PassKit

The Mobile Wallet Server

Agenda

- The Problem
- The Solution
- Competition
- Traction
- Business Model
- The Future
- Case Studies

Every market is now awakening to the inevitable and very powerful merger of phone and money -
2 things nobody can live without

The Problem.

We're in 2017, but still
"Paper and plastic prevails"

- ❌ Costs (financial and environmental)
- ❌ Extremely low and decreasing yield
- ❌ Potential for fraud
- ❌ Perceived difficulty to migrate to mobile
- ❌ BUT High consumer demand for mobile

We are surrounded by antiquated, frustrating, wasteful, time-consuming experiences.

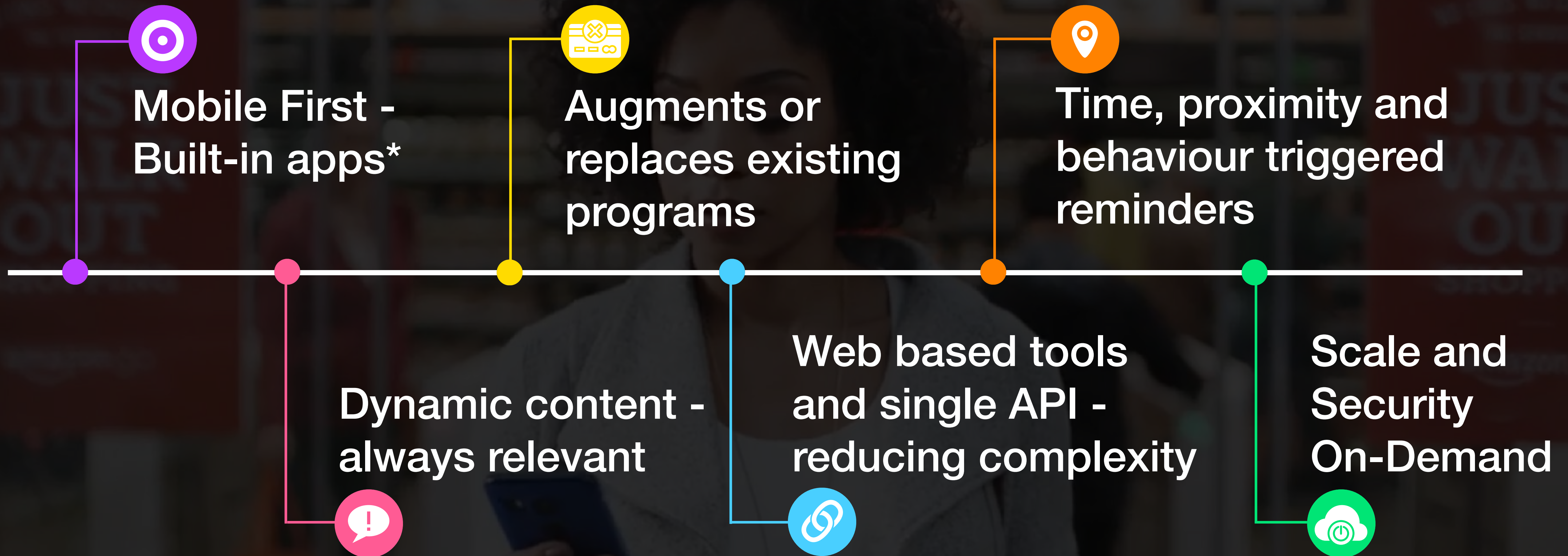**Why can't all high street experiences be as enjoyable and frictionless as Amazon Go or Uber?**

Solution - PassKit
The Mobile Wallet Server

Mobile First - Built-in apps*

Augments or replaces existing programs

Time, proximity and behaviour triggered reminders

Dynamic content - always relevant

Web based tools and single API - reducing complexity

Scale and Security On-Demand

*Examples of built-in apps include Apple Wallet, Android Pay, WeChat, Alipay, and Samsung Pay
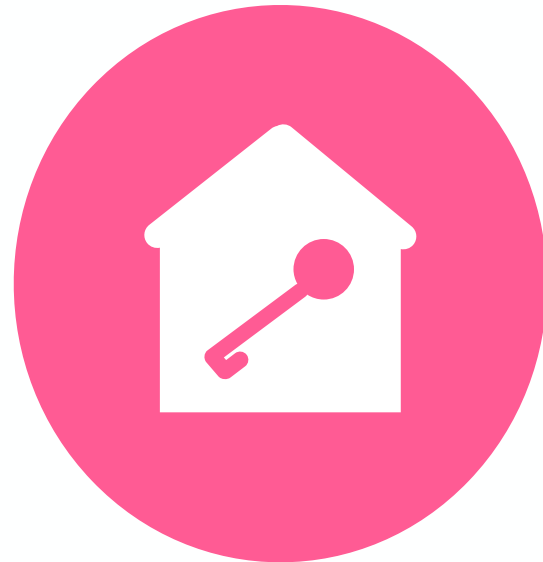
Competitive Landscape

Maintain the Status Quo

- Not connected to mobile
- Creates waste for consumer, business and environment
- Not aligned with consumer preference
- Antiquated brand image

Develop and grow mobile wallet capabilities in-house

- Significant time to market
- Up-front investment
- High skilled engineers to maintain and keep up to date
- Not aligned to companies core competencies

Digital marketing (e.g. email, SMS and social)

- Inconsistent application
- Not connected to location and time
- Content is not dynamic and not always relevant
- Lack of integration at physical locations (i.e. online to offline commerce)

Use third party app (e.g. Groupon, Perka)

- Dilution of brand
- Loyalty and data sits with third party
- Reliance on distribution and acceptance of app
- Reliability and longevity risks
- Lack of access to underlying operating systems (e.g. NFC in iOS)

Develop or procure branded app

- Time to market
- High installation friction
- Decreasing Usage
- Resources & time to build, distribute and maintain

More On Apps:

What's the real cost of acquiring and maintaining an active user of your app?
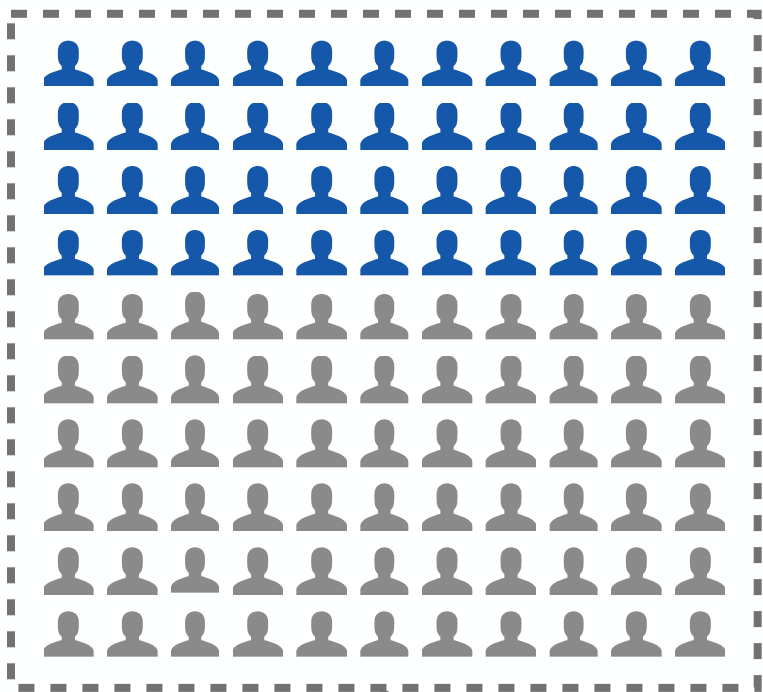
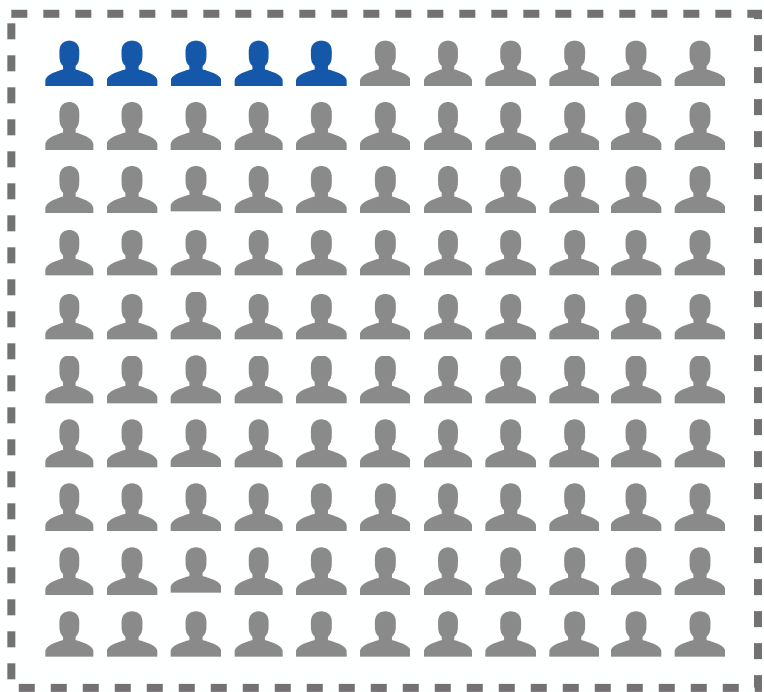**100** — 100 people visit a merchant or part of a community

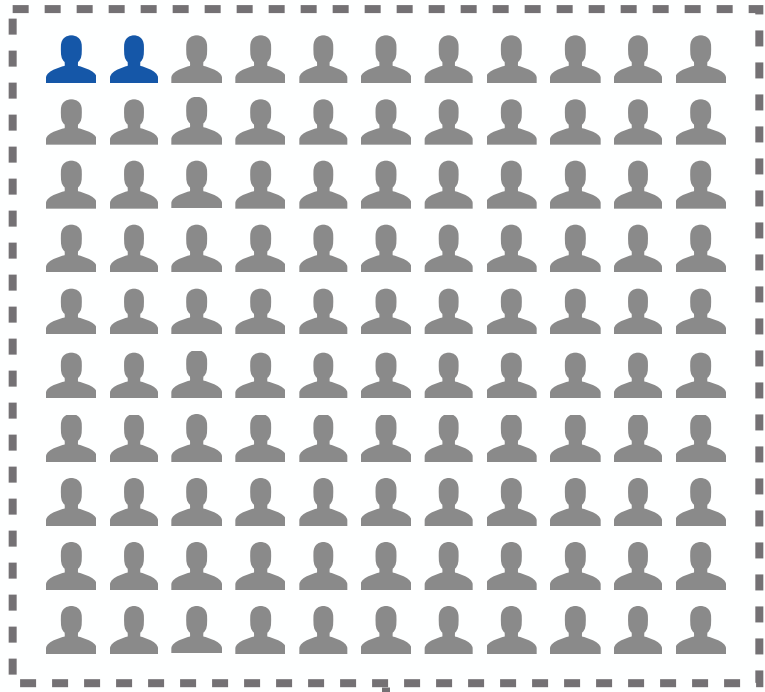**90** — 90 of them own a smartphone

40 — 40 know about or notice an advertisement for the app

5 — 5 install the app

2 — 2 or less are holding the app after a month

Key differentiators.

- Globally recognised clients across multiple industry verticals.

- 20+ years leadership experience delivering results for multinational enterprises.

- World renowned experts in the latest technologies: cloud computing, mobile wallet, payments, blockchain, beacons, and big data.

- Extensive experience with systems integration: CRM/ERP/MRM/POS/PMS (Microsoft Dynamics, SAP, Matrix, Wincor, Oracle, First Data), device management and proprietary systems.

- Strategic partners including Apple, Google, Samsung, Amazon and Intel to maintain technology lead.

- Enterprise-grade, instantly scalable infrastructure.

- Speed to market with emphasis on quality.

- Lean Six Sigma heritage with a passion and focus on solving business process inefficiencies using the latest technology.

Traction

- 100M+ installs
- 150+ countries
- Multiple industry verticals
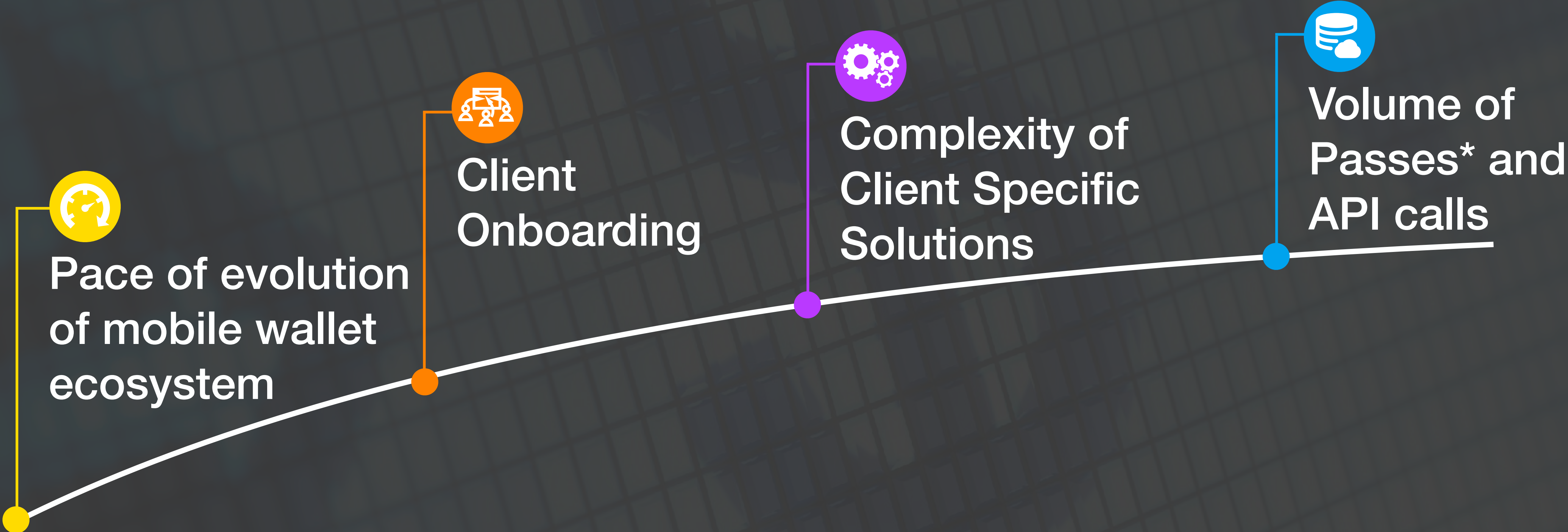- Global strategic partnerships

Pricing Model

B2B

Value Added Services
e.g. Blockchain service, VAS enablement, licensing, marketplace, behaviour data, revenue share

Professional Services
e.g. enhanced SLA, consulting, bespoke dev, system integration

Tiered pricing
e.g. $ per pass* and/or $ per API call, support

Freemium
e.g. small volume, self service, online support only

*Passes are a digital representation of information that might otherwise be printed on a piece of paper or plastic. Passes let users take an action in the physical world, in the same way as boarding passes, membership cards, loyalty cards, and coupons. Passes are stored and managed by the consumer in a mobile wallet application.

PassKit Cost Drivers

Pace of evolution of mobile wallet ecosystem

Client Onboarding

Complexity of Client Specific Solutions

Volume of Passes* and API calls

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Product Roadmap - Now and into the Future

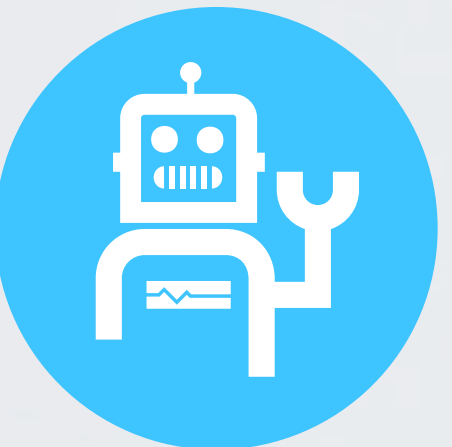| Scalable Cloud Infrastructure | Push Message Servers | Mobile Wallet Services | Social Network Integrations | Beacon Management | Pay Value Added Services | Plug-ins and End-to-End Integration | Blockchain Integrity, Machine Learning and Messaging Bots | Virtual / Augmented Reality Integration |

2006   2007   2008   2009   2010   2011   2012   2013   2014   2015   2016   2017   2018

Our mission is to accelerate the adoption and integration of the latest customer engagement technologies; enabling businesses to confidently and efficiently move from dated sales practices to the new world of "me-tailing".

Projected Growth

Number of Passes*

- 1.2B
- 900M
- 600M
- 300M

2013 2014 2015 2016 2017 2018 2019
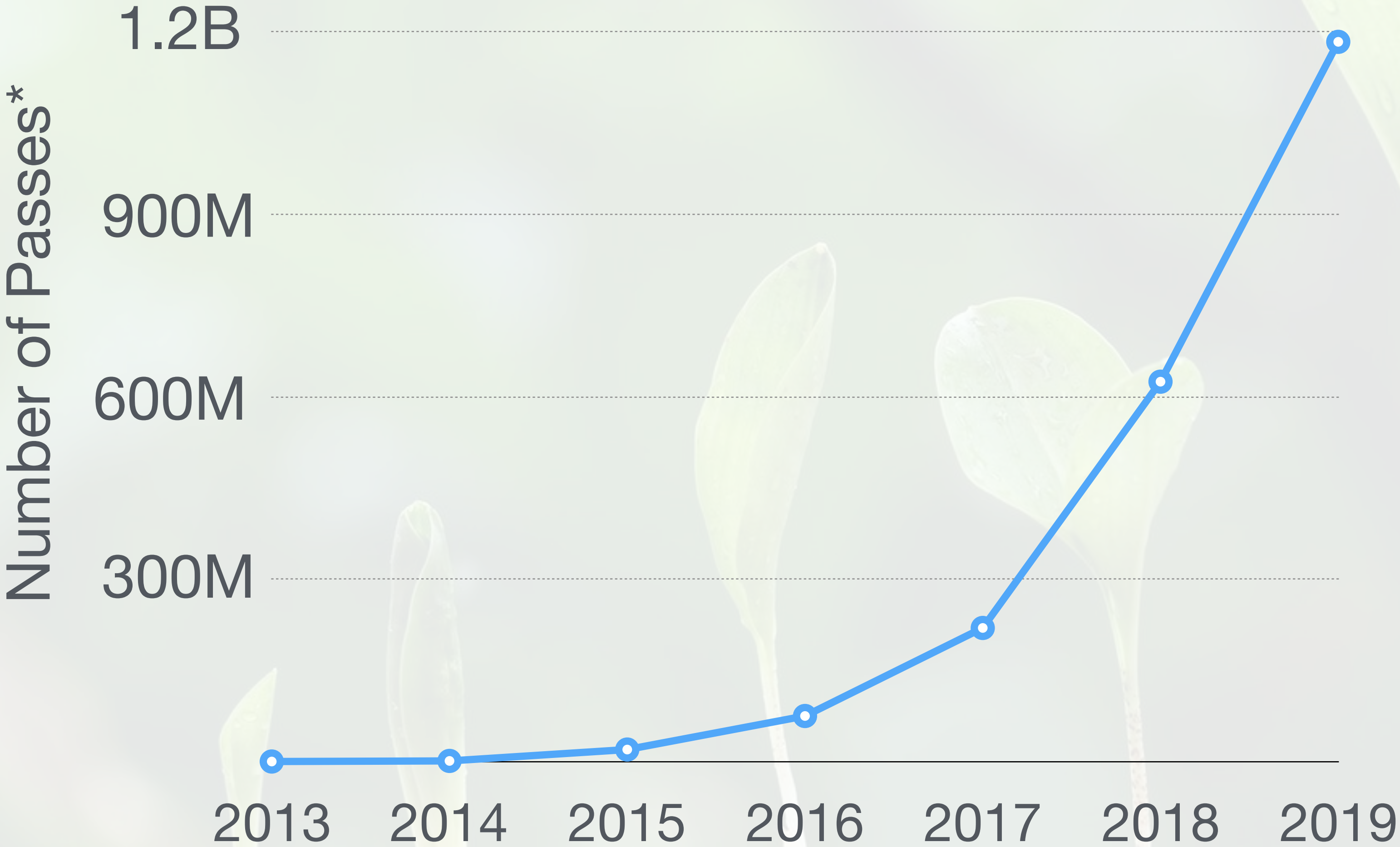
Drivers

- Smartphone adoption
- Proliferation of mobile payments using native wallet applications
  (e.g. Apple Pay, Android Pay, WeChat Pay, Alipay, Samsung Pay, Line Pay)
- Consumer preference

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DFS Group Innovates Antiquated Buying Experience & Increase Online to Offline Conversions
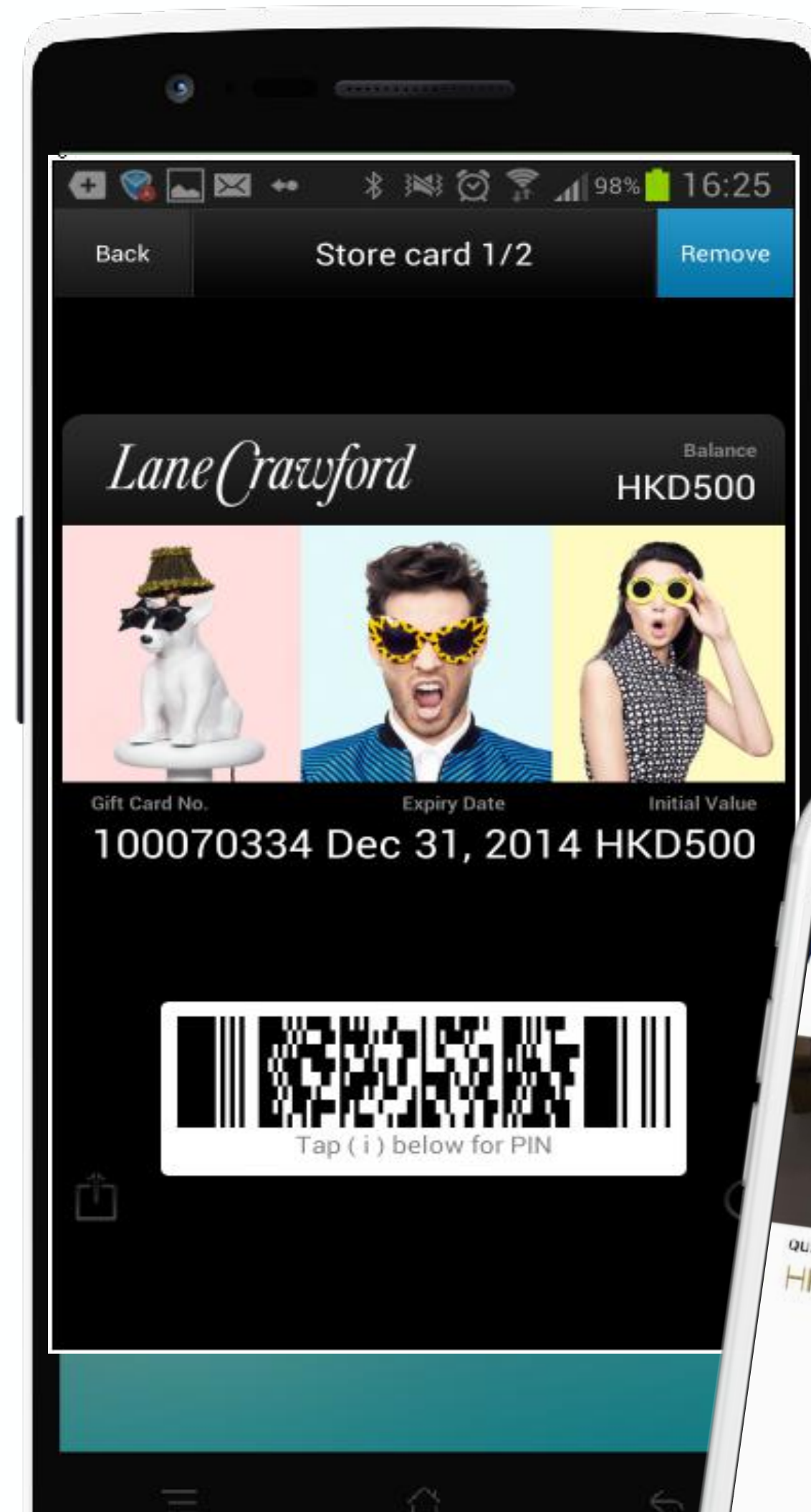Industry: Travel Retail
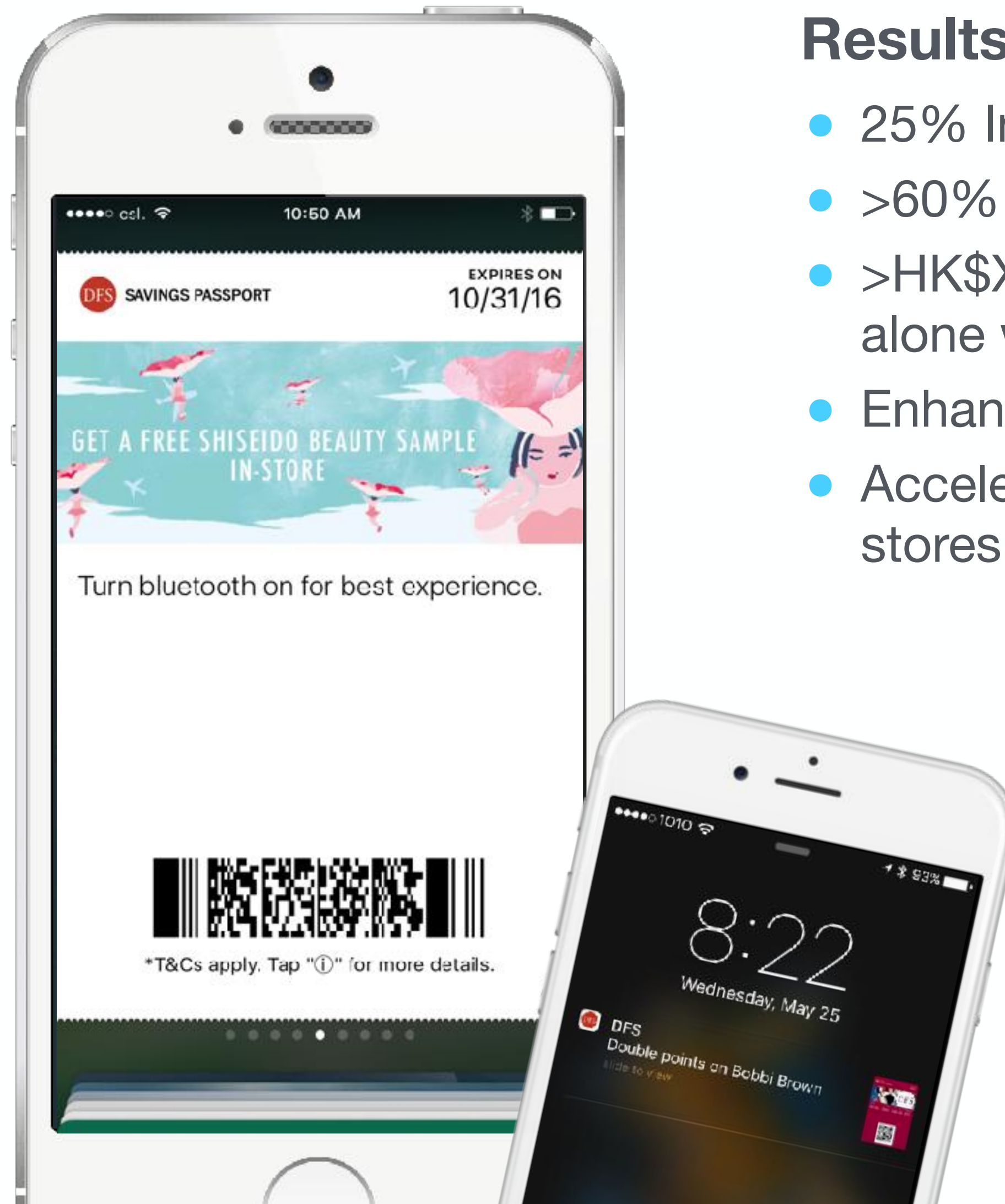
Results to date

- 25% Increase in customer acquisition.
- >60% Usage Rate.
- >HK$XM additional sales in Hong Kong alone within 2 months.
- Enhanced purchase data & insights.
- Accelerate deployment across other 33 stores globally.

Lane Crawford

Lane Crawford Improves Operational Efficiencies and Increase In-Store Traffic & Spend
Industry: Retail

Results to date

- \> 90% reduction in processing time.
- Reduced spend by HKD XXXK on SMS & email.
- Increased in-store traffic with average purchase spend per visit up by XX%.
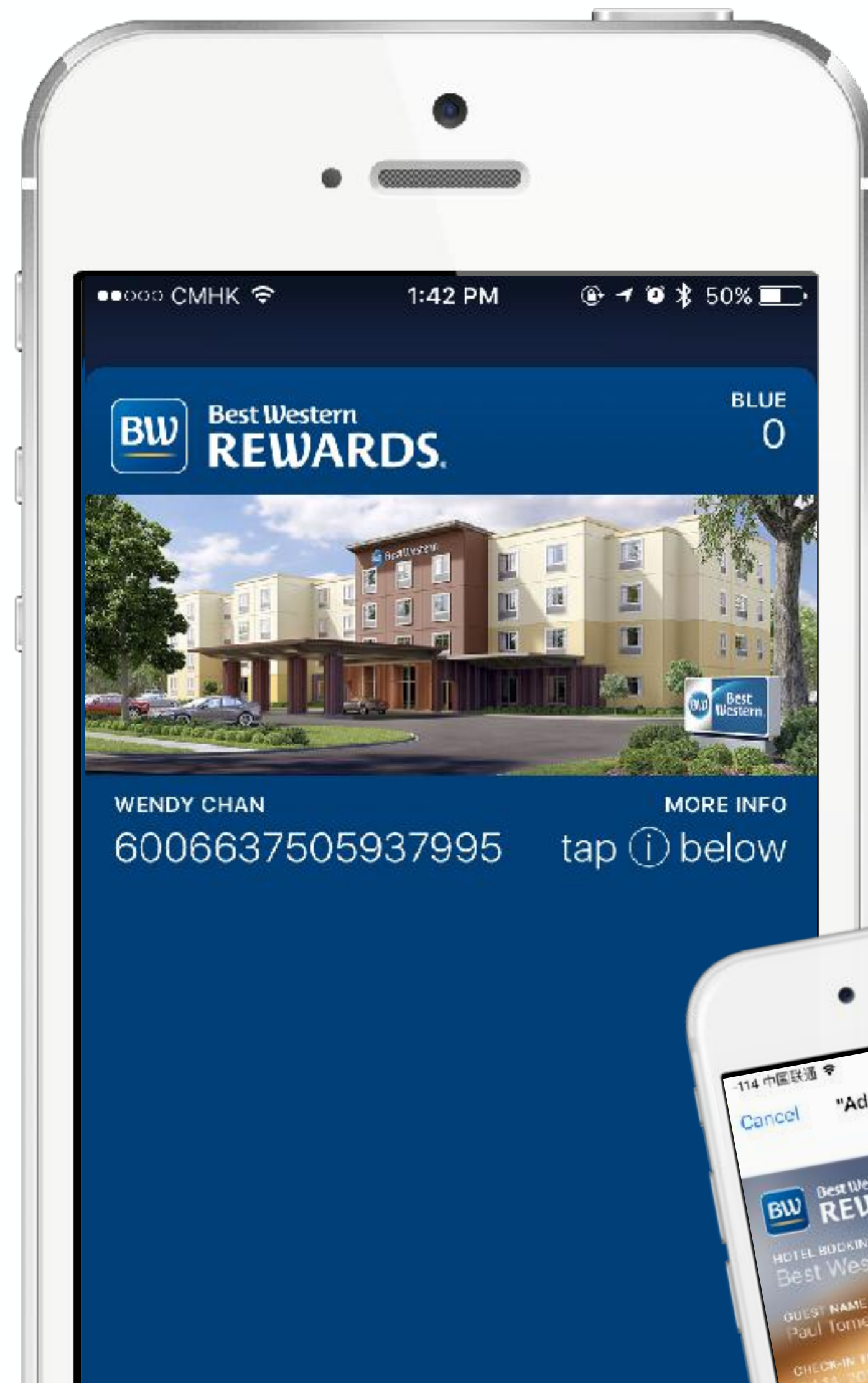- XX% Increase in cash voucher redemption.

Featured on Apple homepage

Visit wt.is/8x for more details

Best Western International (BWI) Frees Up US$XXM to Fund Future Innovations
Industry: Hospitality

Results to date

- Operational cost savings of over US$XM per year.

- >10% of members converted from plastic to digital within 2 months.

- Increasing direct bookings, reduced commissions & dependencies on OTAs and TPIs.

FWD Insurance Sparks Life into Policy Servicing
Industry: Financial Services

Results to date

- One tap access to policy services without need for human intervention.
- Highly trusted and secured with organisation compliance.
- Brand differentiation.
- XX% reduction in policy processing & servicing costs.
- XX% increase in cross-sell.

Visit wt.is/8q for more details

SSP Gives Back to all Airport Staff with Exclusive Dining Benefits & Discounts
Industry: F&B

Results to date

- Instant delivery of digital membership card upon approval.
- One tap redemption without need for human intervention or additional investment in hardware.
- XX% reduction in print and operational costs.
- Over XX% activation & usage rate.

Visit bit.ly/teamwisessp for more details
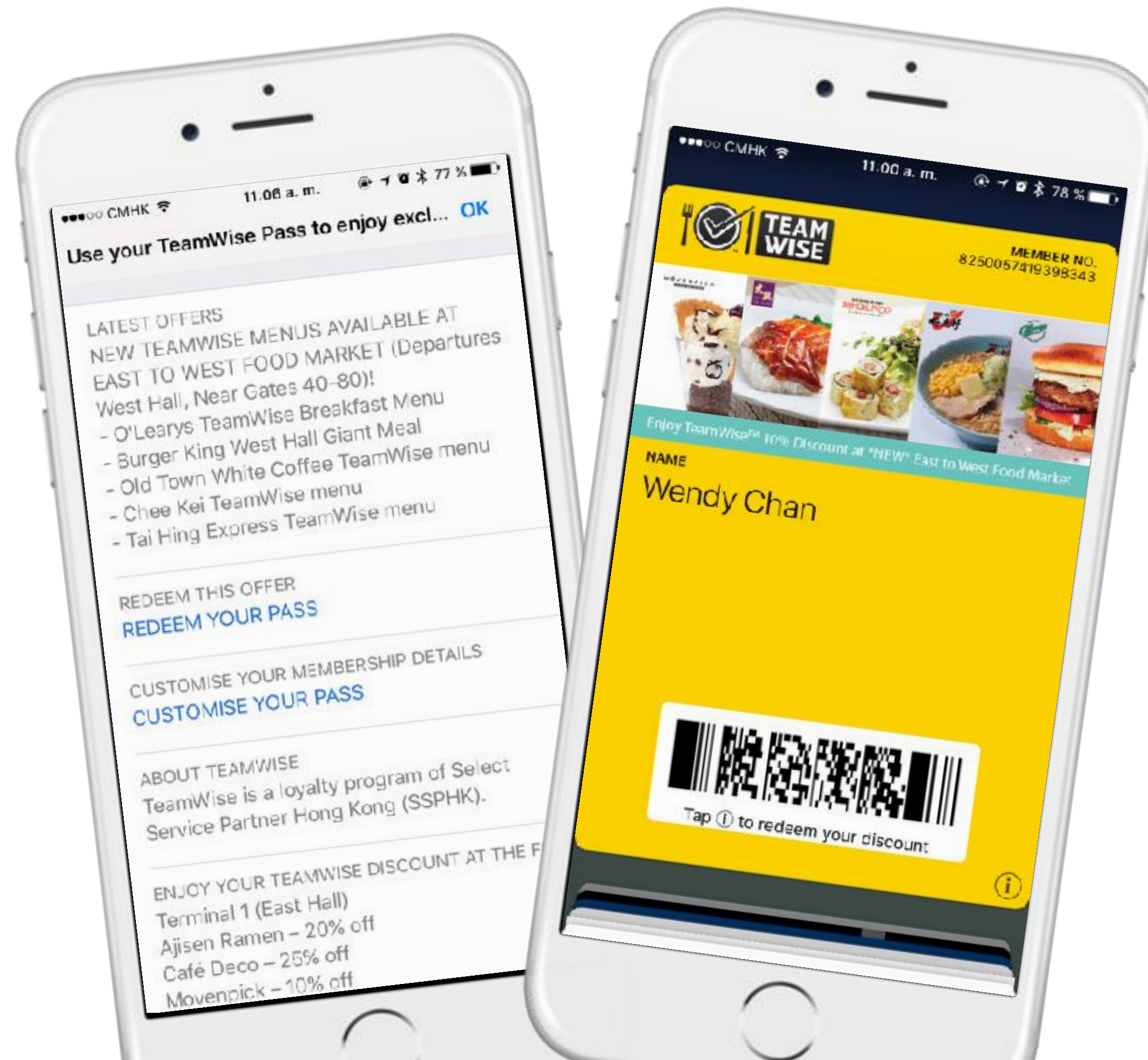
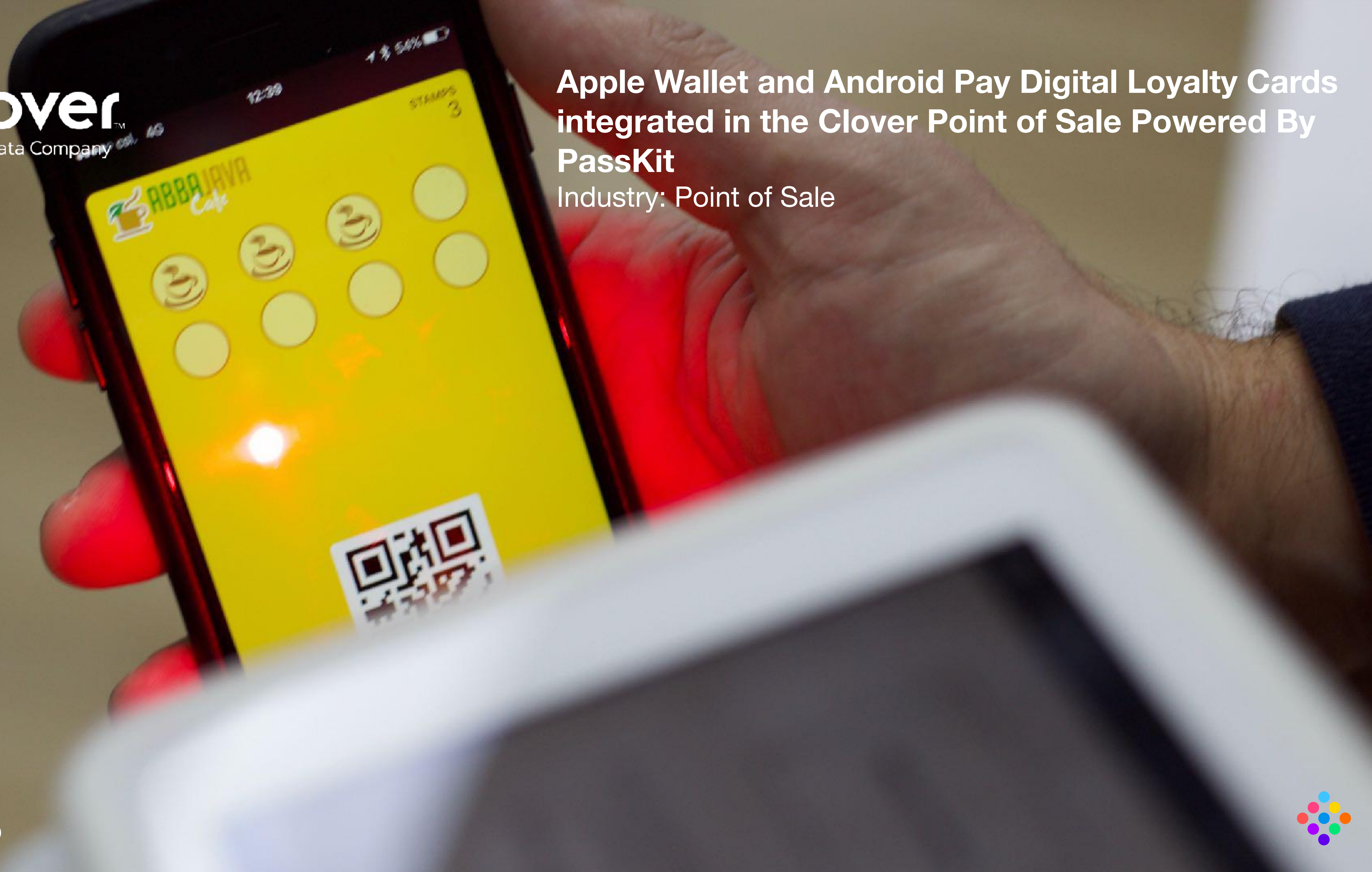**AIS Takes On Thai Ticket Major with Mobile-First Ticketing Solution Powered By PassKit**
Industry: Telecommunications

Live Demo

Apple Wallet and Android Pay Digital Loyalty Cards integrated in the Clover Point of Sale Powered By PassKit
Industry: Point of Sale

Live Demo

PassKit.com