

GivBux Inc. (OTCID: GBUX)

NewsGenie Media Pull

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Fintech & Banking News

What Makes GivBux “Newsworthy?”

GivBux Inc. (OTCID: GBUX) is entering a new execution phase as it works to scale its Super App — a unified platform for payments, shopping, content, and charitable giving. The company is positioning itself to benefit from the rapid U.S. adoption of digital wallets and embedded finance. Over the past six months, GivBux has completed major platform upgrades, including higher-quality video streaming (H.264/H.265), customizable home screens, and integrated live-streaming to support creator-driven commerce and increase user engagement.

Operationally, GivBux has restructured its sales and marketing organization and added new leadership to support a national rollout. Founder Ken Jones is taking a more active operational role as the company shifts into growth mode. While GivBux filed a late 10-K notice, it expects to complete the filing within the extension period.

The company continues to differentiate through a cash-back shopping model that channels rewards to charities, supported by an expanding merchant network and a broader suite of app-based services.

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