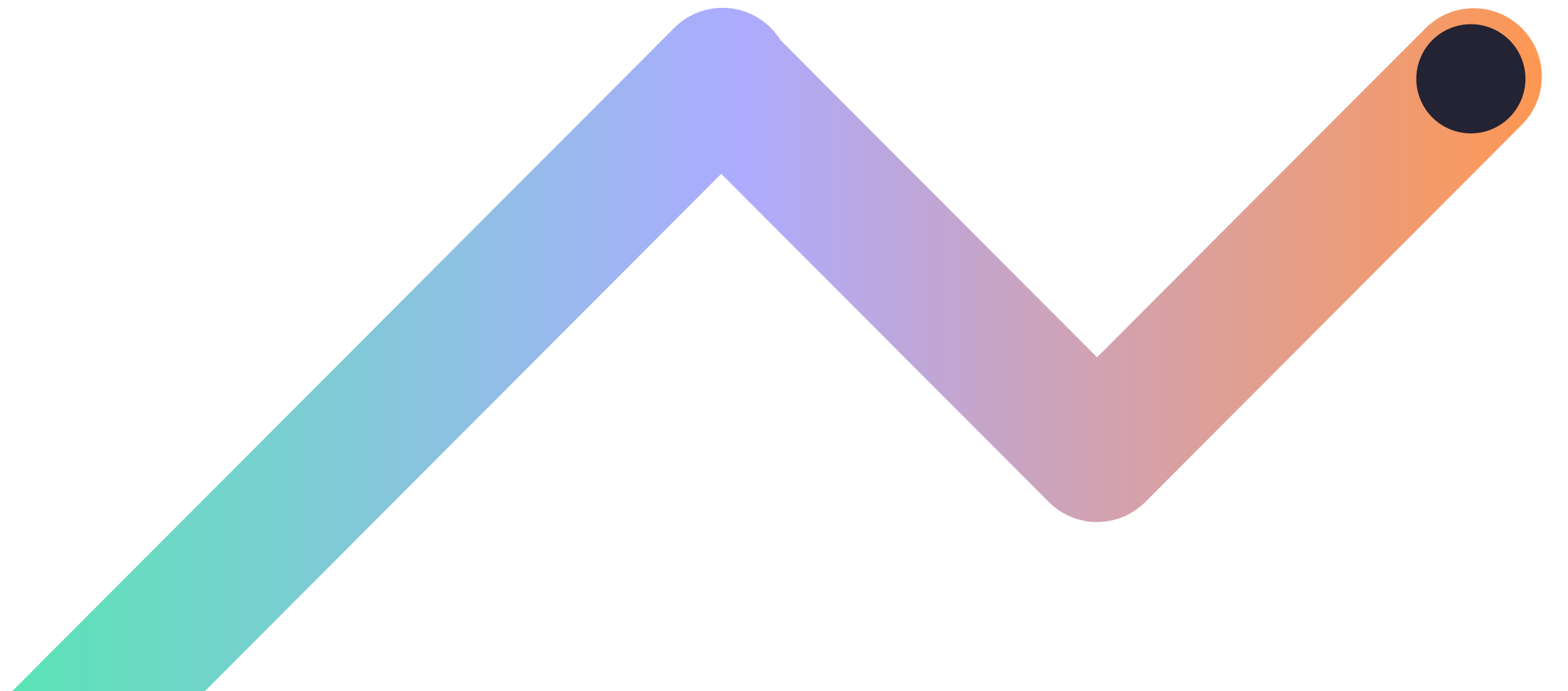


Pay.

Executive Summary

July 2022



Payments. Made. Simple.

Our mission is to create a more inclusive digital economy

We help big entrepreneurs move big payments, and micro-merchants realize their biggest dreams.
We do this by adding ease, simplicity, and velocity to the entire global payment space.

Company Profile

Employees: **47**

Founded: **2020**

Funding Stage: **Seed**

The illustration shows a document with a purple triangle at the top, an orange tab on the right, and a teal tab on the left. The document content includes a progress indicator on the left with five steps: a green circle with a checkmark, a blue circle with the number '2', and three grey circles with numbers '3', '4', and '5'. To the right of the progress indicator are several horizontal lines representing text input fields. The word 'Pay.' is written in bold black text above the input fields. At the bottom of the document is a dark blue rounded rectangle containing a white right-pointing arrow and the text 'Submit Business Info'.

Licenses



Operating through a wholesale BIN sponsorship model.



PI license through the Bank of Cyprus.



Acquiring FCA license through a change of control.



Pay has selected Cross River Bank (CRB) as our bank sponsor in the US. CRB enables Pay to acquire and make payouts through its innovative COS platform. They are a technology-first financial institution that supports fintech giants including: Stripe, Checkout.com, Affirm, etc.

Key Product Milestones

To Date



Gateway:

Proprietary next-gen merchant gateway



Merchants Admin:

Sleek and modern merchant admin with an emphasis on simplicity



Automated Onboarding:

Automated onboarding process for merchants to instantly sign up and begin processing payments



Featurespace:

Leveraging the best AML and transaction monitoring tool in the industry to help combat fraud and mitigate risk for our merchants



Plugins:

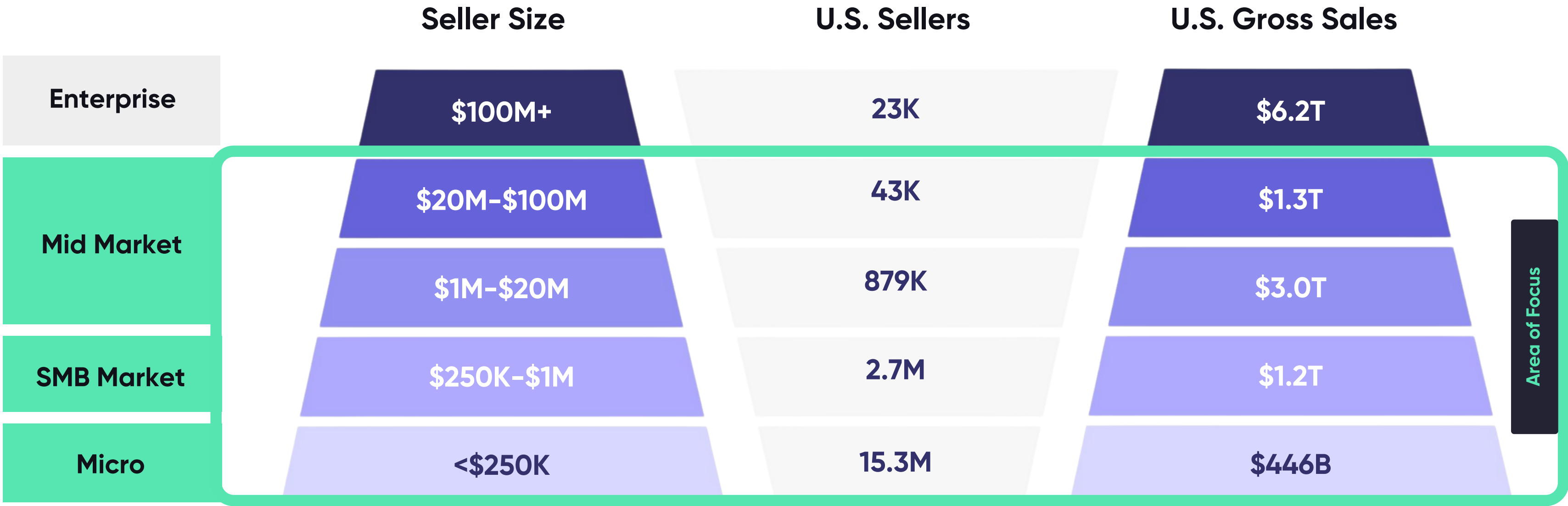
Completed integrations with WooCommerce, Magento & Presto Shop



APMs:

Completed integrations with dozens of alternative payment methods

Targeting SMBs and MSEs



Competitive Advantage

Pay has identified the following as its most important competitive strengths:

- ✓ Accelerate customer onboarding with a fully digitized experience.
- ✓ Simplify merchant administration, e.g., enabling a fully-customized, selfservice hosted payment page, using drag and drop functionality.
- ✓ Enhanced control for the merchant, e.g., offering fee transparency and convenient outsourced back-office operations.
- ✓ Pricing flexibility - merchants can select between Blended and IC
- ✓ Provide faster settlements, enabling merchants to receive their funds instantly using card payouts or realtime payouts.
- ✓ Webselense LLC: Sister company that will be managing our SEO and paid search advertising. The company operates a platform with several comparison websites and will be assisting with managing our website and ensuring we are attracting top-of-funnel traffic.



Signed Merchants



Kape: VPN leaders with over \$500m ARR



Skywind: Gaming platform with over \$100m in ARR



Playboy: Supporting a new creator - driven content platform called Centerfold - projected \$1B in ARR



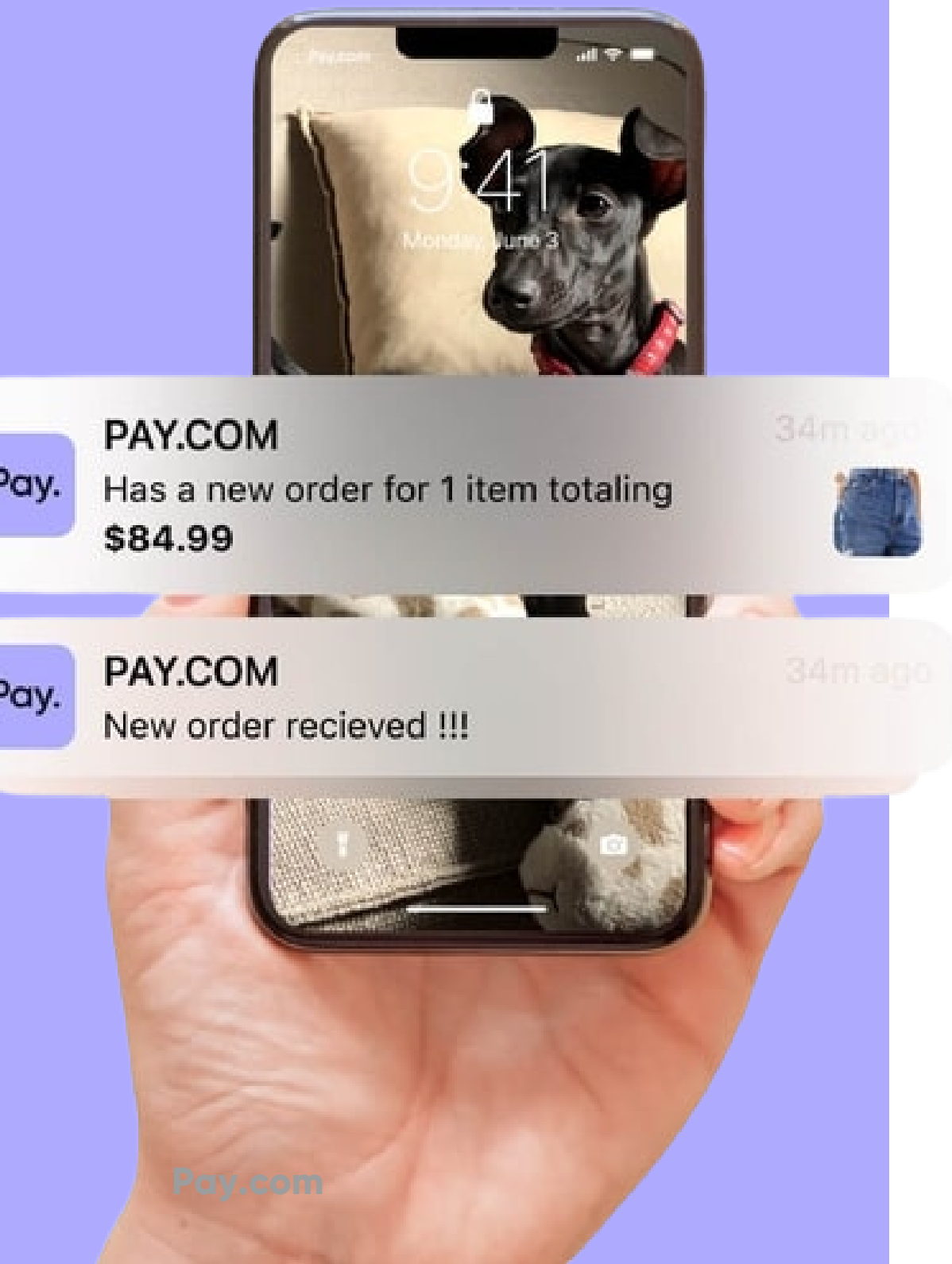
Solid: Fintech platform with \$50m in ARR



Barstool Sports: American digital media giant with lots of upselling opportunities



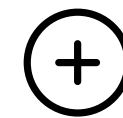
Alpaca: Broker dealer platform with \$100m ARR



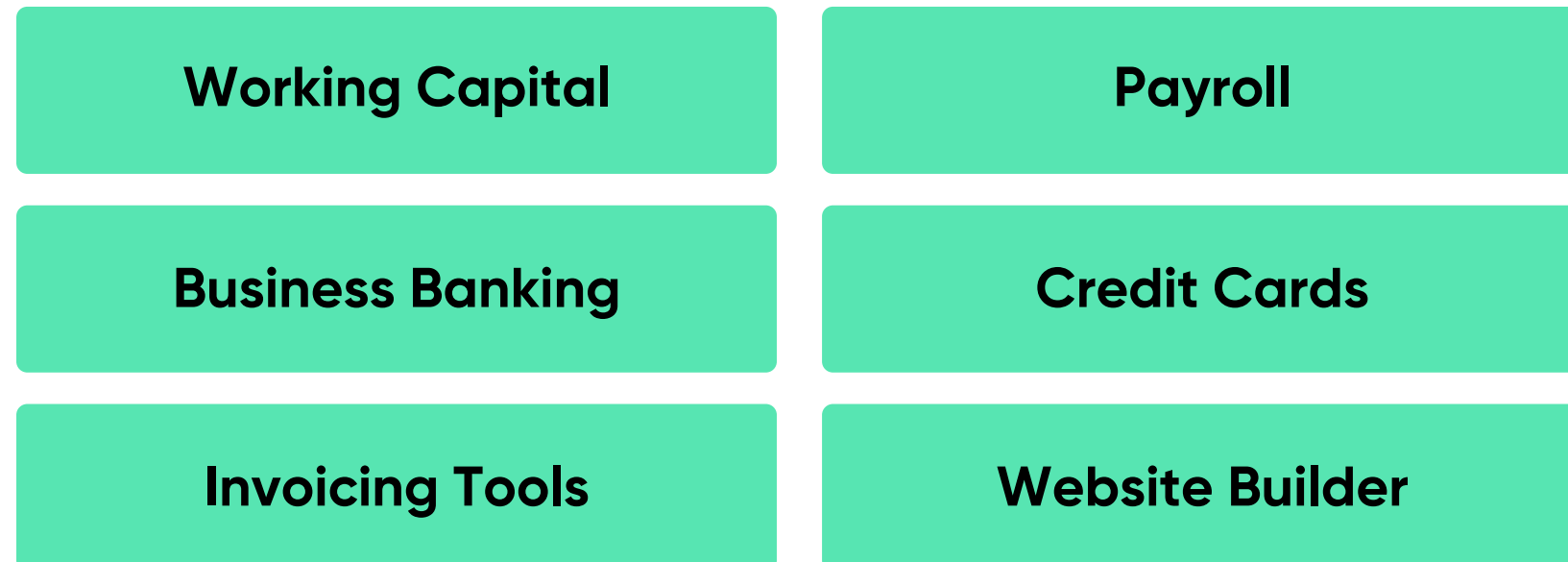
Revenue Model

Pay plans on offering two pricing models, IC+ and Blended. Payment processing will remain our core offering. Pay recognizes that payments represent only a small share of the merchant's wallet, therefore we are targeting much bigger opportunities in software, marketing tools, and additional financial services.

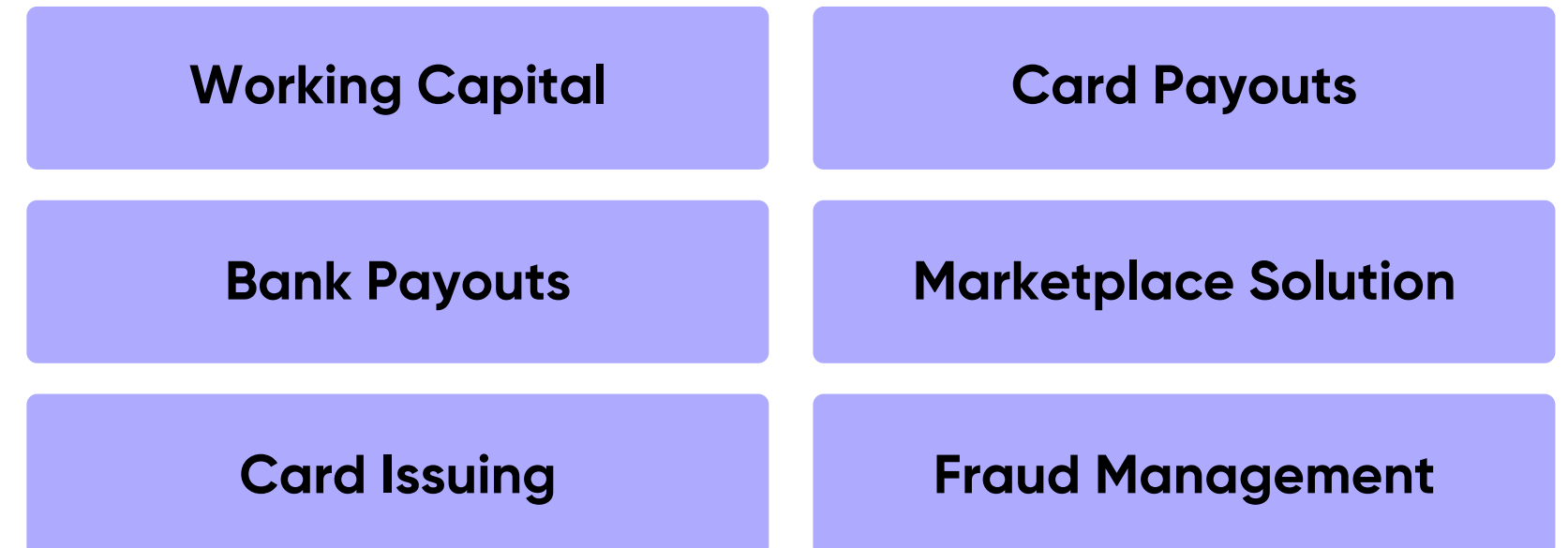
Acquiring (Cards, APM's)



Micro SME



Enterprise



Key Competitors

Historically, legacy companies such as Chase, FIS, and Fiserv have dominated the US acquiring market. In recent years this has been augmented, especially in the e-commerce market by offerings such as Stripe, Adyen, Checkout, and Square.



Let's talk

PAY.COM

