



mPOS and Digital Payments

Preparing Your Business for the Future of
Retailing

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FAST FACTS



55%

of buyers indicated that they were **more likely** to select a supplier that accepts card versus one that does not in the same spend category.

57%

buyers indicated that they would increase ordering frequency with a supplier **if they accepted card.**



82%

of buyers indicated an **increase in satisfaction due to card acceptance** leading to account longevity.

A POWERHOUSE IN mCOMMERCE

December 2000

Smart launched Smart Money

May 2003

Smart introduced Smart Load

February 2004

Smart Load: Best Mobile Application or Service for the Consumer Market at the Global Mobile Awards, GSM Association (Cannes, France)

August 2004

Smart launched Smart Padala

October 2004

Smart Padala: Finalist at the Asian Innovation Awards 2004 of the Far Eastern Economic Review (Singapore)

June 2010

Smart partnered with MasterCard Worldwide to mobilize MasterCard payment solutions for consumers around the world.

February 2014

Smart (SafePh): Winner for Best Use of Mobile for Humanitarian Response at the GSMA Global Mobile Awards 2014

Smart launches LockByMobile

 SMART MONEY

2001

2003

 SMART Load

2004

 SMART Padala

2009

2010

2014



February 2001

Smart Money: Most Innovative GSM Wireless Service for Customers at the Global Mobile Awards, GSM Association (Cannes, France)

December 2003

Smart Money Mobile Commerce Platform: Winner at the 4th Annual Intelligent20 Awards (Singapore)

Smart launched Pasa Load (Transfer Load)

May 2004

Smart Load wins Most Innovative Application of the Year at the Frost and Sullivan Asia

Pacific Technology Awards 2004, Singapore.

November 2009

Smart Money (mobile-based security feature for online purchases): Best Mobile Money Service
Smart Money (Island Activations Program): Best Mobile Money for the Unbanked Award
Asia Mobile Awards (Hong Kong)

January 2014

Utilizing LANDBANK's extensive banking network and Smart's mobile money platform and innovations: UNDP implemented its emergency employment program for Typhoon Yolanda survivors

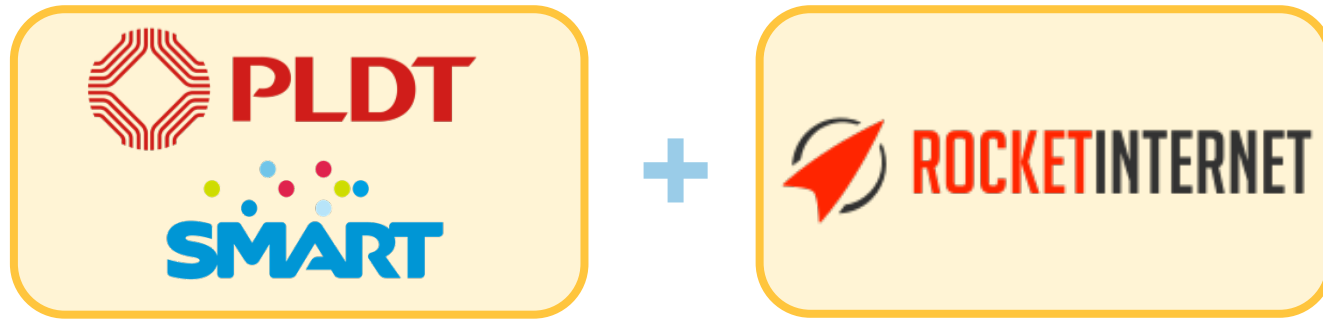
August 2014

The Landbank Mobile Loan Saver launched by Landbank, Smart and SMI.

PLDT and Rocket Internet AG ("Rocket"), have entered into a global strategic partnership to drive the development of online and mobile payment solutions in emerging markets.

INTRODUCING THE PAYMAYA BRAND

The dominant payment solution for Emerging Markets



PROPOSITION

- Dominant omni-channel payments solution for the Philippines and other Emerging Markets globally (through strong local and regional partnerships)

DIFFERENTIATORS

- Best-in-class technology/platform
- Global licenses (issuing, acquiring) – Visa, MasterCard
- Telco-agnostic

PAIN POINTS OF BUSINESSES



 **PayMaya** Business



**ACCEPT PAYMENTS FROM ANYONE,
ANYWHERE.
NOW WE CAN**

PAYMAYA SWIPE



Accept all types of credit card payments.

- ✓ **LOW COST INVESTMENT** with plug and play mobile-of-sale kit
- ✓ **NO MINIMUM** transaction requirement

IMPROVE IN-STORE EXPERIENCE



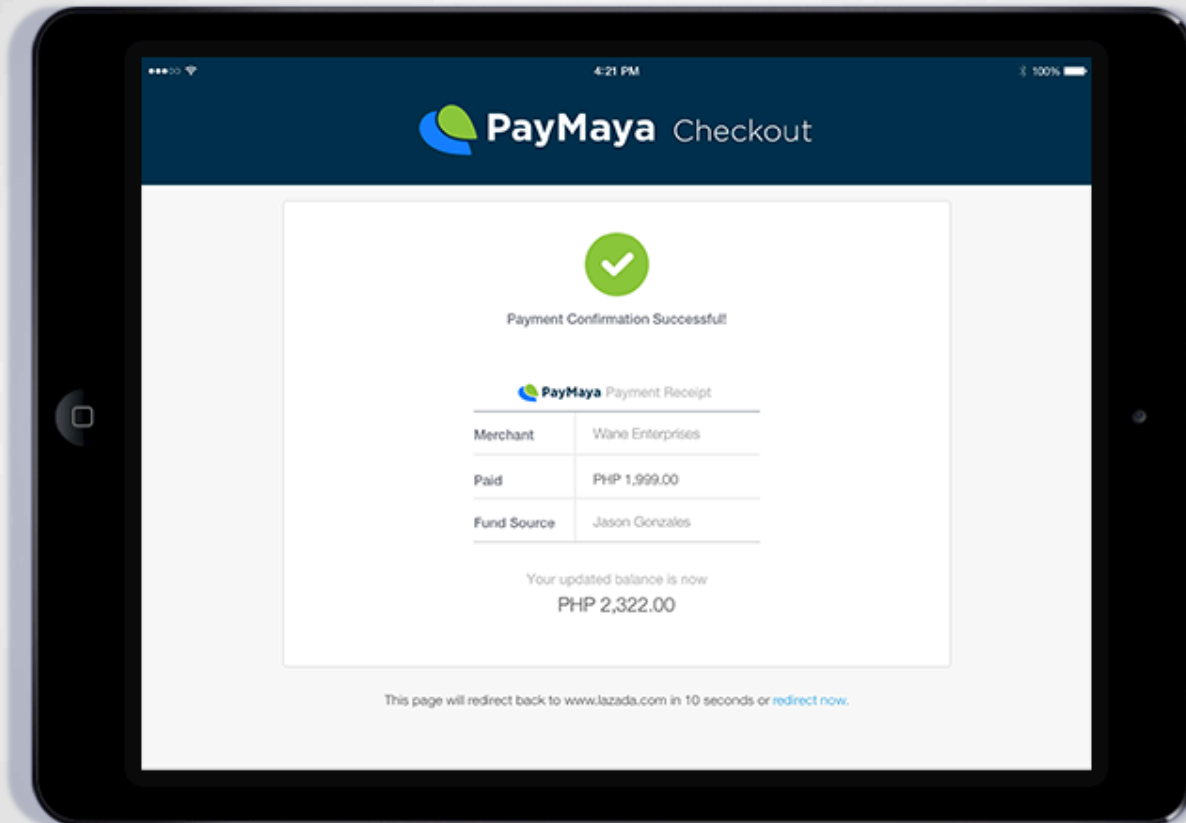
CREATE A POP-UP STORE EXPERIENCE



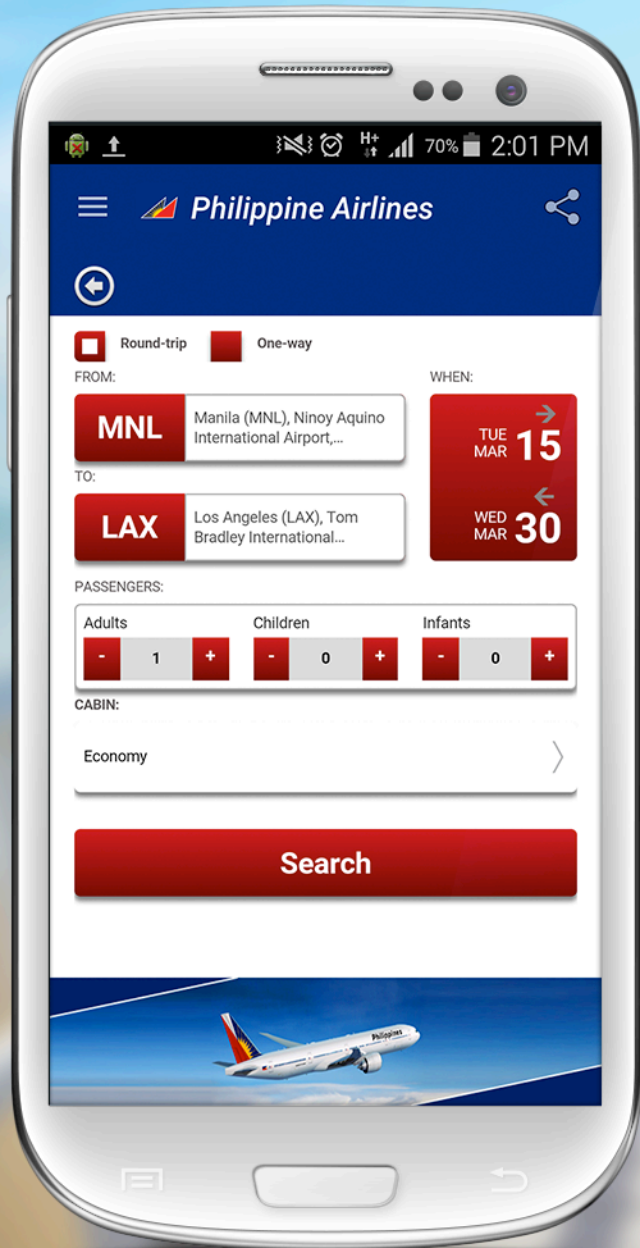
PROCESS SALES TRANSACTIONS



PAYMAYA CHECKOUT



Allow your business to accept mobile and online payments, and all types of credit card, debit card and ATM payments.

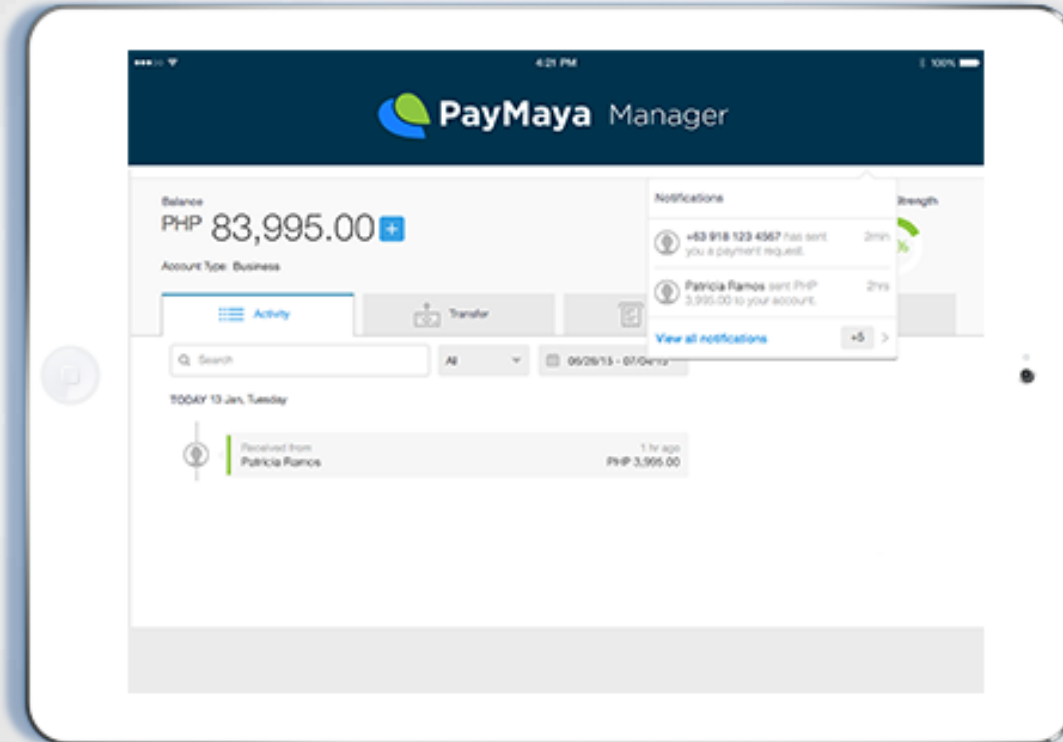


Book your next flight
Instantly search for flights,
and book your seats
within minutes.

Powered by



PAYMAYA MANAGER



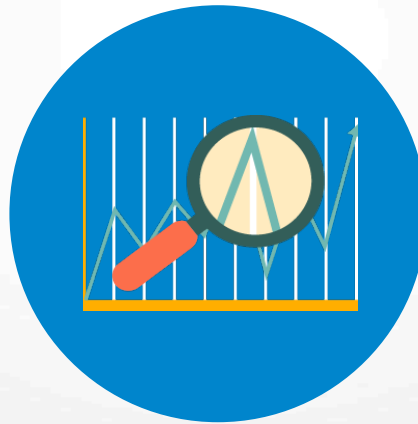
MANAGE BOTH POS SYSTEMS IN ONE PLACE

BENEFITS OF A CASHLESS ECOSYSTEM

Efficient cash handling and security



Increase sales



Mobility



PAYMAYA BUSINESS BENEFITS



Enable business to grow and facilitate transactions anytime, anywhere for all cards.

All your payment acceptance needs, available here

A mobile POS and an online checkout system that comes with a real-time sales dashboard.

Simple pricing

Pay only per transaction.
No maintenance fee is required.

Easy integration

We can tailor-fit our payment solutions to suit your business.

TRUSTED BY OUR PARTNERS



PLDT

VOYAGER



VISA



LANDBANK
WE HELP YOU GROW.



MERALCO



foodpanda



PayMaya Business



VISIT THE PAYMAYA BOOTH FOR MORE INFORMATION,

OR SIGN-UP AT [BUSINESS.PAYMAYA.COM](https://business.paymaya.com)

MADE FOR ALL BUSINESSES



Enterprise



SMEs



Professionals

eCommerce for All.



Focusing on eCommerce

Why go online?



Millions of **customers**.

There are at least 40 million internet users in the Philippines that can potentially discover your store and buy your products (APAC World, 2015)

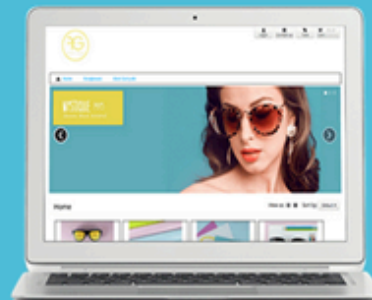


High **potential**.

Worldwide, e-commerce is estimated to be at \$2 trillion in 2016. This is an average of 17% year-on-year growth since 2012. (eMarketer, Jan 2014)

Create your online store
with TackThis!

GET STARTED



Our online store solution gives aspiring e-Retailers access to sell on prime online locations, where they can get in touch with customers' social networks and understand their buying behaviors.

TACKTHIS! FEATURES



Create Beautiful Design.

Customizable store themes that look good on any device – mobile or tablet. No coding skills needed!



Manage everything all in one dashboard.

You have complete control over your website's backend – order management, inventory, customer profile, reports & analytics.



Flexible payments & deliveries.

Create your own payment & delivery methods.



Offer special promotion to give your sales volume a boost.

Customize the percentage of discount & time frame for each promotion!

TACKTHIS! FEATURES

Sell everywhere. We can “Tack” your E-Store on any websites, blogs, & even FB.



Trusted by over 3,000+ entrepreneurs.



How to create your Online Store

- Sign up for an account
- Add Products
- Add Payment Method
- Add Delivery Method
- Launch shop



Ready to sell online?

GET STARTED

CONTACT ANY OF OUR SALES SPECIALISTS THROUGH
SALES@TACKTHIS.COM.PH