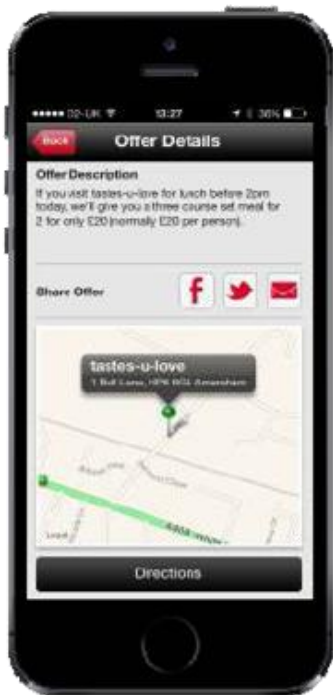

paythru

money on the move



Revolutionising mobile retail strategy

A UK based, leading provider of mCommerce solutions

Enabling clients to address the consumer's desire to use smartphones to enhance their shopping experience

paythru

- paythru is revolutionising mobile retail - enabling clients (merchants) to drive revenue by addressing the consumer's desire to use smartphones to enhance their shopping experience.
- paythru allows Brick and Mortar retailers the same insight and draw as online competitors. Helping retailers deliver the meaningful interactions and experiences shoppers expect across offline and online channels, driving unprecedented levels of engagement and revenue.
- The flagship product, Ignite, is contextual marketing platform being deployed in the retail, transport and shopping locations across Europe.

Now live in the UK at London St Pancras railway station

- With over 30 retailers signed to date
- Including John Lewis, WH Smith, Boots, M&S



- Includes PCI Level 1, payments platform that transforms the consumer's mobile device into a personal, point-of-sale payment device. This incorporates next generation verification (tokenisation) and cost-optimisation modules.
- paythru's white label approach is unique. Unlike the emerging powerhouses for mobile payments (Apple, Google and PayPal), with paythru the merchant retains control and ownership of the data that is generated by and accompanies the transaction. paythru works with merchants to enhance data, understanding and marketing effectiveness, providing a **better consumer experience and increased merchant revenue**.
- This is critical to gaining insight into customer behaviour (spend patterns, loyalty, range etc) and driving better engagement with relevant, targeted real-time responses.

BENEFITS FOR RETAILERS



White Label



More Customers



More Transactions



Bigger Basket Size



Reduced Costs

EXPERIENCED MANAGEMENT TEAM

KEITH BROWN Managing Director	Founder of Paythru, having previously ran one of the UK's leading database and direct marketing companies in the Financial Services sector, KBA Marketing, which he also founded. Prior to this he set up the financial services arm of Grattan and Next group in the late 1980's after having senior Corporate Development roles at Target Life over a 3 year period when the business was substantially reengineered and then sold by its private equity backers to TSB for £230m.
PAUL FULLAGAR Business Angel & Advisor	Paul is a serial entrepreneur who has had over 23 years in the software industry after an early successful career in the City and International Shipping. He was chairman and principal shareholder of Staffware plc which he built up over 12 years, during which it became the leading international business process software company which was successfully sold to TIBCO. In addition he chaired Financial Objects plc, a banking software company, which he successfully sold to Temenos, and is currently chairman of Brady plc, a software company specialising in commodity trading.
RUPERT POTTER Operations Director	Has held a variety of management positions both within IT suppliers and the IT departments of large corporates. His broad management experience includes building and selling two start-ups (£22m and £3m revenue); managing 6 acquisitions (sale, due diligence and integration from both buy side and sell side); managing a multinational delivery team of 240 staff; and sale and delivery of large outsourcing contracts.
VICKI ROBBINS Director of Sales	Joined Paythru in 2009 after working as Account Director at KBA Marketing for 10 years. After starting her career in marketing, Vicki progressed to KBA in an account and project management role and went on to lead a team of 6. Vicki's skills in account development and building partner relationships have seamlessly transferred to her role within Paythru. Vicki is qualified in Business and Marketing.
JOHN SHACKLETON Non-Executive Director Investor	Specialises in taking multimillion dollar companies and turning them into billion dollar companies. As CEO and President of OpenText he grew the company revenues from \$60 million to \$1.2 billion and increased the share price from \$6 to over \$60. John also made a significant contribution during his tenure as Vice President of Professional Services for the Central U.S. and South America at Sybase Inc. John was Vice President of Professional Services at Oracle, President of the Platinum Solutions Division of Platinum Technologies, Vice President of Worldwide Consulting at View Star Corporation and during the last 5 years served as director of BioWisdom Ltd.
MARK CAMPION Non-Executive Director Investor	Joined Campion Willcocks & Associates Ltd in 1988 eventually taking over as Managing Director and assuming overall responsibility for the business in 1994. Today he works at senior executive and board level, managing relationships and helping clients to identify, understand and address the change management issues they face. Mark is an original investor in the US based NYLO Hotel chain. Mark is Vice Chairman of Fields in Trust (FTF), a FRIEND of the Mary Rose Trust and has recently joined the Advisory Board of Imagine Sports Limited.
JUNE KLEIN Non-Executive Director Investor	Specialises in UK-US enterprise development, global FinTech ecosystems and New York City business launches. As CEO of Technology Marketing Ventures, Inc., she helps clients prosper from changing competitive landscapes by executing strategies that solve customer pain-points in mobile payments and behavioral marketing. Previously, she held executive positions at JPMorganChase, Citigroup, Merrill Lynch, Federal Reserve, IBM and Wang Labs.

OVERVIEW – BUSINESS DRIVERS

**Marketing
Platform
"Ignite"**



Drives customers and basket size

**Payment
Platform**



Processes transactions and redemptions

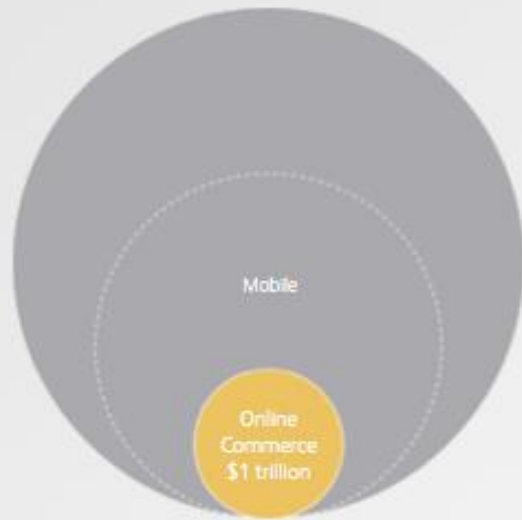
**Big Data
Insight**



Authentication / verification
Reduced risk and fraud
Consumer insight

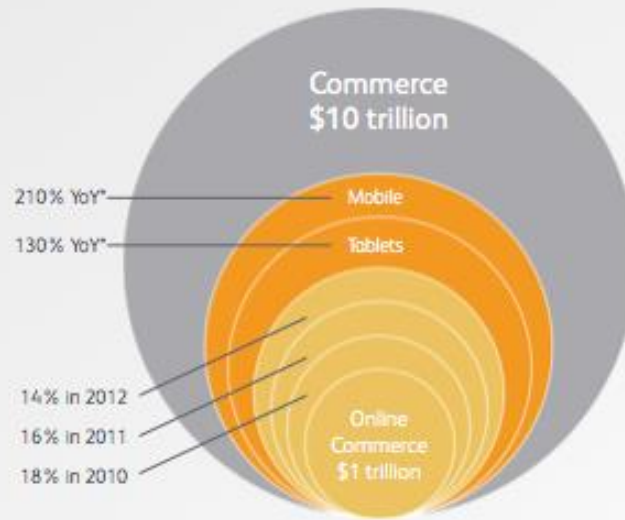
ITS ABOUT OFFLINE TO ONLINE – IT'S EXPLODING

The opportunity ahead is huge



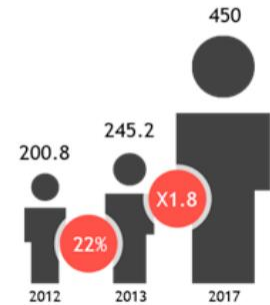
Source: PayPal

Digital commerce growth comes from mobile

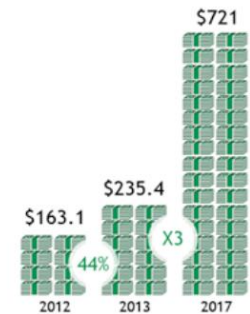


Source: IMRG & Capgemini & Paythru
Note*: M-retail = 32%, 6% smartphones, 26% tablets (Nov 13 – Jan 14)
Online clothing and fashion retailers have a higher mobile commerce penetration rate of 36% via smartphones & tablets

Worldwide mobile payment users
(in million)



Worldwide mobile transaction value
(in \$ billion)



Source: Gartner, June 2013
Forecast: Mobile Payment, Worldwide, 2013 Update

Ignite is a flexible mobile marketing and payment platform that drives consumer (shopper) engagement and merchant revenues. It responds to customers' preferences to provide relevant offers from their favourite retailers, coupled with a fast and secure transaction facility.



1. Precise geo-location

Precise real-time geo-location enables location-based messaging at home, in shopping centre, near store, in store etc.

Runs in background with little battery drain (proprietary technology)



2. Optimised customer targeting

Sophisticated optimisation engine targets messages by demographics, customer segment, past behaviour, stated preferences, time period and (of course) location



3. Mobile payment

M-commerce payment platform facilitating any form of payment (cards, vouchers, coupons, bank transfer, cash, wallets)
Integrates with 1D/2D barcode scanning to enable mobile checkout

Provides full integration to POS + options for less sophisticated till systems (e.g. bar/QR codes)



4. Custom front-end

Can be stand-alone app or integrated with existing app/s, white label for any brand/s

Ongoing R&D investment ensures the Paythru platform evolves with the market and remains relevant and up-to-date



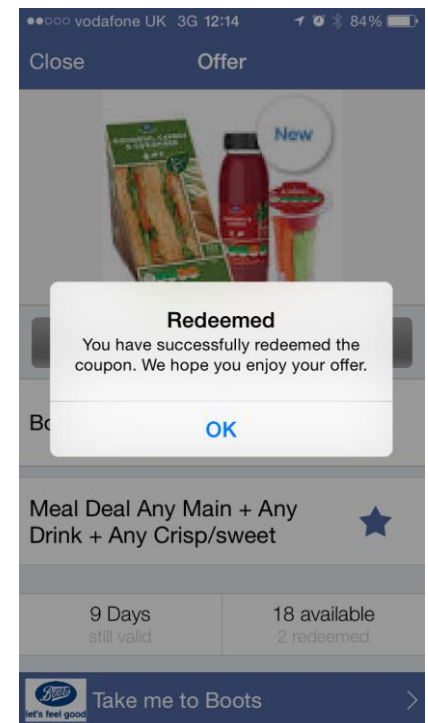
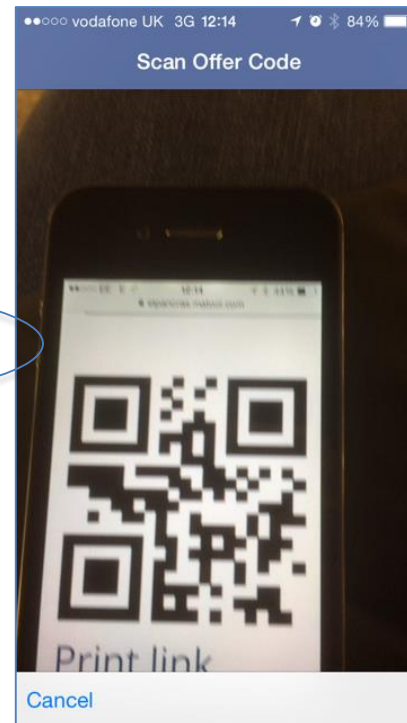
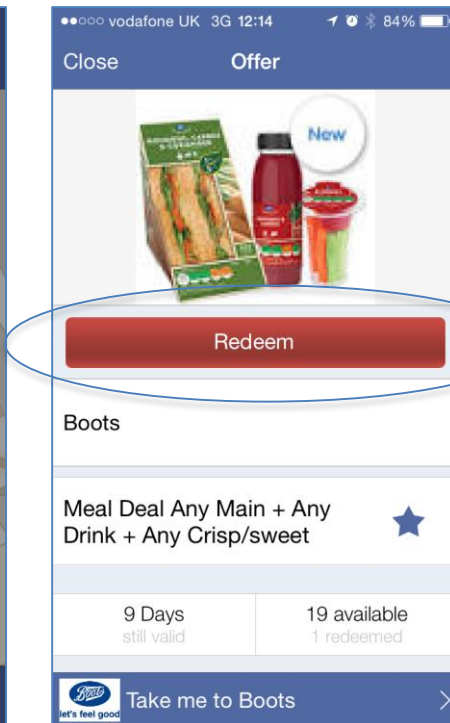
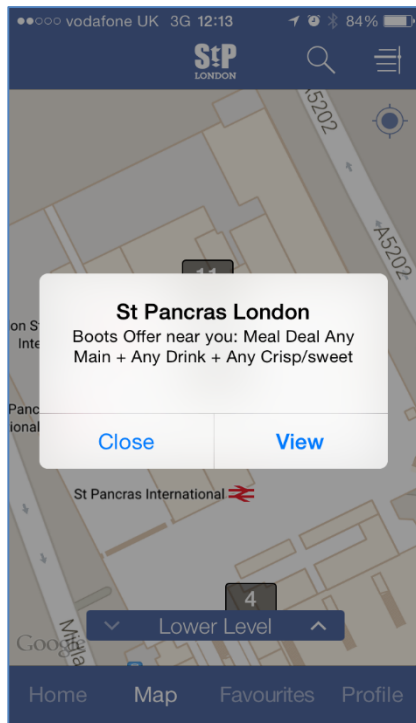
5. Easy-to-use dashboard

Host can

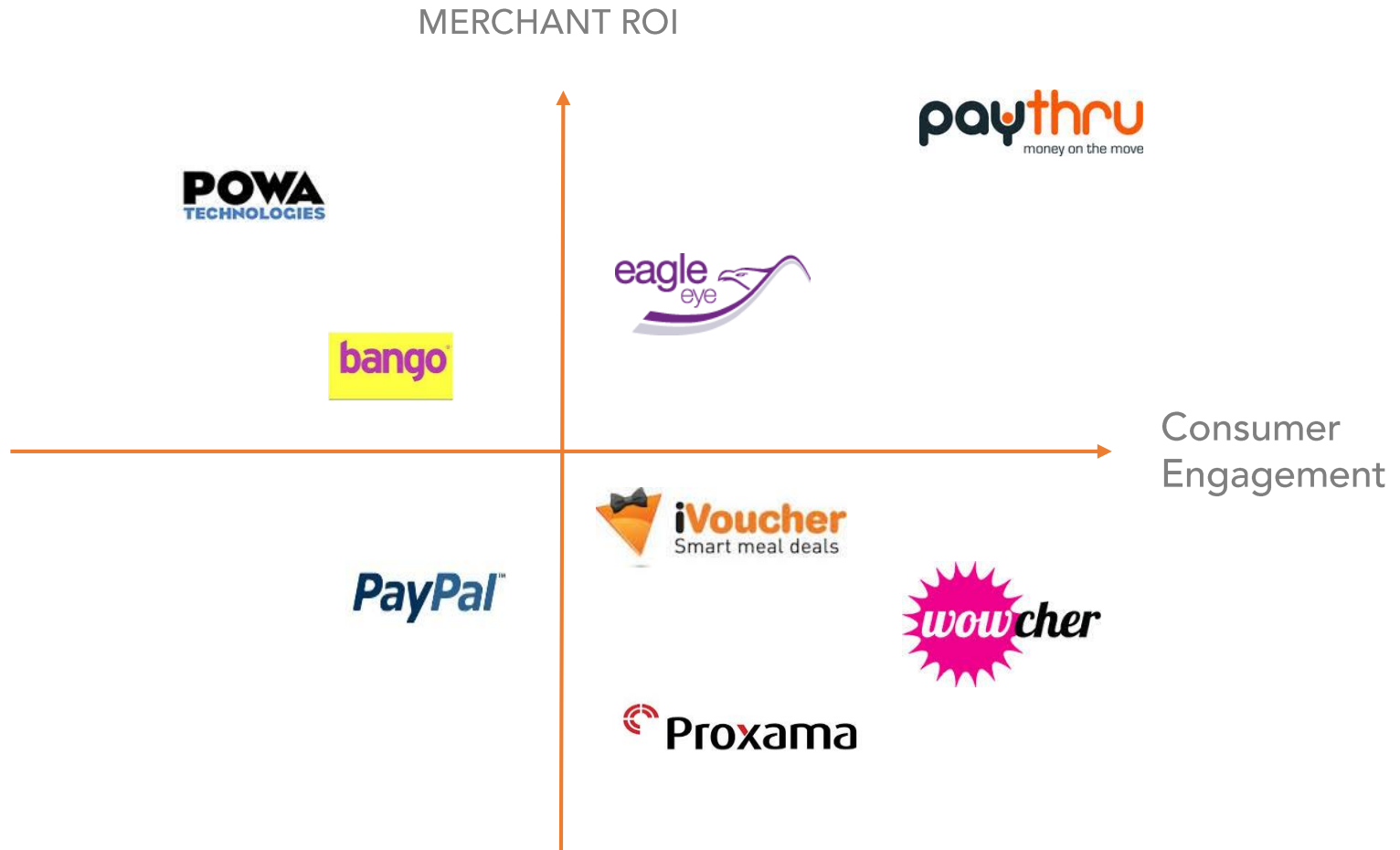
- (a) manage all promotions
- (b) observe trails (e.g. click-throughs, redemptions etc.
- (c) optimise future promotions

STP – FLAGSHIP APPLICATION

Rich insight into customer behaviour and responses to communications. Targeted in terms of **who** receives each promotion, **when** they receive them and **where** each promotional message is triggered.







MARKET POSITIONING



PARTNER STRATEGY

Paythru utilise high quality partners to introduce new business and drive revenue. Whilst direct sales continue, Paythru will add to these relationships to increase market share and build a global presence.

PARTNER	SECTOR/ EXPERTISE	SOLUTION	TYPE OF AGREEMENT	PIPELINE
 <small>EXPERTS IN ECOMMERCE & MULTI-CHANNEL</small>	Leading specialist firm of retail strategy consultants	Ignite and mobile payments	30% revenue share	Over 60 leads generated and being developed
	International leader for on-street parking management solutions and Pay & Display systems	Mobile payments	% revenue share	See Case Study below
 <small>Mobile Media Platforms</small>	Paythru South Africa	Ignite and payments	50% revenue share	A doubling of revenues forecast this year
	Acquiring a processing payment partner	Ignite and payments	% revenue share	Strategic partnership around FD's Clover product suite

CASE STUDY - PARKEON

Paythru has strengthened its partnership with Parkeon, a global leader in urban mobility solutions for the parking and transit industries, having been selected to build the next generation of the Minipark mobile parking solution. Available from June 2015, this will be deployed in over 50 locations around the world generating substantial transactional revenue for Paythru – Parkeon currently manage over 80m transactions per day. Furthermore, this new solution will dovetail with Paythru's Ignite mobile marketing platform and the 2 companies have signed a deal to co-market Ignite to Parkeon's existing and new client base.

FINANCIALS AND KEY SALES PIPELINE

The current bid pipeline stands at £2.94m. This is defined as proposals issued to clients following fact find, need analysis and discussion with firm financials quoted.

	Y/E April 2014 (£)	Y/E April 2015 (£)	Y/E April 2016 (£)	Y/E April 2017 (£)	Y/E April 2018 (£)
Total Revenue	220,000	385,530	2,205,441	4,579,377	8,304,405
Cost of Sales	360,000	345,249	1,288,300	1,133,208	1,425,943
Gross Profit	-140,000	40,281	917,141	3,446,169	6,878,461
<i>Gross Margin</i>	-63.6%	10.4%	41.6%	75.3%	82.8%
Total Overhead	1,628,000	1,193,080	3,052,450	3,192,761	3,321,306
Net Profit	-1,768,000	-1,152,800	-2,135,310	253,408	3,557,155
<i>Net Profit Margin</i>	-803.6%	-299.0%	-96.8%	5.5%	42.8%

THE FUNDS RAISED WILL:

- Provide working capital to break-even; and
- Allow for a substantial boost to Sales & Marketing to leverage existing successes in our core markets (shopping centres with planes, trains, cars and feet) by increasing resources and lowering the price of entry for new clients.

GLOBAL CASE STUDY – SOUTH AFRICA

- One of Paythru's key clients in South Africa, Takealot, a leading online and mobile shopping site, is merging with its biggest competitor, Kalahari.
- Takealot, backed by over \$100m from Tiger Global Management, has chosen Paythru to handle the payments for the combined business which will see transaction volumes more than double over the next few months when integration is complete.
- This significant win will also allow both companies to build on their ground-breaking work with Standard Bank and MasterCard, in launching the world's first digital PIN authorisation system at the end of 2014.
- Paythru offers a number of additional capabilities which give the South African merchant a complete payment solution:
 - **AMT (Authenticated Mobile Transactions)**
Known as 'payD', this special payment type enables merchants to accept payment by debit and credit cards over the internet and mobile internet with no risk of repudiation.
 - **Credit**
Enables merchants to access all major credit cards over the internet and mobile.
 - **EFT (Electronic Funds Transfer)**
Paythru offers a consolidated EFT solution for near real-time reporting and consolidation, thus eliminating the large amount of manual reconciliation and order delays many merchants currently experience.
 - **South African e-wallets**
Paythru is integrated with a number of local South Africa wallet schemes so that payments can be made directly to the merchant.

INVESTMENT CASE

ESTABLISHED & REVENUE GENERATIVE

Established as a leader in mCommerce space since 2009 inception

- Experience & network: exposure to diverse geographies and clients which can be built on
- Revenue generative: revenues derived through multiple solutions offered to retailers

MARKET

Development underpinned by rapidly growing mCommerce market

- Ownership of smart phones continues to rise - Consumer spending through mobiles is rapidly taking a significant share of global retail sales

COMPELLING RETAIL SOLUTIONS

Proven to drive sales, increase basket size & deliver customer satisfaction

- Ignite combines mobile payments with incentives and offers which can be managed easily by retailers - proven to be an effective way to drive sales and gaining information on customers at relatively low costs
- White labelled & bespoke solutions reduce wait-times and add value to customers

GROWTH & VALUE

Expanding client base and geographic reach

- Effective partnerships with influential sector participants has provided a strong pipeline of new business across blue chip companies looking to participate in mCommerce revolution
- Scalable and remote nature of technology facilitates entry into foreign geographic markets

CUSTOMERS

Blue chip client base and household names

- Trusted by leading retailers and retail centres to deliver commercial and effective solutions
- Solid customer base from which to build

DIRECTORS

Proven success on an industry and PLC level

- Board has strong understanding of marketing and software sectors through previous businesses