



Wenceslao Casares

Co-CEO

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Mobile Payments: an emerging space



MOBILE BANKING



➤ And many more...

MOBILE PAYMENT



➤ And many more...

Mobile Payments: an emerging space



	PAYMENT USES				FUNDING			
	P2P	Remittances	Digital goods	Physical goods	Telco acct	Pre-loaded	Credit	Bank account
ZONG	x		ZONG			boku	PAY BY MOBILE™	
MOBIϕUCKS					MOBIϕUCKS			
boku								
mocapay							mocapay	Experience the Mobile Way
obopay								
mpayy								

Internationally: Two proven models



DEVELOPED

- Japan: NTT DoCoMo, Felica
- South Korea: SK Telecom, MBank

EMERGING MARKETS

- Kenya: M-Pesa
- Philippines: G-Cash
- India: mCheck

Internationally: Two proven models



NTT
docomo

SK telecom

DEVELOPED

- Japan: NTT DoCoMo, Felica
- South Korea: SK Telecom, MBank

- The NFC model has a proven value proposition in Developed Markets

NFC hijacked by payments in the US



➤ Handset manufacturers competing for functionality per \$

➤ NFC explodes the use of the phone to the world around us, for minimal \$ increase in hardware (less than \$ 3)

➤ Telecoms and Banks cannot agree on who owns what information of the consumer, of the transaction, and the fees



Near Field
Communication

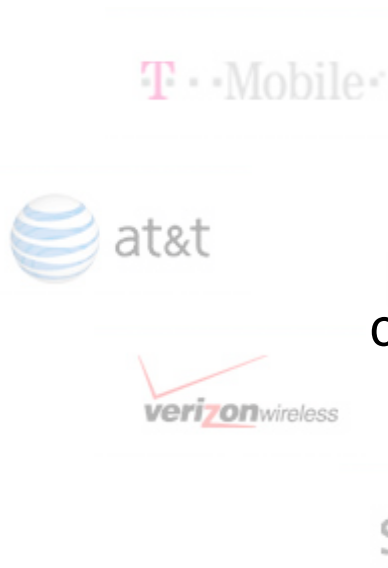
NFC hijacked by payments in the US



Bling Nation requirements



ANY phone



ANY carrier

3 Requirements



EASIER than swiping a card

CERTIFICATIONS



ERNST & YOUNG

Bling Nation transaction



VIDEO

Bling Nation: Value proposition



CONSUMER



- Convenience, rewards, control

MERCHANT



- Cheaper acceptance, Loyalty, Info

BANK



- Increased profits, user satisfaction and new business accounts

Bling Nation Leadership Team



INVESTORS



- › Backed by LightSpeed Venture Partners, Balderton Capital

ADVISORY BOARD



- › John Reed
 - Former Chairman of **Citibank**
- › Jeffrey Stiefler
 - Former Chairman of **Digital Insight**; former President of **American Express**
- › Carl Pascarella
 - Former CEO, **VISA**
- › Brian Swette
 - Former COO, **eBay**; Former CMO, **Pepsico**

MANAGEMENT



Management team has a total of 60 years of Financial Services experience

- › Wenceslao Casares & Meyer Malka
 - Founders & Co-CEO's. Patagon.com, Lemon Bank
- › Puneet Agarwal
 - Product. McKinsey, Fedex, Capital One
- › Federico Murrone
 - Technology. World Bank, IDB
- › Cindy McAdam
 - General Counsel. Fenwick, Postini, Google
- › Judy Balint
 - Marketing. E*Trade
- › Rod Stambaugh
 - Region President. Micapay
- › Charles Herel
 - Region President. S1, FRS