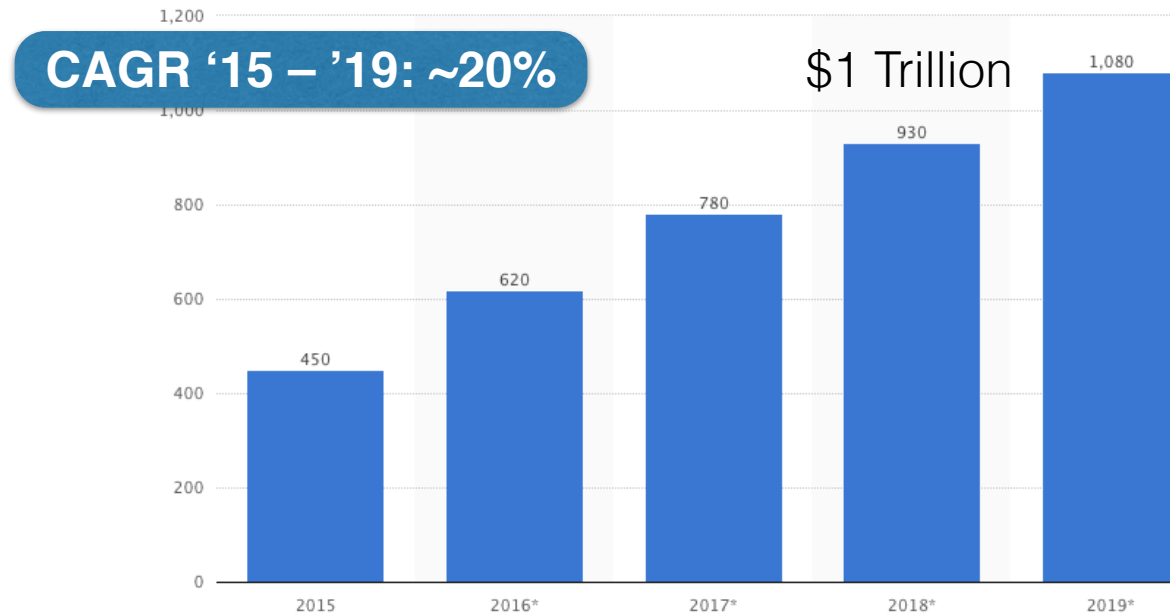


The Market

“Global mobile payments” is a massive, rapidly growing but underpenetrated industry.



Dollar amount of global mobile payment market. (billions)*

PAYYAP Positioning:

- **First mover** advantage.
- **Scalable** across multiple payment channels & languages.
- **High convenience** addresses target customer needs.

Live PAYYAP User Profile

- International entrepreneurs (especially those using Craigslist™, Instagram™, Facebook™, Skype™, etc. as marketing and sales channels) who are looking for convenient ways to take payments from remote customers - immediately
- Market: worldwide (English speaking)
- PAYYAP's Cost: gaining customer awareness