

PAYYA

Voice Payments (for merchants)

A Whitelabel SaaS
For Mobile & Desktop

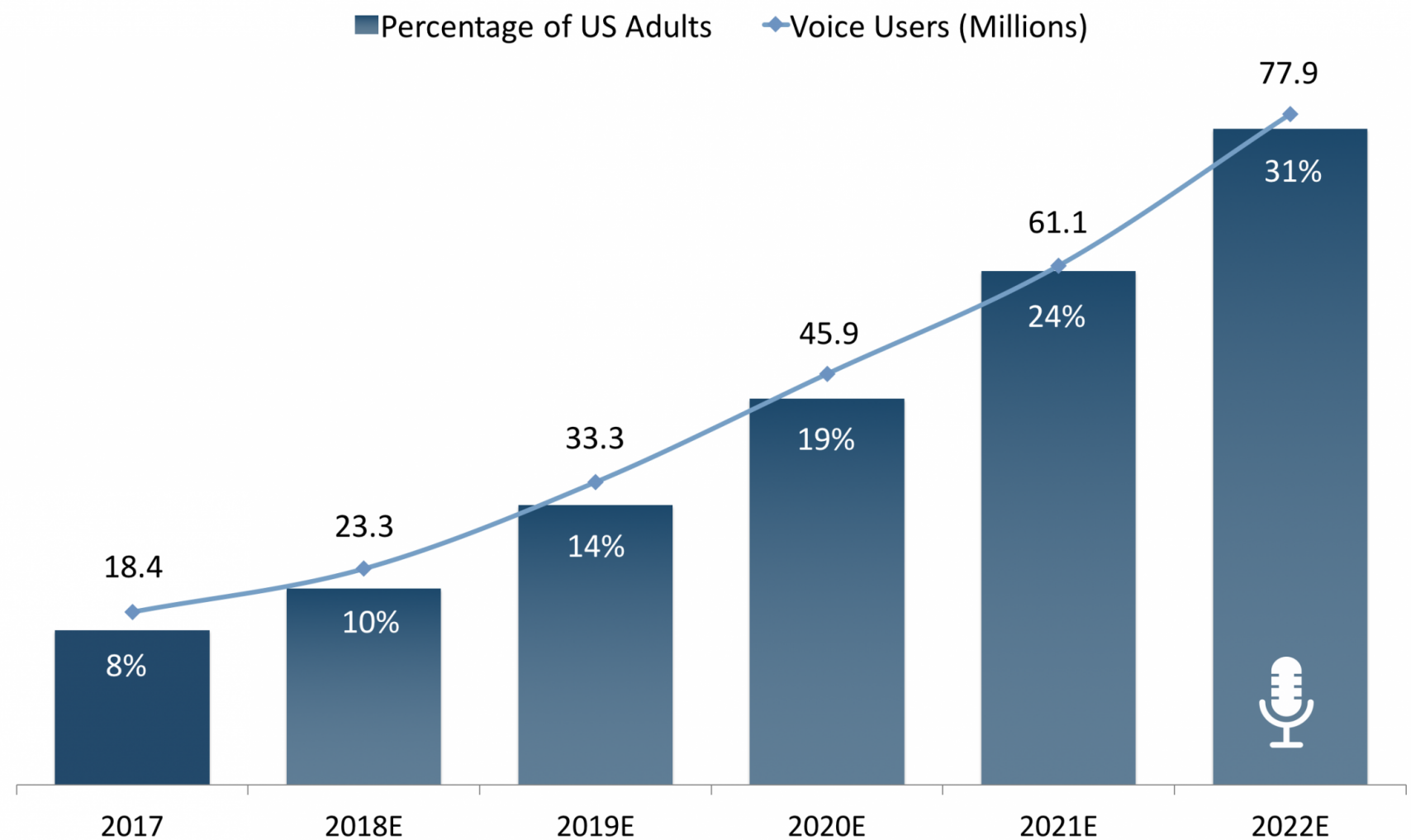
Emerging Market Niche

“Voice Payments”

Where voice-driven payment services have been an exclusive tool of the very large and technically sophisticated...

PAYYAP is among the first to deliver **“voice driven payment services”** benefiting **the average merchant.**

FORECAST: US Voice Payments Adoption



Source: BI Intelligence survey (n=950), March to April 2017, analyst estimates

EXCLUSIVE DATA FROM
BI INTELLIGENCE

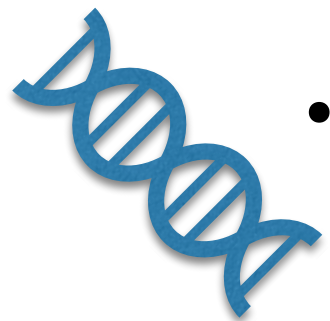
vs. E-Commerce

- ✓ In less time than it takes the average person to “log-in and fill-out” an online payment form, PAYYAP Voice Payment (IVR) server calls the card holder, and collects the payment via any standard telephone.
- ✓ PAYYAP Voice Payments secure **two (2) additional points of meta data** that can be used in strong defense against “friendly” (post-authorization) disputes:



- **Verified Telephone Number**

- *e-commerce does not deliver a “verified” telephone number of the customer*



- **Voice Biometric Authorization (Recorded)**

- *e-commerce does not deliver a “recorded” voice authorization*

Opportunity:

- PROBLEM: E-Commerce fraud is skyrocketing due (in part) to the “success” of EMV (Chip & PIN) technology, which is simply pushing fraud from the physical POS ... to the internet (where EMV is not available).
- OPPORTUNITY: Ballooning demand for super convenient payment solutions is now driving business owners to investigate “mobile” and voice-driven payment solutions;
- SOLUTION: PAYYAP is the only "**pure app**", real-time merchant service:
 - voice-driven mobile merchant payments
 - no hardware "swipers" to carry / lose / replace
 - bank card-based (e.g., AMEX/MC/VISA, etc)
 - *real-time payment capture*
 - *built-in PCI/DSS-compliance*
 - *scaleable across all regional jurisdictions*

THE PRODUCT

PAYYA9

“Voice Payments”

processing...

Cancel

Payment Status:	Calling +1/4155551212
Connected:	✓
Confirmed Identity:	✓
Card Account Number:	✓
Card Expiration Date:	✓
Card Security Code:	

- The easiest way for merchants to capture mobile payments
- Voice-driven payment lowers transaction fraud by up to 90%
- Merchants monitor cardholder payment authorizations in realtime
- Built-in PCI/DSS-compliance
- No hardware “swipers” necessary
- Available for Android/iOS (shown) and as a “plugin” - compatible with most online shopping carts

PAYYAP Real-Time Voice Payments: Merchants Start the Process

SIMPLY, MERCHANT-DRIVEN



STEP 1 / 3:

Merchant “opens” the PAYYAP mobile App and sets the Customer’s information:

- ☒ Amount to be Paid
- ☒ Name
- ☒ Telephone Number

A smartphone screen displaying the PAYYAP mobile app interface. The screen shows the PAYYAP logo at the top, followed by the text "Voice Payments". Below this, there is a section titled "Start Here" with a link to "demo_account". The main form area contains several fields: "1. Total Sale Amount" with a value of 75.00 and a green checkmark; "Transaction Limit: USD 500.00 / customer / week"; "Customer Identity" with a link to "Select Contact"; "1. Name On Card" with a text input field containing "Name" and an example "Example: Jane D. Smith"; and "Cardholder Mobile Number" with a text input field. The phone's status bar at the top shows the time as 2:38 PM and a battery icon.

PAYYAP Real-Time Voice Payments: The Customer Experience

B

CUSTOMER / CARDHOLDER RECEIVES A
FRIENDLY, AUTOMATED TELEPHONE CALL...

STEP 2 / 3:

- ☑ PAYYAP voice servers place an automated telephone call to the Cardholder/Customer
- ☑ The automated PAYYAP operator secures the customer's card data in real-time...
- ☑ PAYYAP confirm voice biometric security for extremely fast return customer billing.



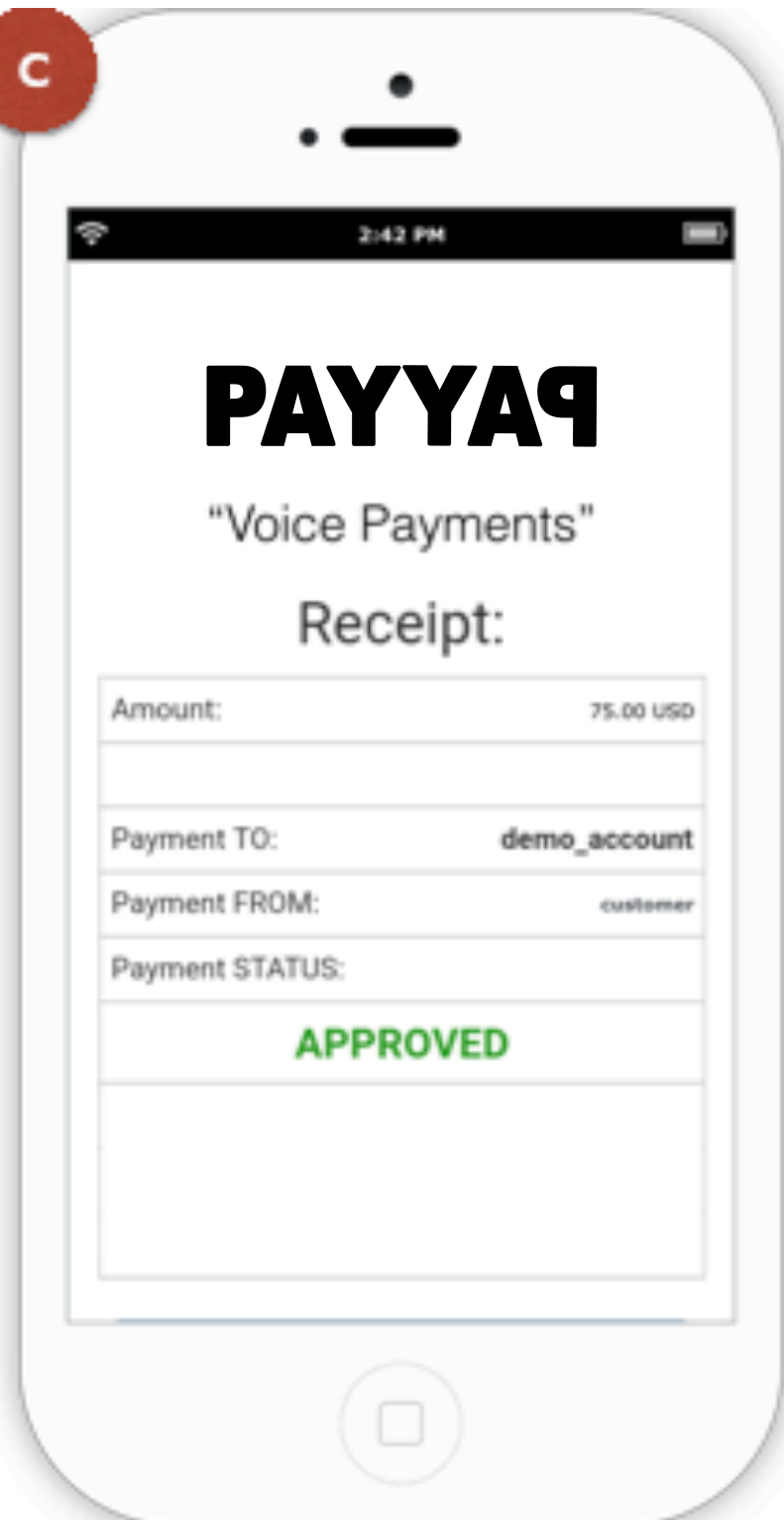
PAYYAP Real-Time Voice Payments: Merchants Watch Real-Time Updates

MERCHANT RECEIVES VOICE AUTHORIZED,
REAL-TIME PAYMENTS

STEP 3 / 3:

PAYYAP Payment Features:

- ✓ Real-time status display
- ✓ Voice-recorded (digitally signed) payment authorizations
- ✓ Payment receipt when transactions are approved



Value to Customers:

FAST & EASY:

- **No desktop required** (nor laptop, nor tablet nor smartphone)
- **No internet required**, nor Apps to download
- Receiving an automated telephone call is **familiar & free**
- **Speak** (or use touchtone) to set and authorize transaction data
- **Voice biometric security** enables fast repeat use



Value to Merchants:

- ~90% Lower Fraud + Higher Revenue •
- It is human nature to act more responsibly when it is known that we are being “recorded”.
- **Businesses under video surveillance experience “*22 percent drop in theft*, and *revenue increased by 7 percent*.” (Bloomberg)**
- **PAYYAP** voice-driven payment solutions add the value of recorded security to a traditionally “anonymous” (accountability-free) e-commerce process — delivering up to 90% fraud reduction.



- The easiest way to capture a payment
- Real-time payment completion
- Extremely mobile (no hardware to carry / lose / replace)
- Recorded voice authorizations massively reduce fraud and disputes

Global Market:

GLOBAL MOBILE PAYMENTS INDUSTRY

PAYYAP Positioning:

- ✓ **First Mover**
- ✓ **Scalable** ... across multiple payment channels & languages.
- ✓ **High Convenience** ... addresses target customer needs.

The main drivers accelerating industry growth are lower cost, quick transactions, expansive consumer reach, ease of payment, and rising smartphone penetration levels.

Annual Transaction volume in billion U.S. dollars



PAYYAP's Initial Target Market

Entrepreneurs and small businesses (especially those using online marketing and sales channels) who are looking for convenient ways to take payments from remote customers – immediately!

Geographic Markets: Worldwide (English speaking)

Defendable Model KPIs

Market trial KPI's are as follows:

- Cost per PAYYAP download (known): **\$2.00**
- One-time acquisition cost per live merchant (est): **\$55.00**
- **Monthly revenue** per live merchant (est): **\$8.75**

All KPIs have been reasonably estimated from live market trials

Scaleable Across Industries

DIVERSE CLIENT PIPELINE

MONTHLY BILLING:

PHOA (CABO SAN LUCAS)

- The Pedregal Home Owners Association (PHOA) manages 400+ homes in the private, residential community of Pedregal (Cabo San Lucas, Mexico).
- Managing 400+ fluctuating monthly bills is time consuming and costly.
- PHOA has selected voice-driven PAYYAP payments to collect monthly billings in real-time -- naturally allowing the homeowners to easily update billing details at the time of the payment.

HIGH VALUE BILLING:

LYKKE AG (ZURICH)

- Lykke AG is a Zurich, Switzerland-based bitcoin wallet and blockchain-based exchange.
- Lykke AG takes on significant financial risk when selling trading instruments over the internet.
- Lykke AG has selected PAYYAP to deliver voice-authorized bank card payments for higher transaction accountability.

Why Invest Now

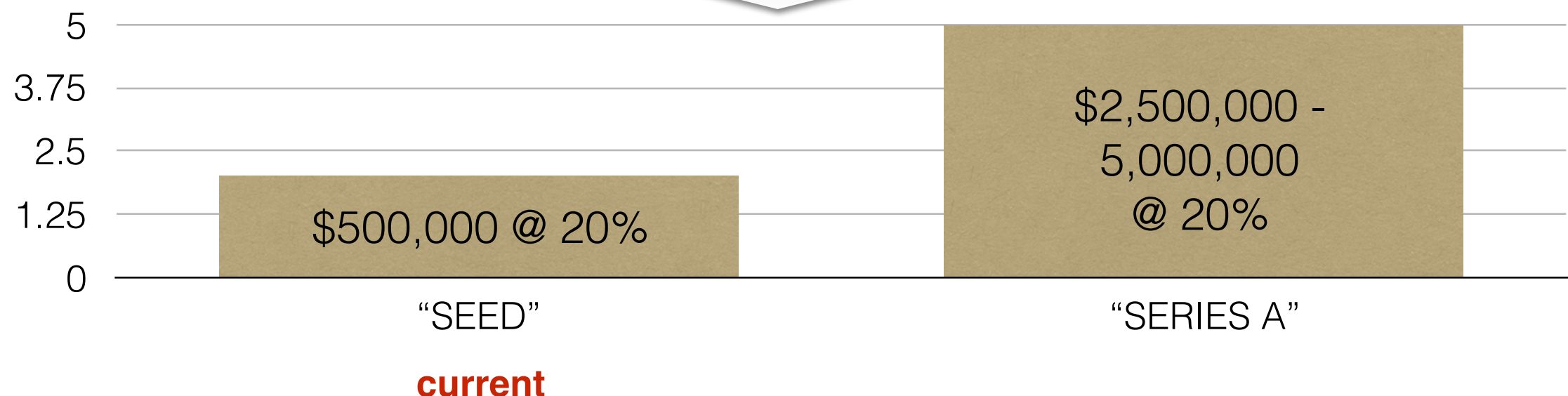
Immediate investment will generate outsized returns due to growth prospect

Need for Investment

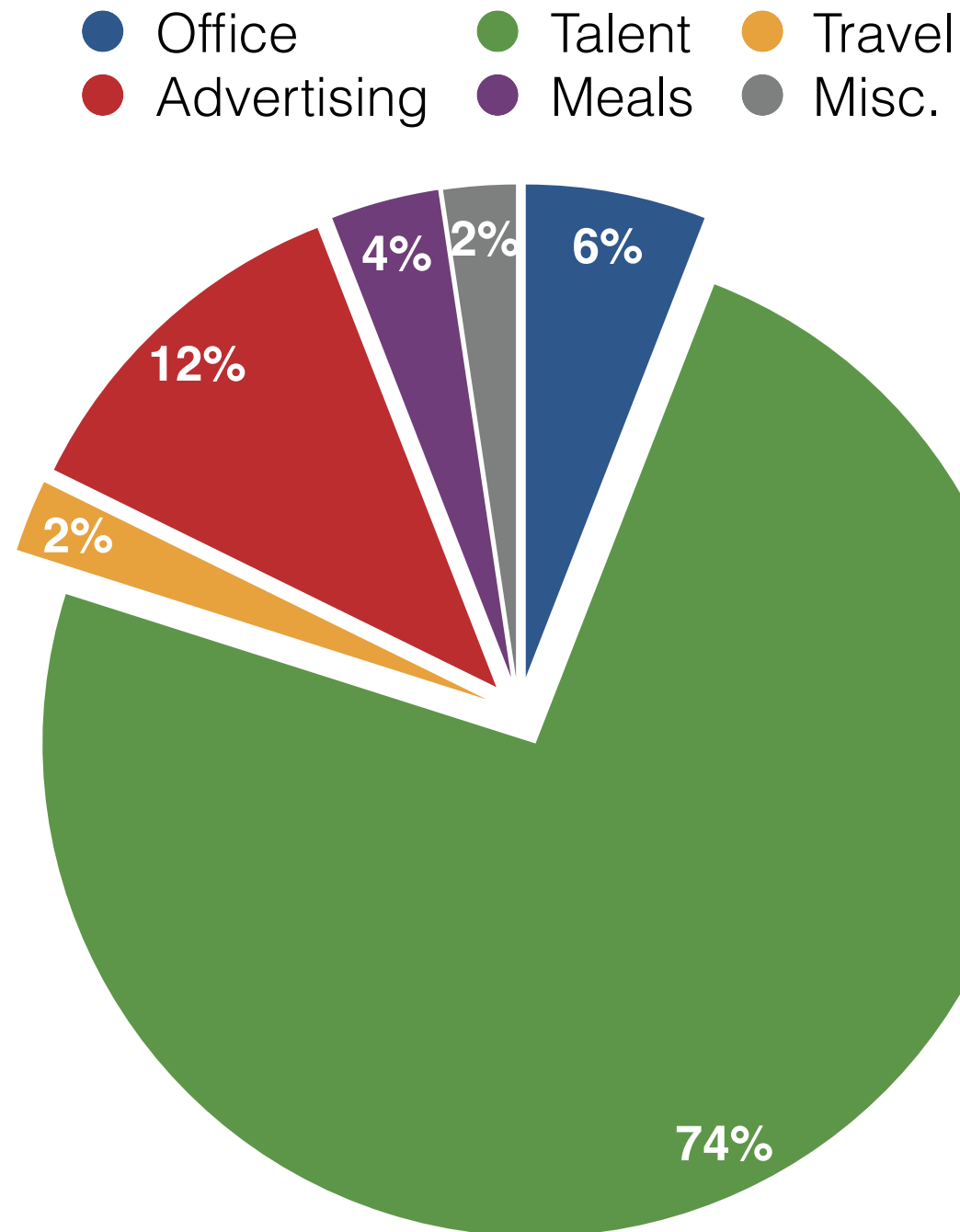
- Resources are needed to maximize first mover advantage
- Expected spend-focus in advertising / customer acquisition

High Potential for growth

- Potential for growth will allow new investors to see an outsized return
- Customer adoption will scale up exponentially
- The key to success: locking in a loyal customer base early



Use of Funds



Immediate Hires Include:

- Sr. Network Architect
- Sr. Voice Developer
- Sr. App Developer
- Sr. WWW Developer
- Dir. Customer Support

36 Month Scenarios

PESSIMISTIC:

- 100,000 live merchants (worldwide)
- generating USD ~1mm monthly net profit
- on USD ~4mm monthly gross profit
- (having captured 0.04% of global mobile merchant billings)

USD ~50 mm EV

OFFICIAL:

- 800,000 live merchants (worldwide)
- generating USD ~6.5mm monthly net profit
- on USD ~7.5mm monthly gross profit
- (having captured 0.4% of global mobile merchant billings)
- growing 10% per month (compounding)

USD ~400 mm EV

OPTIMISTIC (w/ some assistance from Citi®, perhaps):

- 2mm live merchants (worldwide)
- generating USD ~20mm monthly net profit
- on USD ~30mm monthly gross profit
- (processing ~1.0% of global mobile merchant billings)

USD +1 b EV

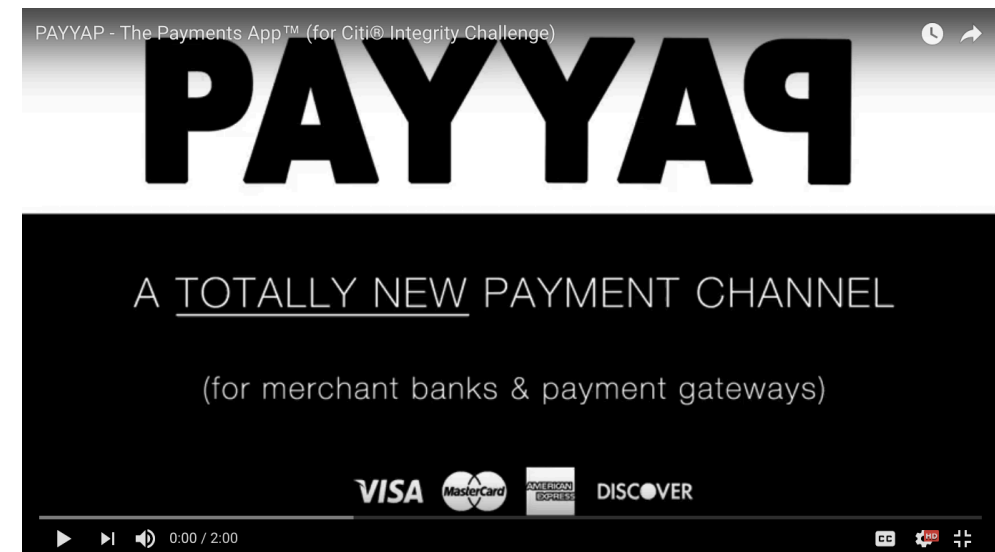
Demo Videos:

PAYYAP™ Voice-Driven Payments (for merchants)

“Official” Demo Video
(for merchants)



A New Payment Channel
(industry re-mix)



PAYYAP

Whitelabel Voice Payments (for banks)

 Tech for Integrity Challenge Finalist (International Fintech Open)

Now available worldwide at your favorite app store:



LIVE DEMO ACCOUNT CREDENTIALS:

- USER: demo@payyap.network

HOME PAGE: <https://PAYYAP.network>

EMAIL: whitelabel@payyap.network