

Everybody want's to go Mobile

Adopt contactless payment within your app

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Kiev, 19th May 2015



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Cloud Based Payments
status update today.



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Mobile payments - what the analysts say

The market starts now - reaching tipping point in 2015

Mobile payments reach tipping point - Deloitte

Finextra, 13 January 2015



The use of mobile phones for making in-store payments is set to grow by 1000% during 2015, marking a mass-market tipping point for NFC-enabled transactions, forecasts Deloitte.

Why Is The Starbucks Mobile Payments App So Successful?

Forbes, 2 January 2015



Starbucks is a clear leader in mobile payments and we are encouraged by how consumers have embraced mobile apps as a way to pay.”- Howard Schultz.

NRK, 2 January 2015

– Smart betaler alle med mobilen

Snapcash, Valyou, eller mCash. Mange mener 2015 er året også vi her hjemme vil ta mobiltelefonen i bruk når vi skal betale. – Mye tyder på at det nå tar virkelig av, sier Torgeir Waterhouse i IKT Norge.



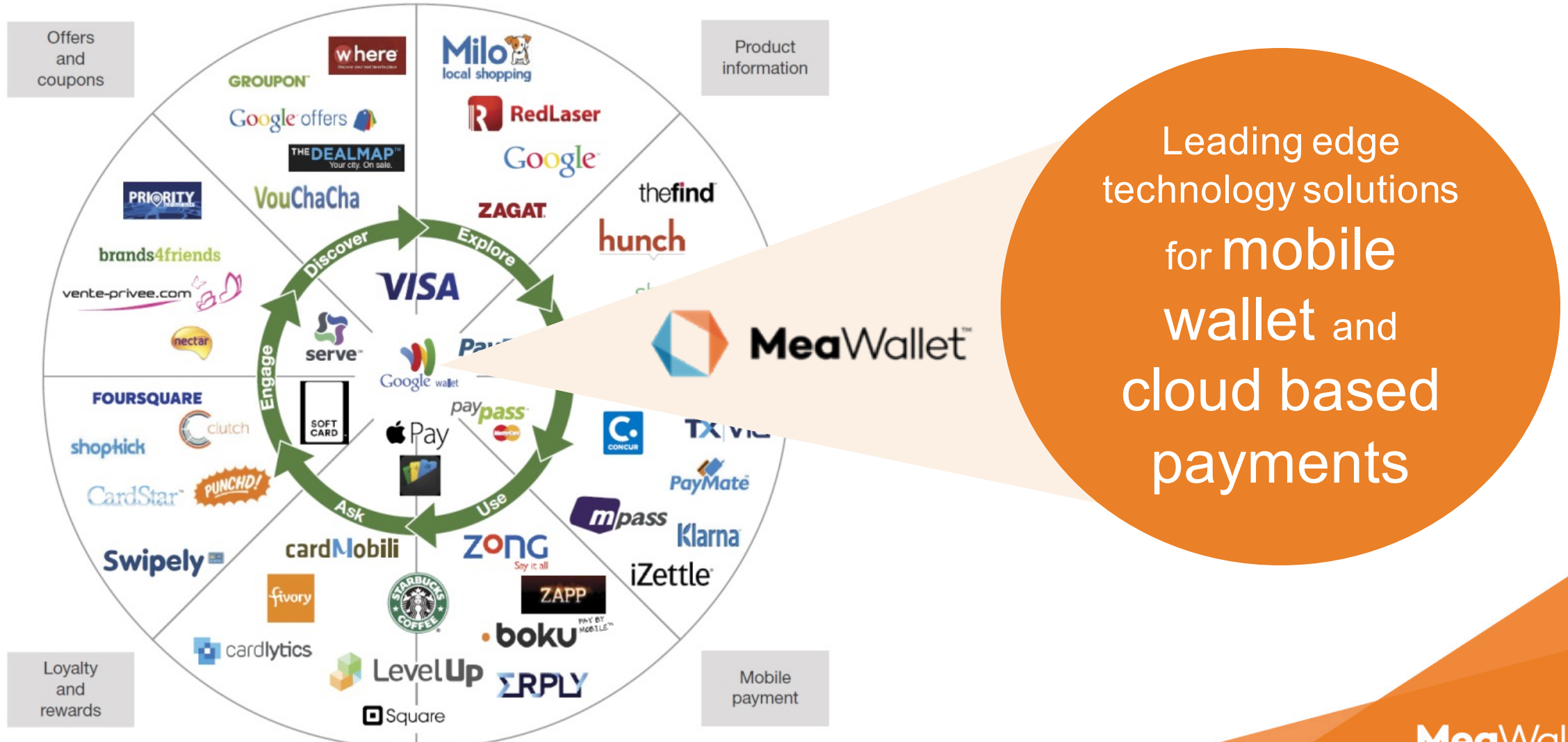
SMART GJØR ALLE DET: Neste år tror man det vil bli fart på mobilbetaling også i Norge. Det finnes allerede flere løsninger å velge mellom.

MeaWallet is ready and certified to serve the market now!

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What's happening in the mobile space?

The mobile wallet and mobile payment market



Source: Forrester Research, Inc. Unauthorized reproduction or distribution prohibited.

The payments industry is being transformed by new standards and technology

Fundamental changes world wide

USA introduce EMV (Chip & PIN) 2015

- All US bank cards will be replaced with chip & PIN
- New payment terminals will support NFC
- 8.000% increased sales of NFC terminals in Q3-14

Apple - iPhone 6 with NFC & Apple Pay, Samsung – with Galaxy S6 Samsung Pay

- The NFC ecosystem is now expected to grow much faster
- All smartphones manufacturers support NFC

Changes in EMV standards

- Tokenization (cloud) approved – The TSM is less important
- Mobile operators are disrupted – no need for SIM cards
- Interchange fees have been reduced from 1,5% to 0,3%

+500 million smart phones with NFC in the market today

- Mainly Android smartphones
- New low-end (EUR 50) smart phones with NFC



Payment

The mobile payments market

Forecast - 1,5 billion active “Mobile Wallets” in 2017

100%

of major payment networks support NFC, including **Visa, Mastercard, Amex**

% NFC enabled POS, 2017

North america **86%**

EU **78%**

Rest of world **38%**

200

NFC-enabled handset **models available**

500+ millions

2014 NFC Smart phones

NFC-enabled handsets shipments

31 million **2011**

252 million **2013**

568 million **2015**

981 million **2017**

If you don't have a mobile strategy – Get started now

Cloud Based Payments why?



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Why? – because of smartphone

Number of devices



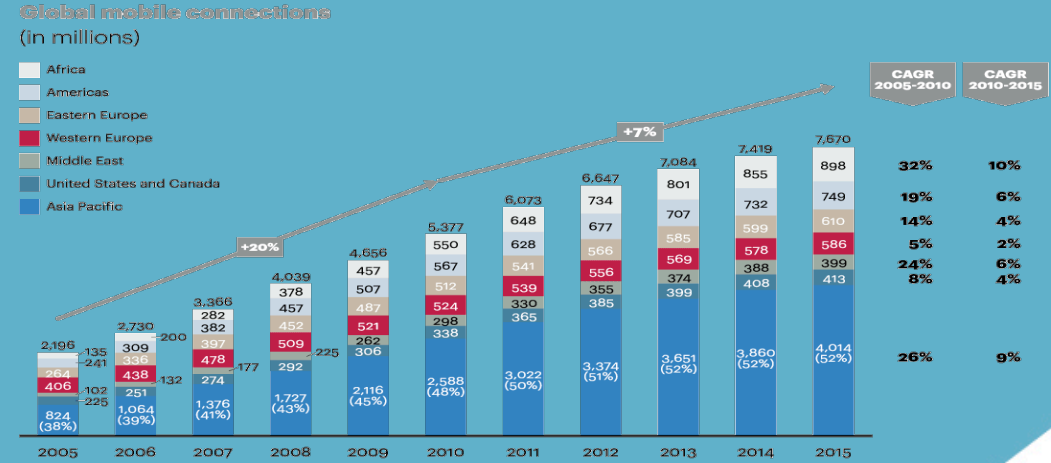
Service availability



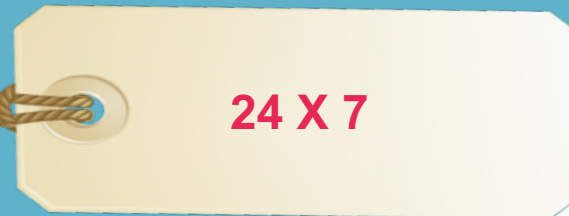
Convenience in use



Figure 1
Asia Pacific will cross the 3 billion mark in mobile connections in 2011



Note: Figures for 2011-2015 are estimates.
Source: Wireless Intelligence



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Why? – because of benefits for Issuers / Banks

- Cost reduction (50-70%)
- Faster Time to market
- Independence of TSM (MNO)
- Stay with own mobile banking app

- Support for global & local payment schemes
- As safe as EMV cards
- New marketing/sales online channel to card holders

Why? – because of benefits for End User

- Stay with your existing mobile bank app = Convenient
- Easy and fast to use = equal to contactless card on usage
- Secure
- Fast and friction-free payment experience
- Use it everywhere where contactless payment are accepted (home / abroad)

Cloud Based Payments will it be a commodity?



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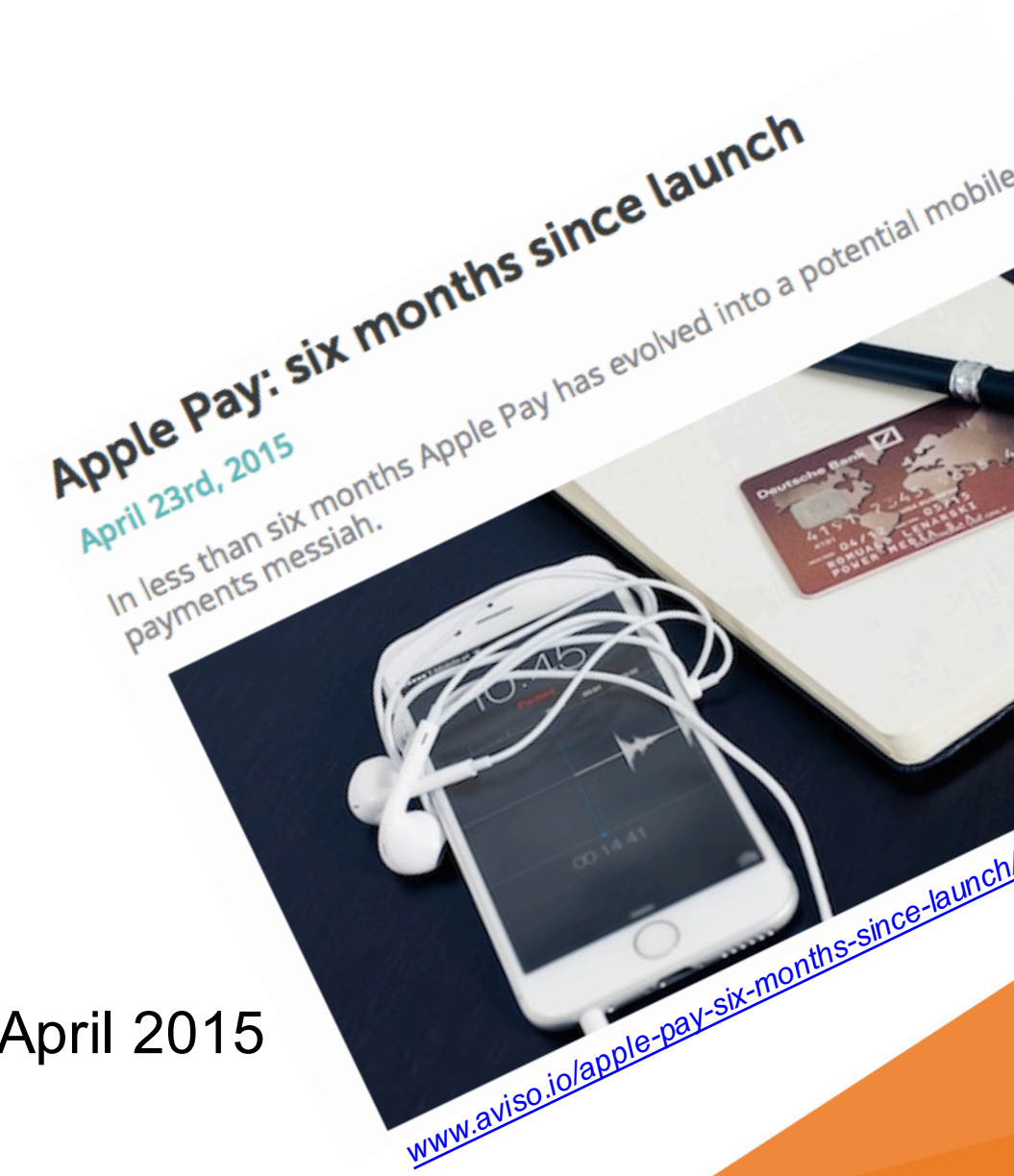
Apple Pay – how far is this?

- **U.S. launch** today ..
 - connected over 200+ financial institutions
 - 1 Mio+ payment cards issued after day 3 were registered
 - VISA, MasterCard, Amex - NFC
 - accepted at some 700.000 U.S. merchant locations.
 - Pretty good start.

But...

- **Europe** launch date still unknown, initial prediction: April 2015
- **Canada** launch date prediction: November 2015
- **China** launch date unknown

As a result: Banks nervous about Apple's endgame



Samsung Pay – what about it?



- **Worldwide launch** – This summer. And to be used in 30 million merchant locations worldwide
- NFC & MST (Magnetic Secure Transmission)
 - Samsung's technology
 - MST effectively means that Samsung Pay can be accepted at any magstripe POS terminal.
 - This is more common for US & South-Korea

As a result: this is still a Plan – is it more friendly?

What are other potential BIG X'Pay – solutions?

Google confirms Android Pay: a mobile payments layer 'anybody can build on'

More info by the end of May 2015



Windows 10 for mobile gets HCE

Plan is to be launched later this year..



How long did it take us for contactless cards to become a commodity?



Alamy

Cloud Based Payments user stories.



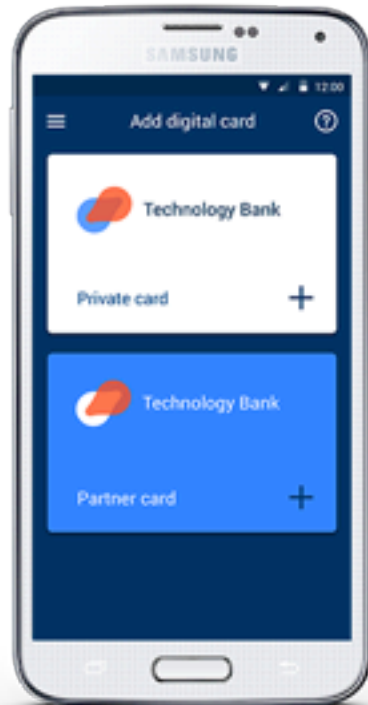
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Mobile Payments

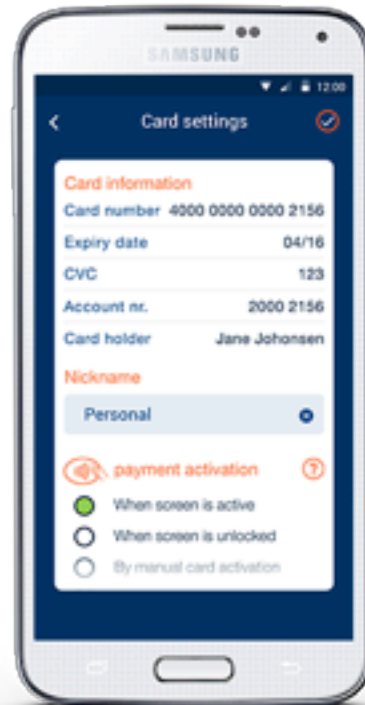
User experience in a Mobile Bank App



Activate mobile payment in existing Mobile Bank App



Select and add digital credit or debit card



Card information and mobile payment settings

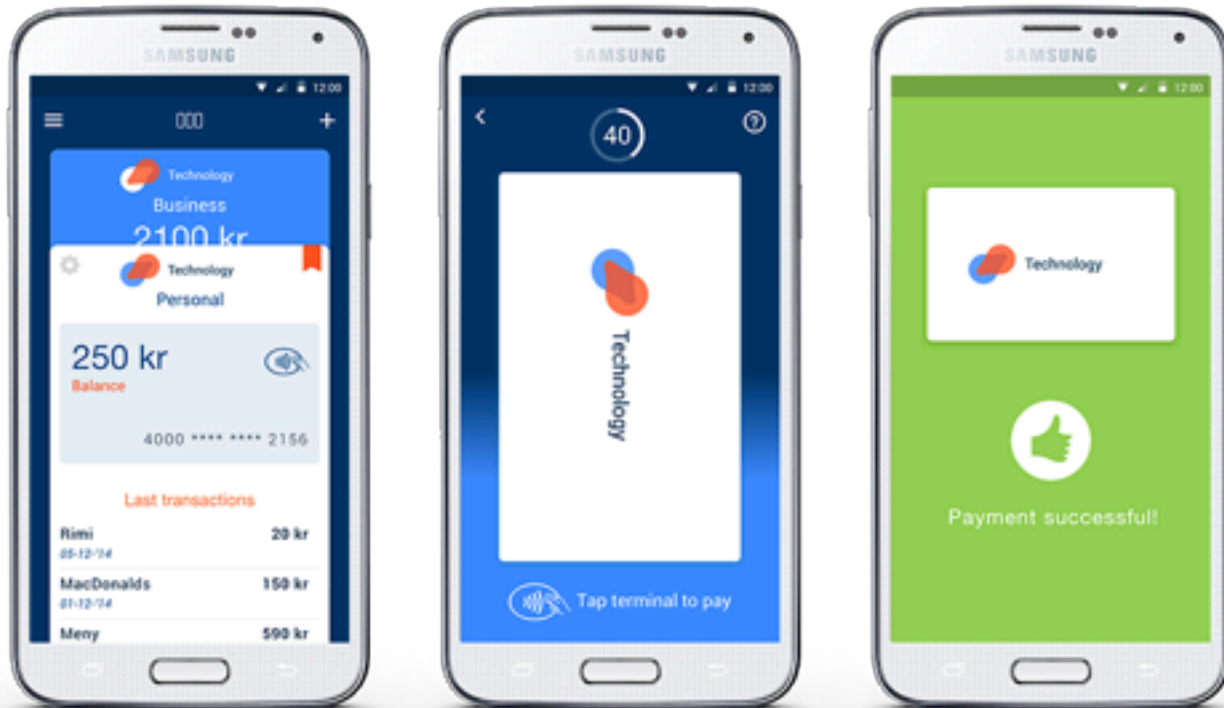


How it works guide

On-boarding of new virtual card ready for mobile payment

Mobile Payments

User experience in a Mobile Bank App



Balance and transaction overview

Tap to pay...

Payment successful

Mobile payment transaction

MeaWallet. Who are we



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MeaWallet - The company

Experts in cloud based mobile solutions



- Established in 2012, HQ in Oslo
- + offices in Riga, Stockholm, London
- 30 employees + external team in India
- Dedicated partners Worldwide
- 50.000 hours of development represent a large investment in new technology
- **One of the few companies in the World** that delivers HCE/NFC cloud-based payments platform (MasterCard & VISA, also closed loop)

“...the fundamental investment in a service-oriented architecture coupled with a cloud-based service delivery model has enabled the company to capitalize on emerging market opportunities...”

What we offer

Enable contactless and remote payments in your existing bank app

Go mobile with your credit or debit cards!



Reduced time-to-market by 60%

Reduced cost with cloud based solution

No need for SIM or embedded secure elements

Cloud based mobile payment

- Embedded under existing bank app (as SDK)
- Deliver a light payment app with enabled NFC payments SDK.
- Support MasterCard/VISA & closed loop payment card schemes
- PCI and EMV certified
- Integration layer through ESB/SOA

Delivery models

- Software as a Service
- Customer installed solution (TBD)

...Projects we are implementing now

First Investment Bank (Bugaria)

- Enable bank's mobile app for NFC payments
- MasterCard & VISA using HCE



Findomestic bank (Serbia) processed by Chip Card a.d.

- Deliver an app + enable it for NFC payments
- MasterCard using HCE



...thank you

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