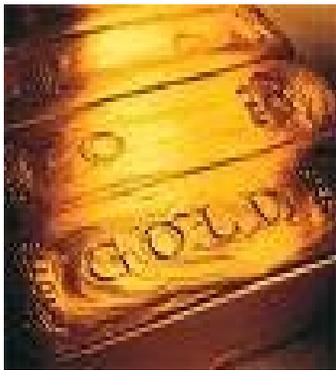




**2007 Payments Conference  
Federal Reserve Bank of Chicago  
May 10<sup>th</sup>, 2007**

Dion Lisle  
Vice President, Business Development  
Obopay, Inc.

## The Big idea



Obopay delivers *instant* and *effortless* payments to every mobile phone



## What is Obopay?

- **Leading real time mobile payment service in the US** –target is mobile youth
- Consumer service – **direct and channel marketing**
  - Service works on US Networks; use a mix of direct marketing and branding; leveraging partners
  - Integrated with prepaid master card for universal merchant acceptance
  - P2M capability with mobile developers
- **Multi disciplined leadership team** – mobile, banking, payments, technology
- **Founded March 2005**, 70 employees, Headquarters in Redwood City CA
- **International** - Obopay India opened January 2007.

- Mobile Banking is the moving of the Internet Banking solution to the mobile platform.
- Mobile Payments has the ability to make payments on the mobile platform to individuals or merchants

## Mobile Payments



KushCash

## Mobile Banking





# Today's Service



## Obopay Online

- Sign up
- Standard Online Banking Detail
- Links to existing bank account
- Load with CC, Payroll, or ACH

## Mobile Experience

- Download or On Demand
  - Pay, Request Pay, Balance & History
- Native mobile client, text or WAP
- Real-time P2P money exchange
- Easy money out:
  - Merchant & ATM acceptance with Card

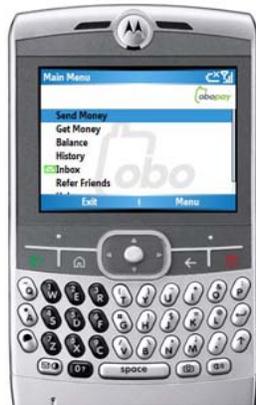




# Obopay Mobile Access



- Obopay Apps
- J2ME, BREW
  - .NET CF



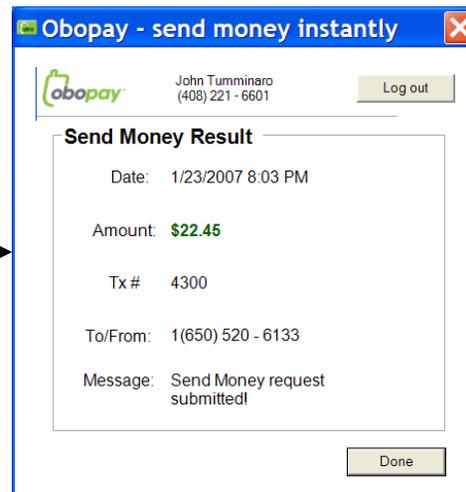
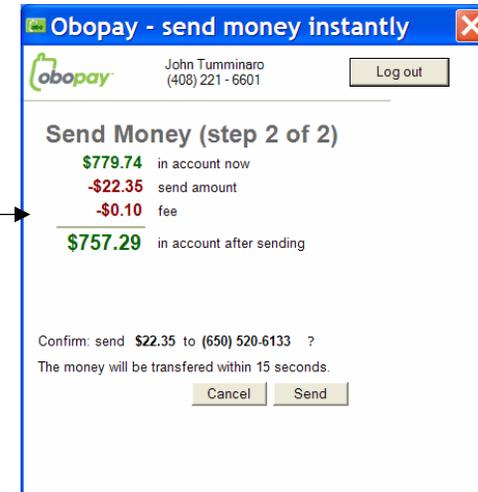
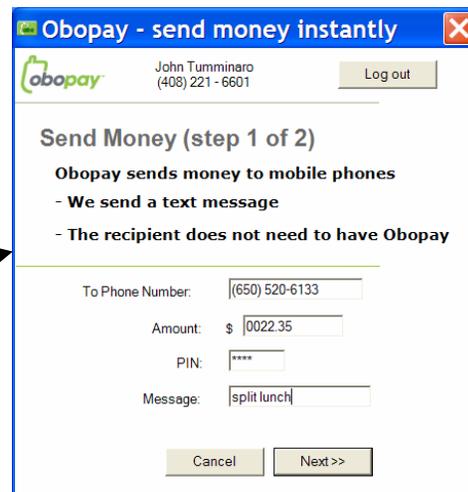
Obopay WAP:  
<http://wap.obopay.com>



Obopay SMS:



# AOL Instant Messenger – Plug In





# Carrier Implementation

## Load Funds



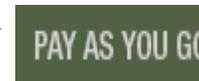
## Purchase or Cash out



P2P



Retail



BUY MINUTES



BUY CONTENT

P2M Applications





## Carriers

- Co brand
- Brand website, mobile application, and card

## Citi

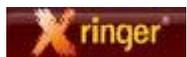
- Direct marketing spend in 2007 in US
- New use cases

## AOL

- Instant messaging plug-in
- Send and receive money to all AIM users



### Applications





- Obopay and Citibank are doing a market trial in two select cities to reach:
  - Citi Card Customers
  - Citi Bank (DDA) Customers
  - Non-Citi Customers
- Why:
  - Value added Service - Consumer convenience
  - Youth Customer Acquisition
  - Revenue stream - Add fees and deposits to the bank
  - Increase card usage
- Broad acceptance
  - Expected in early 2008



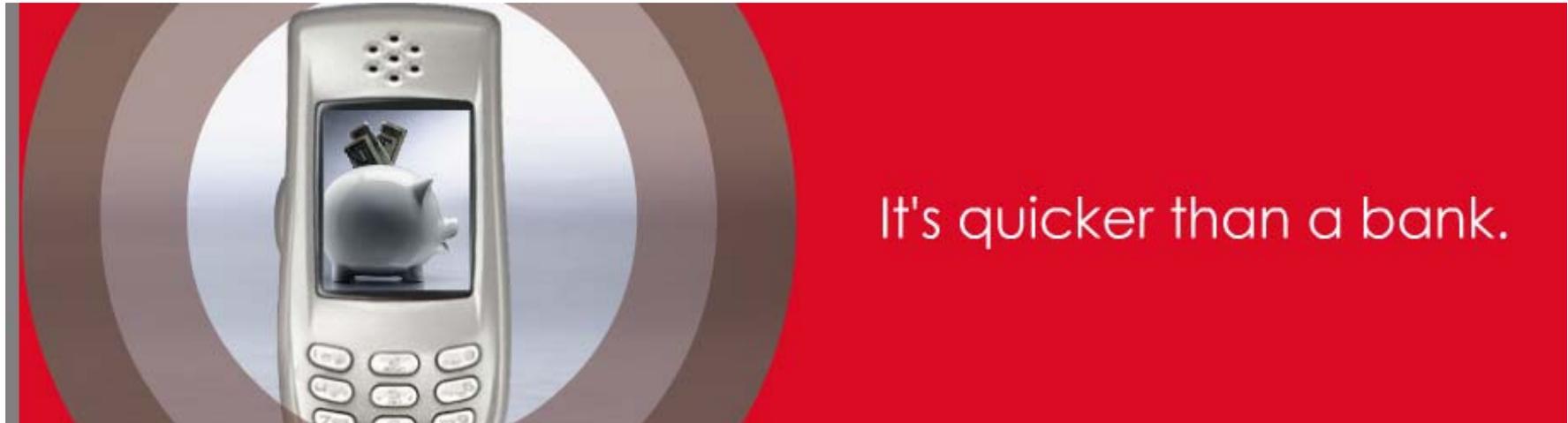
## Lessons from Consumers

- From Joint Citibank – Obopay research for potential users between 14 and 24 years old
  - “More convenient than an ATM”
  - “Less handling of Cash”
  - “Easier to track and manage small payments normally made with cash”
- How Obopay is being used now
  - “Digital” allowance from parents
  - Sharing expenses with friends
  - Gift Giving to friends
- Going forward
  - They want merchant acceptance direct from the phone
    - “Why can’t merchants accept payments direct from the phone?”



## Lessons from Banks

- Banks want mobile and they want it soon
- Banks like the buzz around NFC, but realize it will take years to rollout.
- Banks are awaking to the importance of the youth market (today's teens are tomorrow's customers)
- Mobile Banking is a given – moving internet banking to the phone will happen quickly
  - Mobile Payments is separate and important but requires more thought as this requires a change in the bank's thinking



It's quicker than a bank.

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