

# Disrupting mobile payments



## Investor presentation

September 2019

**ease2pay**<sup>nv</sup>  
listed on Euronext

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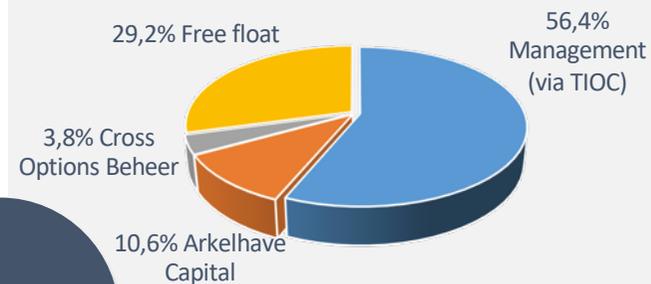
# The company

# Ease2pay at a glance

## Share data

- Listed on the regulated market: **Euronext Amsterdam**
- Ticker: **EAS2P** (ISIN NL0000345627)
- **9,239,998** shares outstanding
- Market cap: **EUR 11m<sup>1</sup>**

## Shareholder structure<sup>2</sup>



**ease2pay**

## Offices



## Key metrics

 **8**  
**Employees**

 **EUR 73k**  
**Cash<sup>2</sup>**

**ease2pay**

1: At closing 3 September 2019

2: H1 report 2019

# Entrepreneurial team with proven track record

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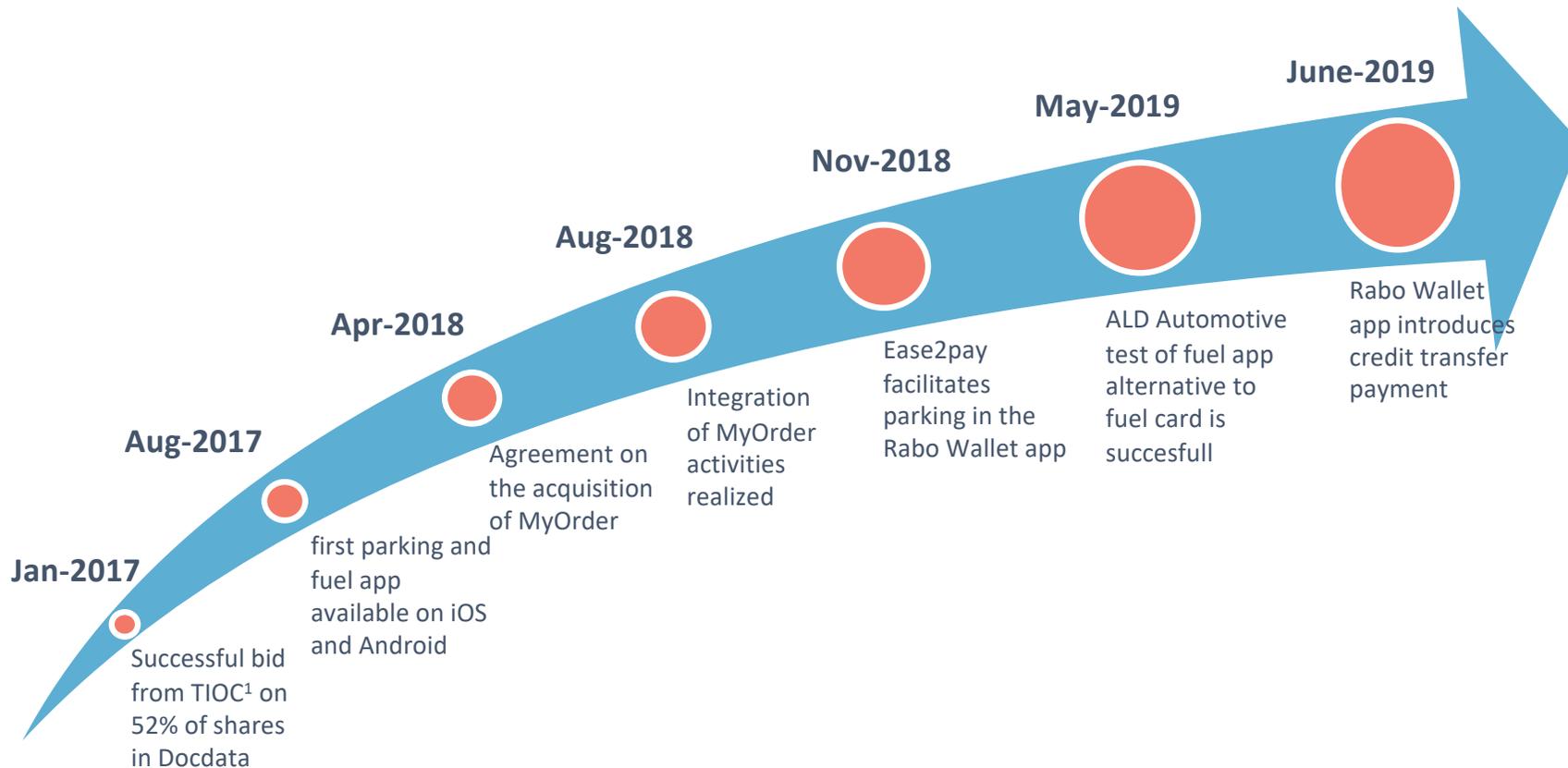
Entrepreneurial team with over 20 year of management experience

Founded car rental disruptor Greenwheels



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

# Creating a leading player in parking and fuel transactions



# Nationwide coverage for petrol and on street parking

500 Petrol stations connected



140 Cities on street parking



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# The service

# What do we do

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

## Obtained necessary waivers and certificates

Payment Service Provider<sup>1</sup> and E-Money Institution<sup>2</sup>  
Certificate for iDeal and e-mandate



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

## No Point-of-Sale hardware needed

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



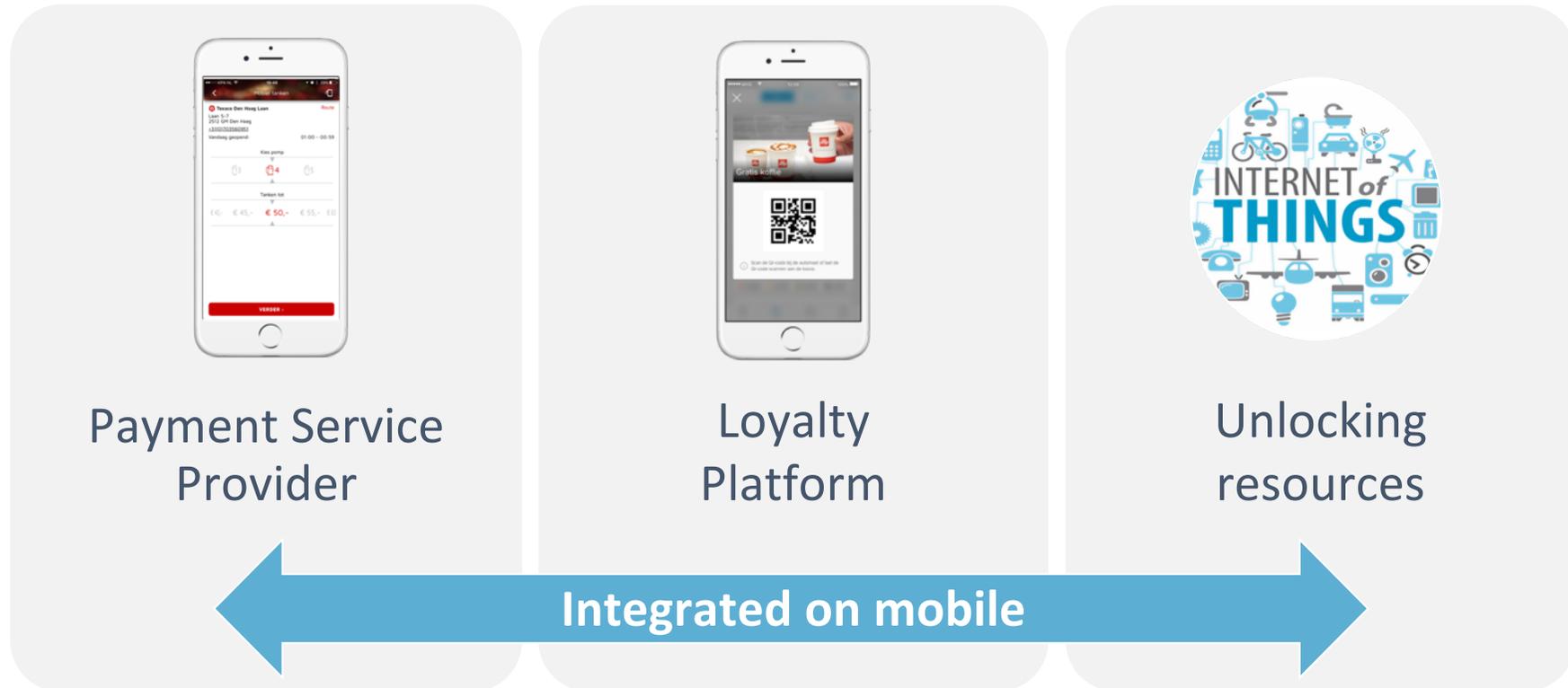
Ease2pay is registered with the Dutch Central Bank (DNB) as an **exempted Payment Service Provider (PSP)**, and as such not under supervision of the DNB. If the total amount of monthly payments exceeds EUR 3m, Ease2pay will migrate to licensed PSP under supervision of the DNB



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

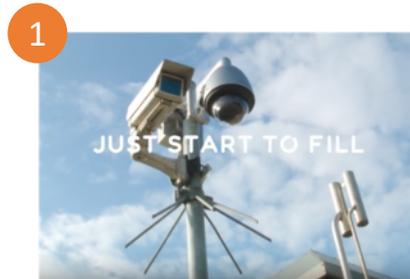
# Integration unlocks the power of m-commerce

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# Example of integration with fuel station resources

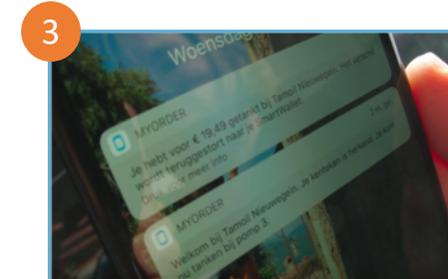
Mobile payment of fuel through license plate recognition is the next step in the petrol sector. Ease2Pay is leveraging the existing technology at petrol stations with the aim of achieving the simplest possible way of refueling for the consumer



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 manned petrol stations

# Example of in app integrated transactions

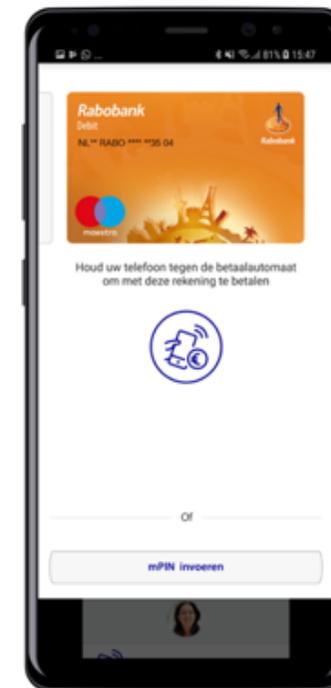
The Rabo Wallet app allows for Rabo-clients to use their smartphone for payments instead of their bank card or cash

Ease2pay facilitates an increasing number functions in Rabo Wallet app

Rabo Wallet is source of additional parking and fuel transactions for Ease2pay

3,5 m Rabo Bankieren App users<sup>1</sup> are enormous potential for Rabo Wallet

Rabobank is not a financial institution and does not have a license to accept payments



# Ease2pay facilitates in the Rabo Wallet app

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- ✓ Storage of plastic loyalty cards
- ✓ On street parking in 140 cities
- ✓ refueling at petrol stations



# Revenue drivers for petrol and parking transactions

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## Petrol fees



**Transaction fee starting at  
€0,12**

Fee for merchant per fuel transaction

**Monthly fee starting at € 15**

Fee for merchant per month per petrol station

**App user € 2**

Fee for B2B app user per month

## Parking fees



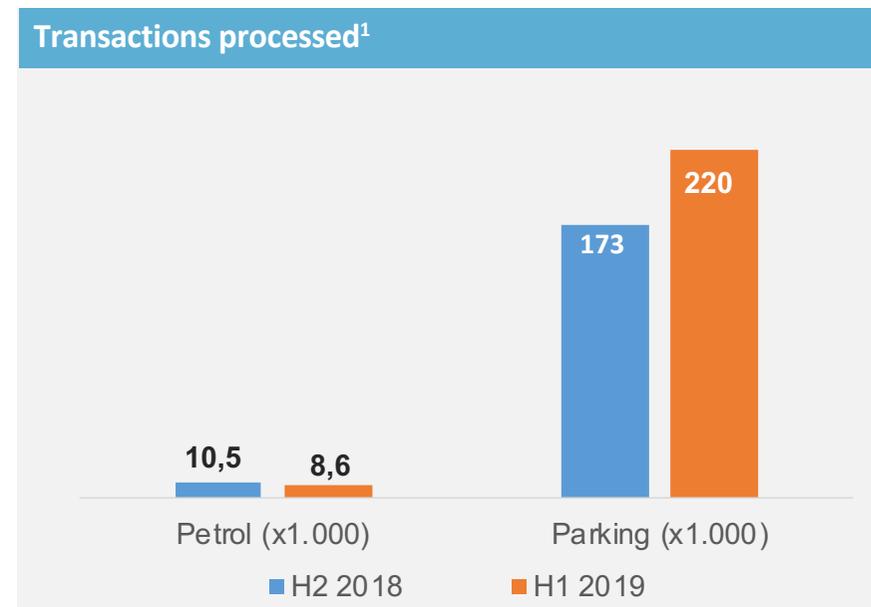
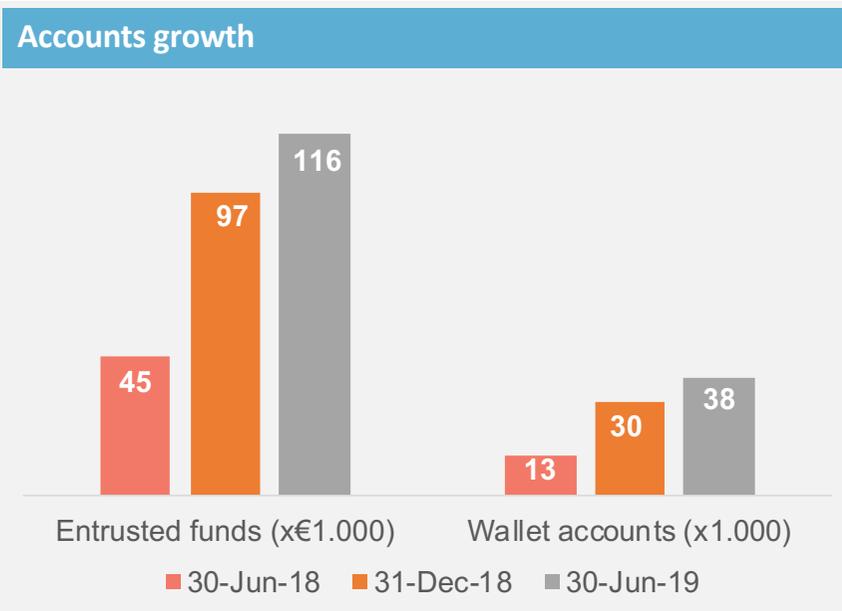
**Transaction fee is 1,5% of turnover**

Fee for merchant is 1,5% of turnover

**Additional €0,18 per transaction**

Fee for OnTheGo and RaboWallet app users per transaction

# Ease2pay H1 2019 statistics



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# The market

# Combination of petrol and parking has 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**

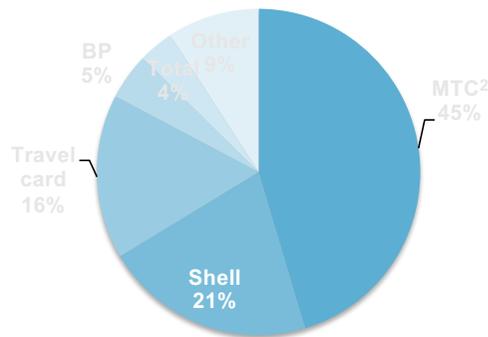
Turnover on street parking apps in NL (2017)

# Focus on B2B fuel market

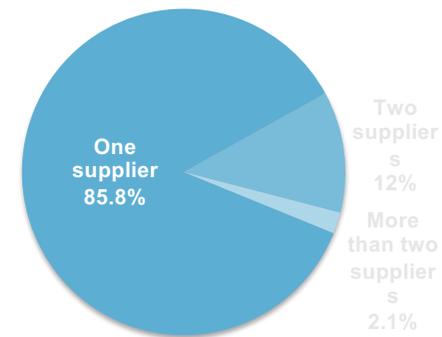
## Addressable market size for fuel cards in the Netherlands

 <p><b>EUR 3 billion</b> Estimated fuel card turnover in 2017</p>	 <p><b>928.000 fuel cards</b> Estimated number of fuel cards in 2015</p>	 <p><b>1.3 million</b> 14% of 9 mln passenger cars and LCVs<sup>1</sup> in the B2B segment in 2015</p>
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Market segmentation by fuel passes in 2015



Preferred number of fuel card suppliers per organization in 2015



1: Light commercial vehicle

2: MultiTankcard

Sources: <https://www.trendsinautoleasing.nl/wp-content/uploads/Publicatie-tankpassen-fleet-profile.pdf>

# Ease2pay has uniqueness and is ready to scale up

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## Petrol market



### Service uniqueness

- 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.

# Single app will disrupt B2B fuel card market

## Digitization of fuel card increases security and opens up extra opportunities



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

## “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



## Extra services to ensure rapid adoption



Integration with off street parking to realize in app payment of parking garages



Integration with public transport to realize in app payment of public transport trips

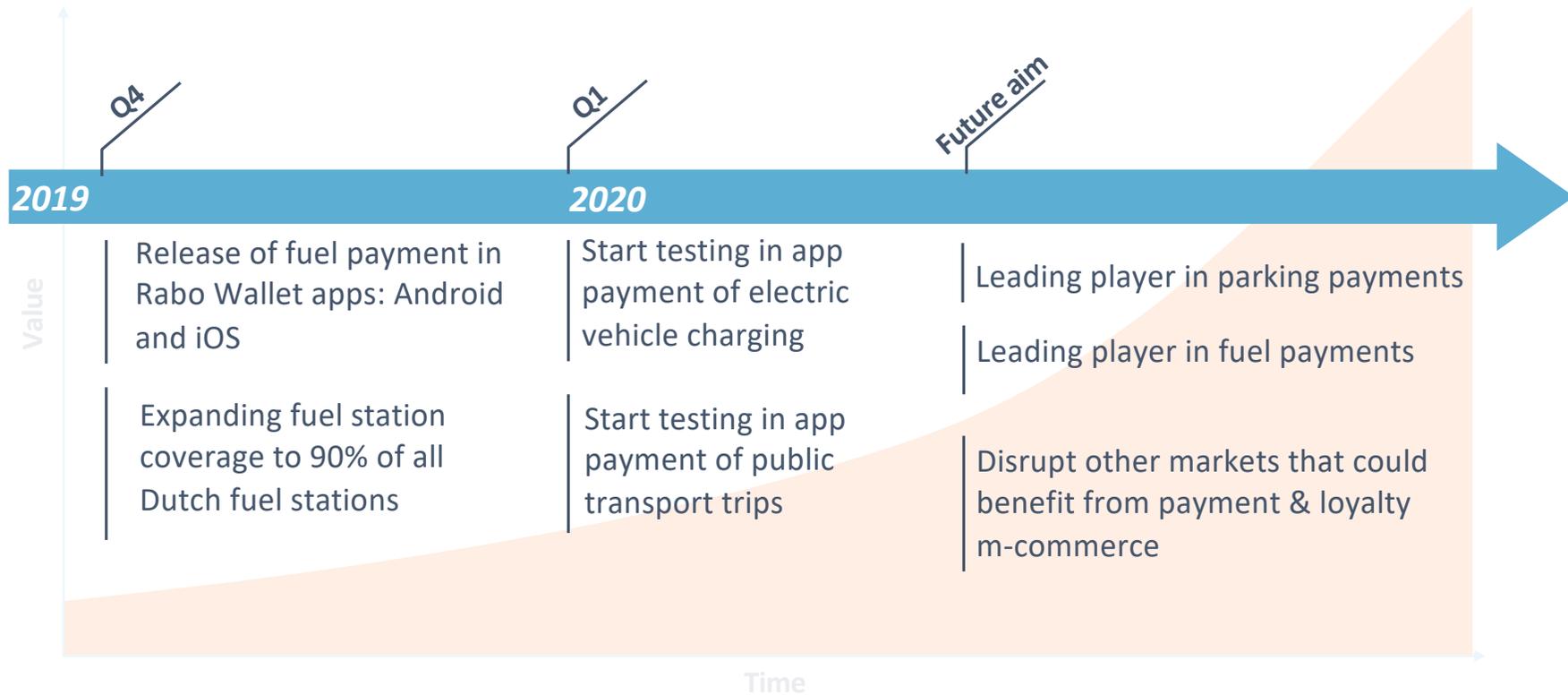


Integration with EV-charging infrastructure to realize in app payment of charging

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# The potential

# Upcoming milestones



# Investment highlights

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## 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

## Attractive target markets

- Several attractive markets are wide-open; first entry made into on street parking and petrol transactions
- Now ready to disrupt the €3 billion NL corporate fuel card market
- Additional near-term transaction volume will come from off street parking, public transport and EV-charging.

## Rich news flow

- Pilots with several lease companies: ALD Automotive piloted Ease2pay fuel app Q2 2019
- Expansion towards 90% coverage of NL fuel stations planned in Q4 2019
- Rabo Wallet is adding fuel transactions to its iOS and Android app in Q4 2019

## 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

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