



Addi Announces \$85 Million Series D

Client News

July 1, 2026

Gunderson Dettmer represented client Addi in its \$85 million Series D financing led by Citius and co-led by BTG Pactual. Addi is a commerce and financial services platform in Colombia with more than 3 million customers and over 39,000 merchants, ranging from small businesses to large brands.

The company will use its new capital to continue growing the credit platform, strengthen its technology infrastructure, and expand the portfolio of financial products for consumers and merchants across Colombia.

“Over the past seven years, we’ve built the leading financial and commerce platform in Colombia, creating an AI-first technology company that serves millions of Colombians and tens of thousands of merchants,” said Santiago Suárez, CEO and Co-founder of Addi, in the [announcement of the transaction](#) “While we’ve been profitable for two years, we decided to raise this round to accelerate our growth trajectory and bring world-class partners to the table.”

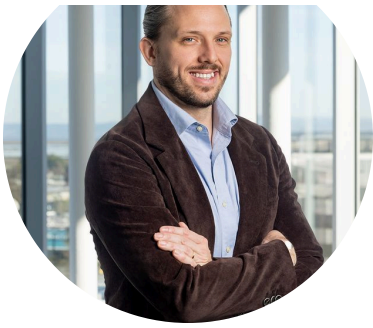
The Gunderson deal team included Brad Krack, Eduardo Espinosa de los Monteros Pereda, Frederico Varni, and Paulina Muñoz.

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[Addi](#)

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