers.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and a broad portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3,600 people worldwide. We are committed to making travel a force for good, creating a positive social and environmental impact.

HBX Group International PLC (HBX.SM) is listed on the Spanish Stock Exchange, ISIN:GB00BNXJB679.

More information:

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