

Disrupting mobile payments



Investor presentation

November 2018

ease2pay nv
listed on Euronext

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Investment highlights

Mobile
payment &
loyalty
platform

Attractive
target markets

Rich
newsflow

Management
with proven
record

Entrepreneurial team with proven track record



**Gijs van Lookeren
Campagne**

Director

Doctorandus in Economics
Erasmus University
RA, postgraduate CPA
Tilburg University



Jan Borghuis

Director

Doctorandus in Economics
Erasmus University

- ✓ Entrepreneurial team with over 20 years of management experience
- ✓ Founded car rental disruptor Greenwheels



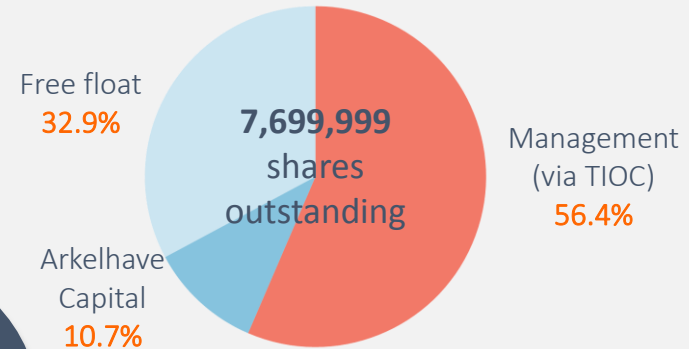
- ✓ Ready to apply gained experience to create a new market leader in mobile payment and loyalty solutions!

Ease2pay at a glance

Share data

- Listed on the regulated market: **Euronext Amsterdam**
- Ticker: **EAS2P** (ISIN NL0000345627)
- Market cap: **EUR 16m¹**

Shareholder structure²



ease2pay

Offices

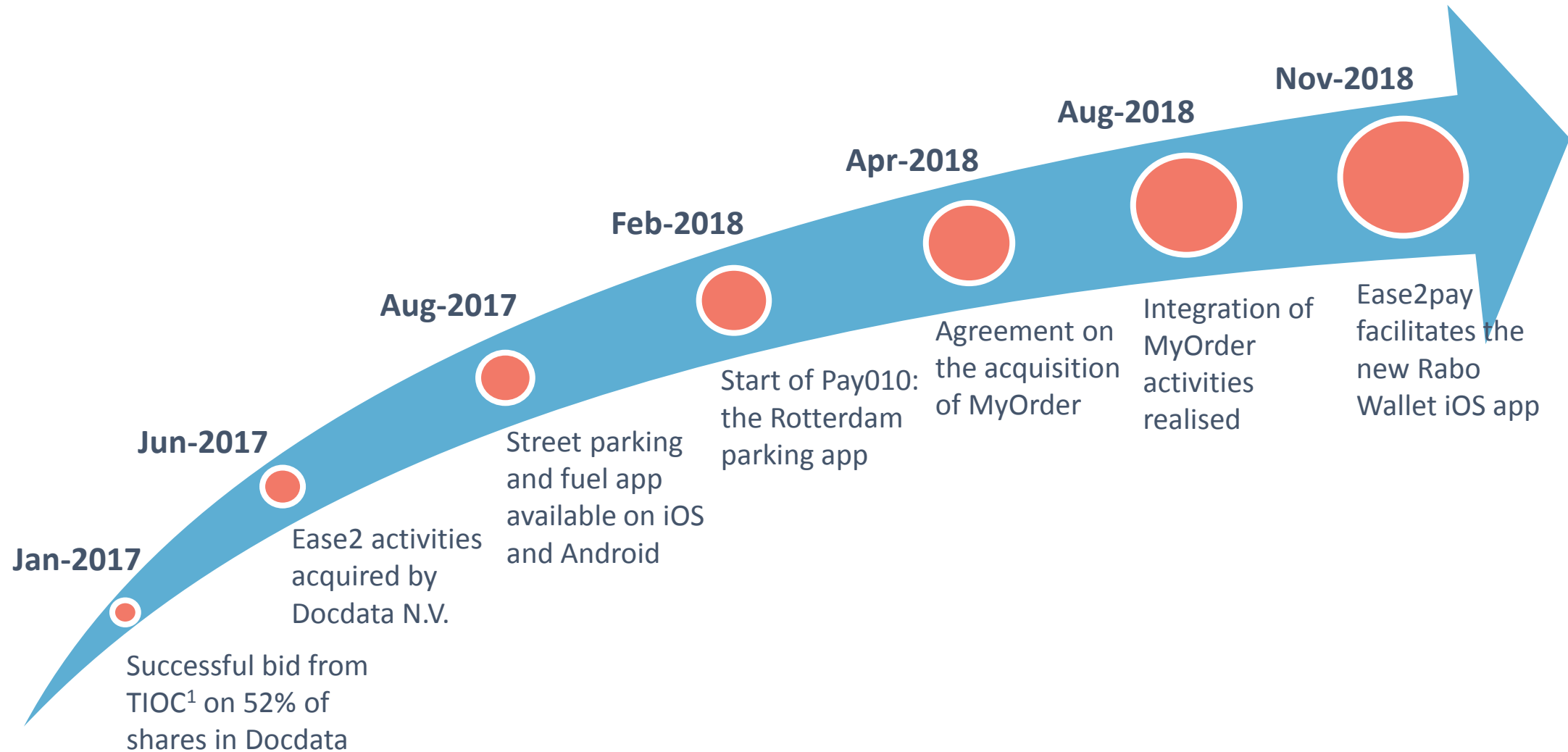


Key metrics

 5
Employees

 EUR 327k
Cash³

Company history



Ease2pay acquired MyOrder to create leading platform



MyOrder and Ease2pay bundle forces to accelerate the market of mobile payment and loyalty

Acquired from  **Rabobank**

Together MyOrder and Ease2pay create a network of:

- ✓ 600 accessible fuel stations creating a nationwide network in the Netherlands
- ✓ Over 116 cities in which app users can pay their parking bill with their smartphone
- ✓ Adding the Sidekick loyalty platform
- ✓ Providing parking, fuel and loyalty cards in the Rabo Wallet app

Ease2pay apps in Google Play and App Store



Ease2Pay

- ✓ Parking
- ✓ Fuel
- ✓ Trip registration
- ✓ Scan & Order
- ✓ Loyalty



Sidekick

- ✓ Loyalty



On the go

- ✓ Parking
- ✓ Fuel



Pay010

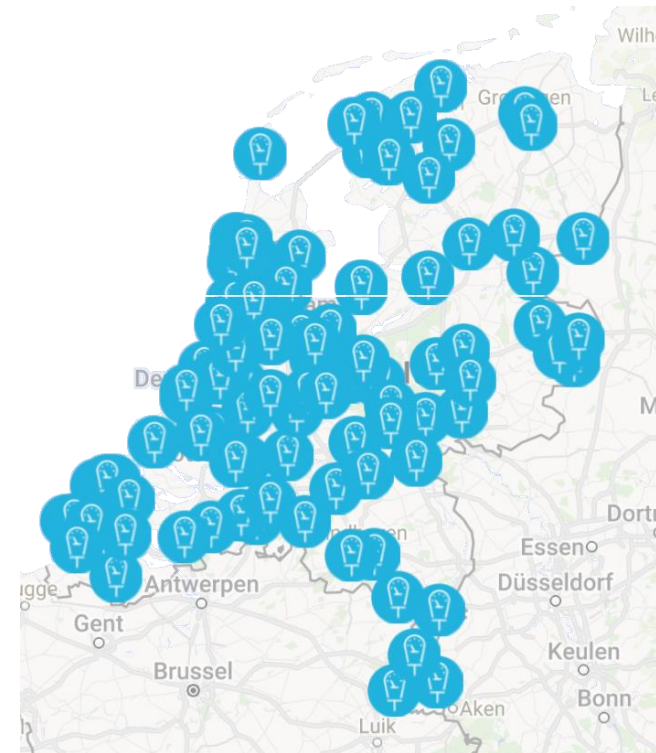
- ✓ Parking

Nationwide coverage for petrol and parking services

600 Petrol stations connected



116 Cities on street parking



Revenue drivers for petrol and parking transactions

Fees for petrol merchants



Transaction fee starting at €0,12

Fee per fuel transaction

Monthly fee starting at € 15

Fee per month per petrol station

Kickback fee for on street parking + transaction fee for app user



Transaction fee is 1,5% of turnover

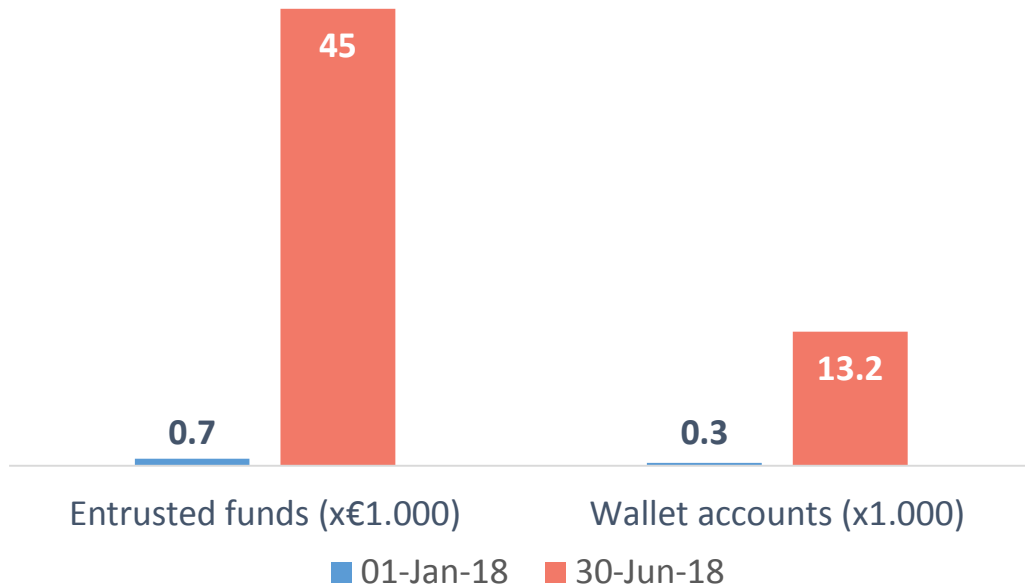
All street parking is subject to 1,5% kickback fee

Additional €0,18 per transaction

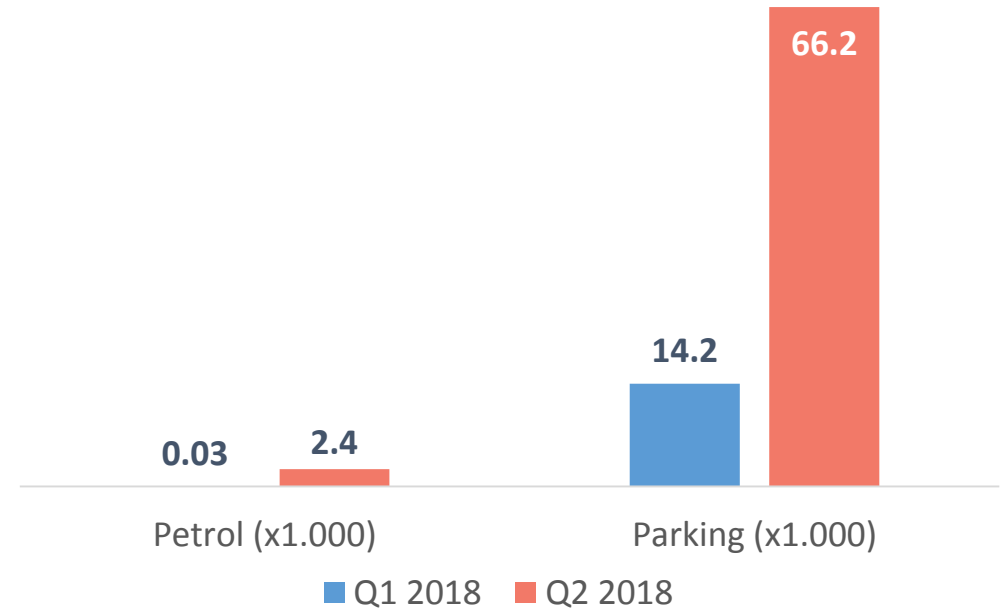
Additional payment costs charged to OnTheGo app users and Rabo Wallet app users

Ease2pay H1 2018 statistics

Accounts growth







Transactions processed¹



The market

M-commerce versus e-commerce

M-commerce advantages over e-commerce

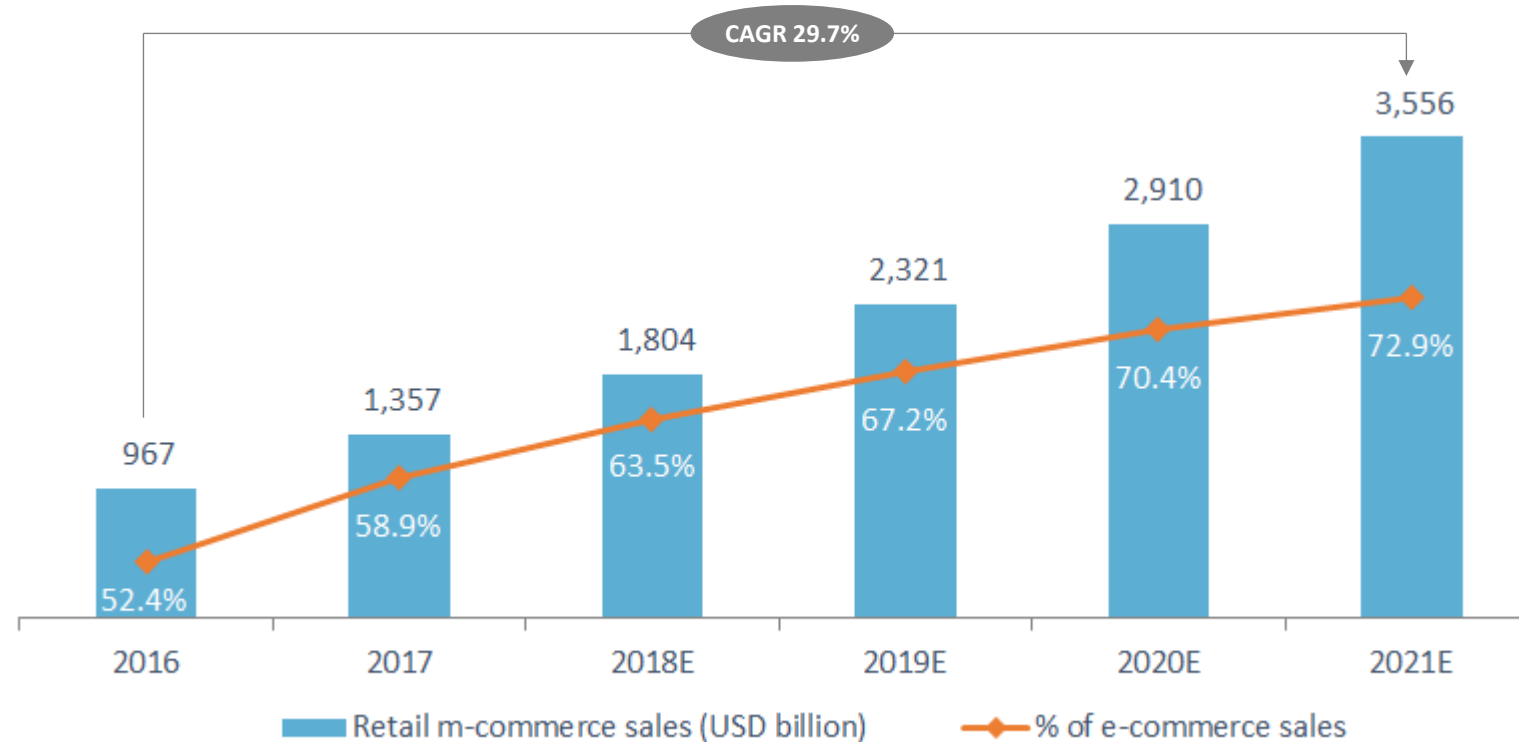
-  Instant targeted mobile offers based on consumer's actual location
-  More efficient customer engagement due to mobile push notifications versus e-commerce emails
-  Mobile offers better security measures such as fingerprints or face ID
-  Customers spend much more time on their phone than on PC

Consumer preference drivers for mobile apps in shopping



Source: <https://rubygarage.org/blog/mcommerce-vs-ecommerce>

M-commerce is growing rapidly worldwide



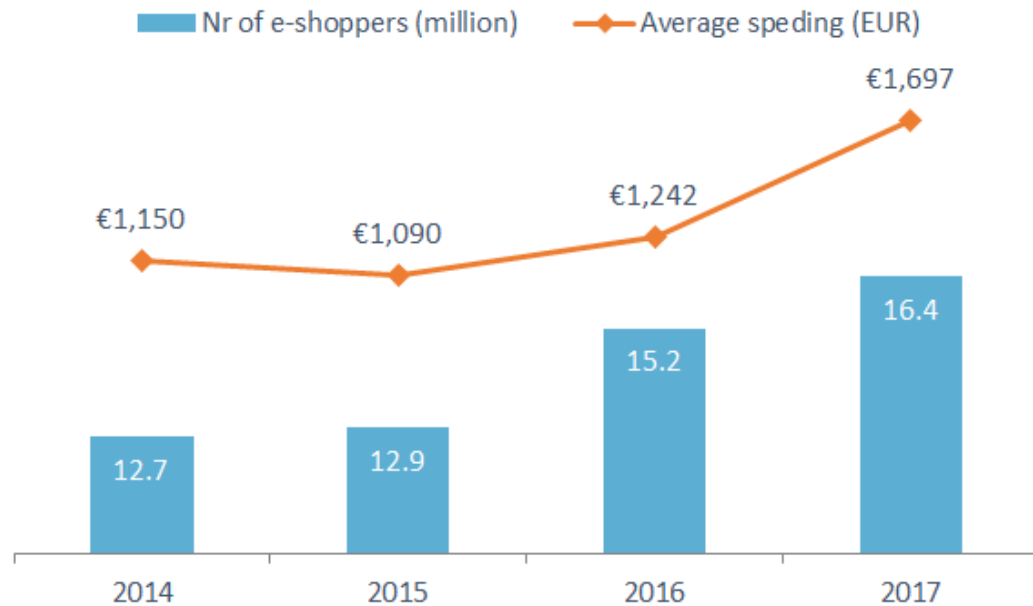
Source: eMarketer (January 2018)

E-commerce is any business that sells products or services on the internet

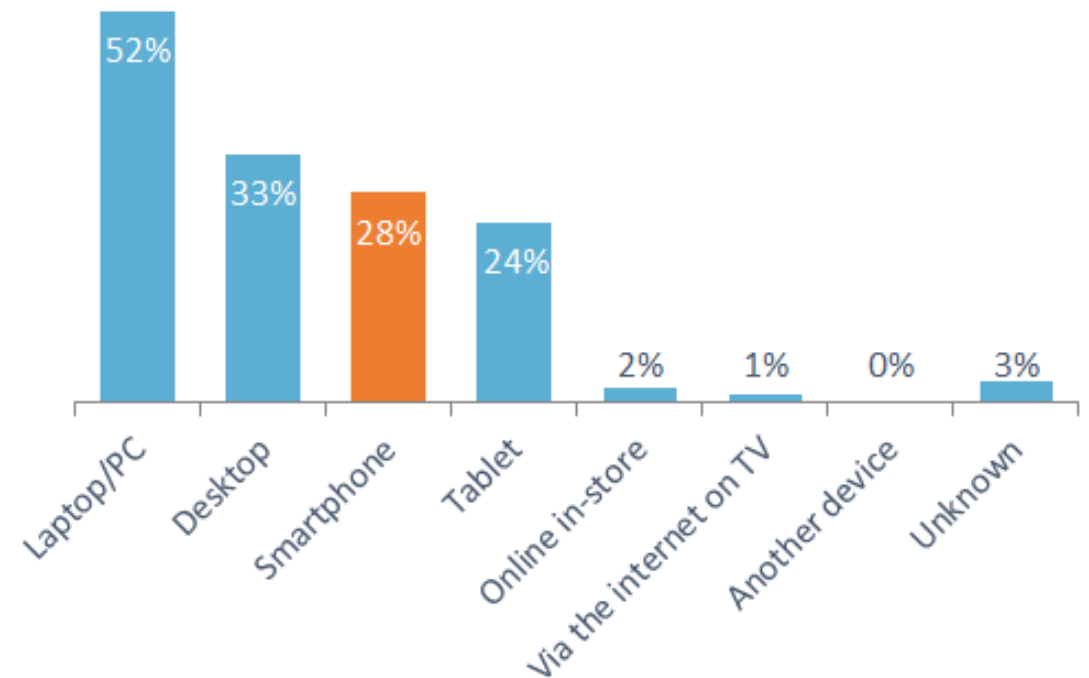
Mobile commerce is a subset of ecommerce, transactions that take place specifically on mobile devices

Ample room for growth in Dutch m-commerce

E-commerce: number of e-shoppers and average spending



Internet purchasing by device Q4-2017: 28% m-commerce



Ease2Pay is well positioned for m-commerce

Ease2Pay key differentiation factors

-  Focus on m-commerce possibilities, unlike peers who focus on traditional e-commerce
-  Platform combines loyalty programs and payment services
-  Ease2Pay can profit from continuing growth of m-commerce in the Netherlands

Peers active in the payments services sector



Targeted at markets fit for mobile with a synergy effect

Petrol stations



EUR 20 billion

Dutch petrol stations turnover in 2017
(10% comes from retail)



4.200

Petrol stations in NL
(50% manned/50% unmanned)



1.2 million

Dutch petrol station visits per day in 2017

On street parking



79 million

On street parking transactions in NL (2017)



EUR 180 million

Turnover on street parking apps in NL (2017)

Petrol B2B: fuel cards segment

Addressable market size for fuel cards in the Netherlands



EUR 3 billion

Estimated fuel card turnover in 2017



928.000 fuel cards

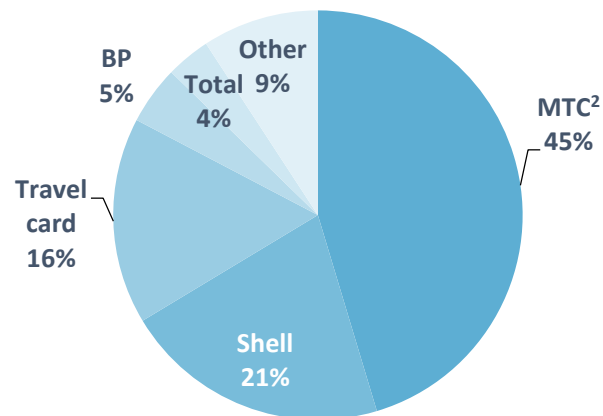
Estimated number of fuel cards in 2015



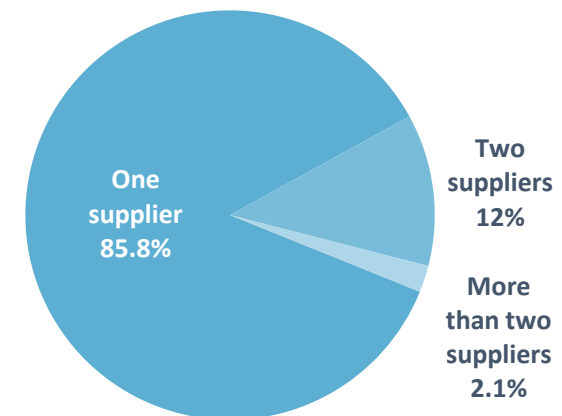
1.3 million

14% of 9 mln passenger cars and LCVs¹ in the B2B segment in 2015

Market segmentation by fuel passes in 2015

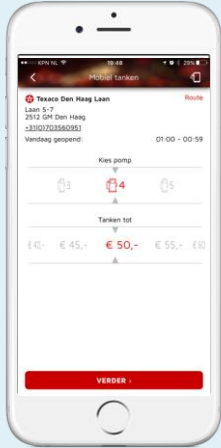


Preferred number of fuel card suppliers per organization in 2015

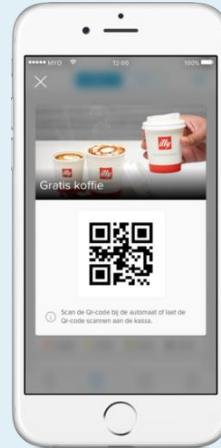


The service

We unlock the full potential of m-commerce



Payment Service
Provider



Loyalty
Platform



Unlocking
resources



Payment and loyalty in a single mobile transaction

Apps combining payment and loyalty in one transaction that...

...offers a cheap alternative for merchants since it requires no Point-of-Sale hardware

Obtained necessary waivers and certificates

- ✓ Payment Service Provider¹ and E-Money Institution²
- ✓ Certificate for iDeal and e-mandate



No Point-of-Sale hardware needed

- ✓ Application runs on the mobile phone of the customer
- ✓ No expensive hardware required



Ease2pay is registered with the Dutch Central Bank (DNB) as an **exempted Payment Service Provider (PSP)**, and as such not under supervision of the DNB. If the total amount of monthly payments exceeds EUR 3m, Ease2pay will migrate to licensed PSP under supervision of the DNB



Ease2pay is registered with the Dutch Central Bank (DNB) as an **exempted E-Money Institution (EGI)**, and as such not under supervision of the DNB. If the total amount of outstanding liabilities of the EGI exceeds EUR 5m or wallet accounts surmount EUR 150m or deploy wallet in other EU-countries, Ease2pay will migrate to licensed EGI under supervision of the DNB

Ease2pay has uniqueness and is ready to scale up

Petrol market



Service uniqueness

- No other party able to use mobile for pump release and payment in NL.
- We are the sole party able to offer one app for both fueling and parking including a monthly invoice with VAT specification.

Loyalty program distinction

- No other party is able to integrate loyalty and payment in a single transaction for all (manned & unmanned) petrol stations.

Parking market



Unbeatable price

- Due to cost ineffective payment solution, all parking app competitors have to charge a fee per transaction or monthly subscription. Due to innovative wallet payment solution Ease2pay is the only free parking app: no transaction fee, no monthly subscription.

Strongly positioned to disrupt the B2B fuel card market

“Plug and play” solution for SMEs

- ✓ Easily scalable web-based platform
- ✓ Cheap and easy to use alternative for SMEs versus current corporate fuel cards



“Tailor-made” solution for large corporates

- ✓ Ability to build extra functionalities that integrate with existing client specific processes
- ✓ Potential to benefiting from large transaction volume



The Ease2Pay differentiated approach to ensure rapid adoption



Digitally integrated platform positioned to replace current inefficient corporate fuel card management system



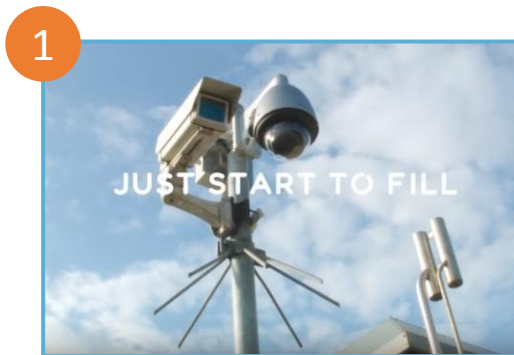
Secure online platform to prevent most common fuel card fraud risks (i.e. skimming) thus saving unnecessary costs



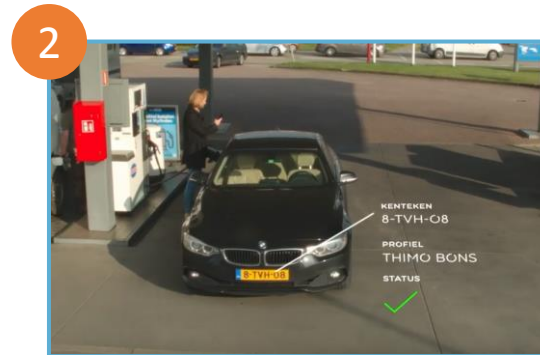
Integration with parking payment services to create value add for users

M-commerce potential in fuel payments

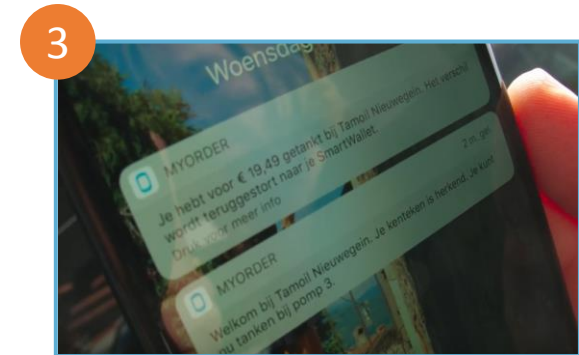
Mobile payment of fuel through license plate recognition is the next step in the petrol sector. Ease2Pay is leveraging the existing technology at petrol stations with the aim of achieving the simplest possible way of refueling for the consumer



Customer starts filling petrol at a registered station



License plate is recognized and recorded in the system

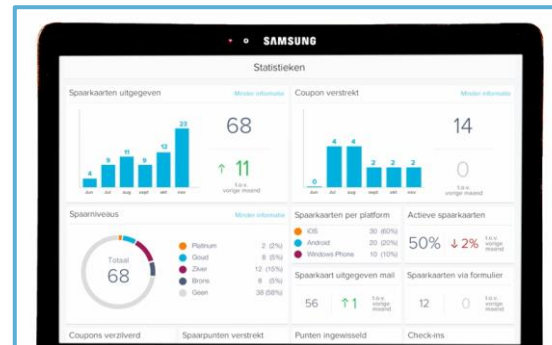
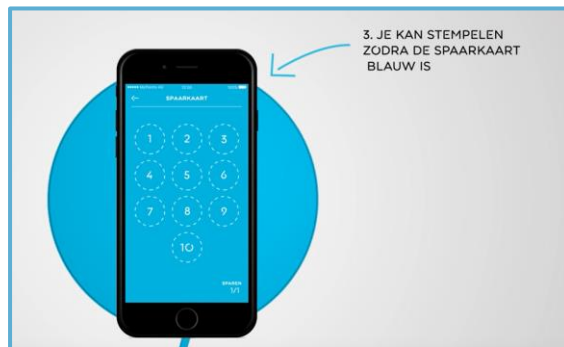
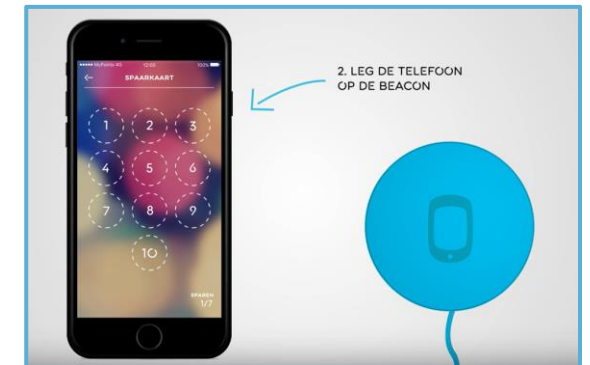
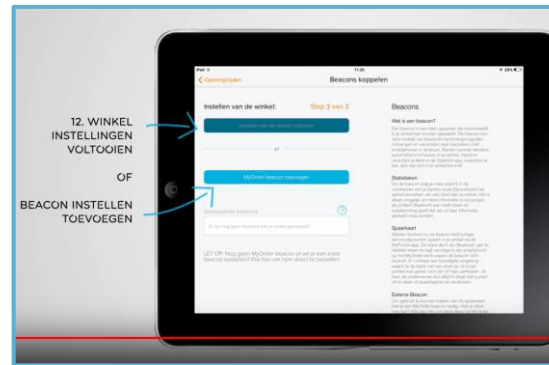
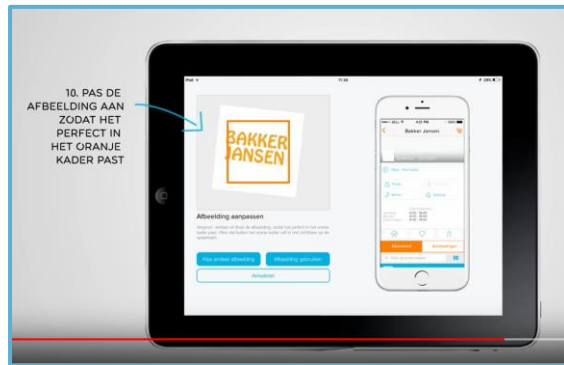


Order is completed and submitted to customer via app

- ✓ Existing infrastructure in place with significant share of installations at Dutch petrol stations (i.e. Dome cameras from Big Brother)
- ✓ Ongoing live testing of the application by 3 fuel brands at manned and unmanned petrol stations around the Netherlands

Loyalty platform Sidekick: tailored for m-commerce

With the Sidekick app, you as a retailer offer customers your own mobile savings card. Our agile dashboard allows you to create your own store in the Sidekick app within 1 minute, giving you access to our loyalty app linked with beacon technology



First customer Eurorest company restaurant in Utrecht

Rabo Wallet: your mobile becomes your wallet

Betaal contactloos met uw telefoon
net als met uw plastic pas

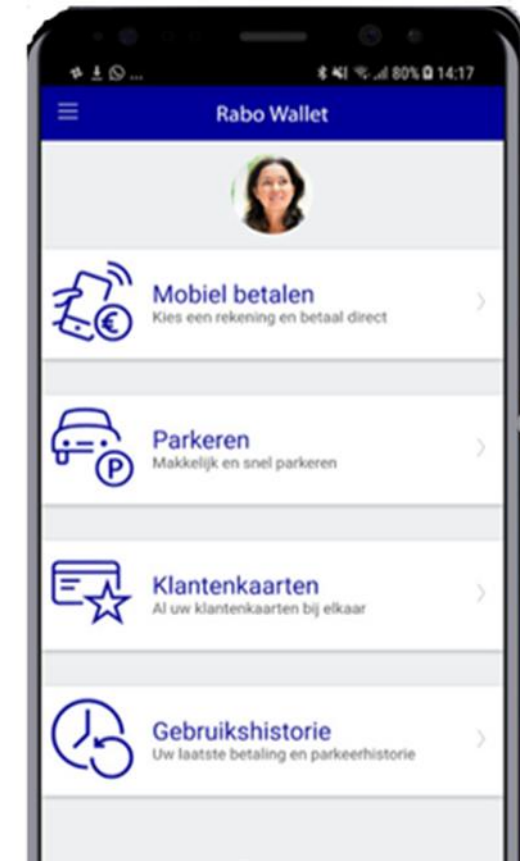
- ✓ The Rabo Wallet app allows for Rabo-clients to use their smartphone for payments instead of their bank card or cash
- ✓ Ease2pay facilitates an increasing number functions in Rabo Wallet app
- ✓ Rabo Wallet is source of additional parking and fuel transactions and revenue for Ease2pay
- ✓ 3,5 m Rabo Bankieren App users¹ are enormous potential for Rabo Wallet



Ease2pay facilitates in the Rabo Wallet app

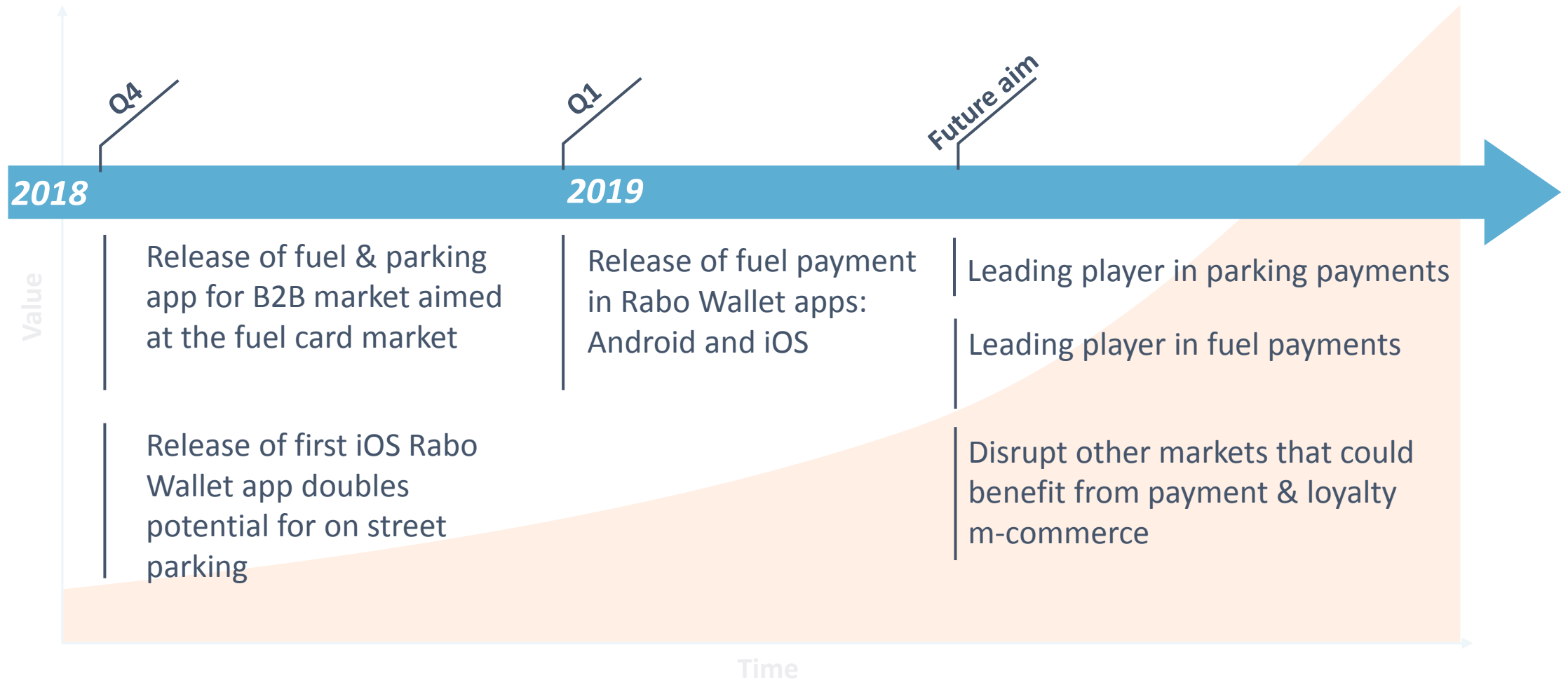


- E-mandate
- Storage of plastic loyalty cards
- On street parking in 116 cities
- Q1-2019 refueling at 600 petrol stations



The potential

Upcoming milestones



Investment highlights

Mobile payment & loyalty platform

- M-commerce payment and loyalty platform integrates internet of things opportunities
- Unique service offer for petrol market and unbeatable price for parking market
- Payment solution that eliminates need for Point-of-Sale hardware ready to spread quickly amongst merchants

Attractive target markets

- Well positioned to benefit from m-commerce mega trend in NL
- Several attractive markets are wide-open; first entry made into on street parking and petrol transactions
- Additional near-term transaction volume could come from retail, hospitality, etc.

Rich news flow

- Reverse merger and MyOrder acquisition successfully concluded, Ease2Pay is well positioned for future growth
- Fuel card registration portal added to transaction platform in Q3 2018
- Rabo Wallet potential will double in Q4 2018 by adding iOS app next to Android app

Management with proven record

- Experienced and entrepreneurial team with proven track record
- Collaborated for over 20 years; founded and sold car-rental disruptor Greenwheels
- Focused on value generation and efficient business management