

MeaWallet has made a Mobile Wallet revolution

Lars Sandtorv

Founder & CEO

+47 909 55 111

Lars.sandtorv@meawallet.com



MeaWallet™

MeaWallet – Management team



Lars Sandtorv
CEO



Geir Norlund
CIO



Ove Teigen
VP Sales

Will MeaWallet succeed in a tuff international market?

OLD IBM's with experience from the business

Huge network world wide, through ABnote, IBM and Tieto

World wide distribution channels

MeaWallet made for an international market and standards



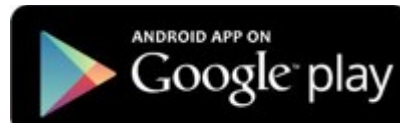
MeaWallet facts:

24 employees in Norway,
Sweden, Estonia and Latvia
25 external team in
Bangalore

50.000 hours development
Invested EUR 5m

Release 2.0 ready now
Payment ready Q1-2 2015

USA/Canada Q1-2015



There are some big changes going on !!



From SIM to the Cloud



USA introduce EMV (Chip & PIN) 2014-2015

All US bank cards will be replaced with chip & PIN

New payment terminals will support NFC

8.000% increased sales of NFC terminals in Q3-14

Apple - iPhone 6 with NFC & Apple Pay

The NFC ecosystem will grow much faster

All smartphones manufacturer's support NFC

Changes in EMV standards

Tokenization (cloud) approved – The TSM is dead

MNO are disrupted – no need for SIM

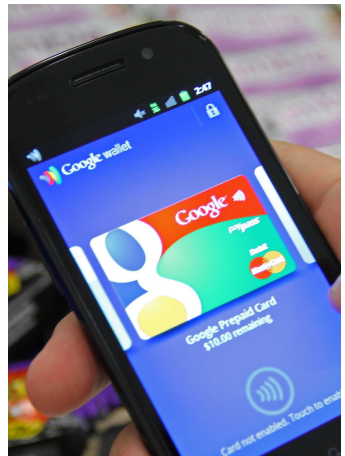
Interchange reduced from 1,5% to 0,3%

+500 mill smart phones with NFC today

Mainly Android (Samsung) smart phones

New low end (EUR 50) smart phones with NFC

Some of the mobile wallet's in the world



Starbucks

Apple Pay

Google wallet

SoftCard (ISIS)

Square

MCX (Merchant Customer Exchange)

MasterPass (MasterCard)

V.me (Visa)

Mobile wallet's – a world wide revolution

Gartner®

In June 2013, Gartner forecast that the total value of worldwide mobile payment transactions (both remote and in-person) will reach \$235 billion in 2013, a 44 percent increase from 2012. The research firm predicts the number of mobile payment users worldwide will reach 245 million in 2013, up from 201 million in 2012. Gartner also forecast the total value of mobile payment transactions will be \$721 billion by 2017.

The mobile payment market – 1,5 billion active mobile wallets in 2017

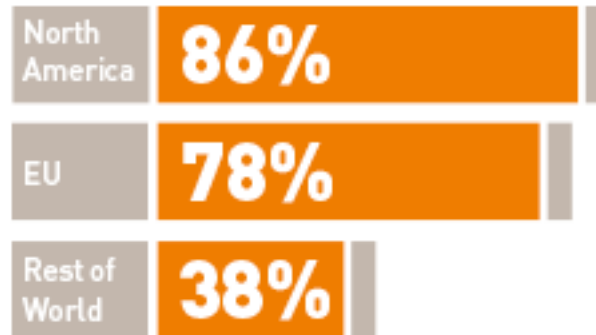
 **100%**
of major payment networks support NFC,
including **Visa, Mastercard, Amex**

Source: NFC Forum

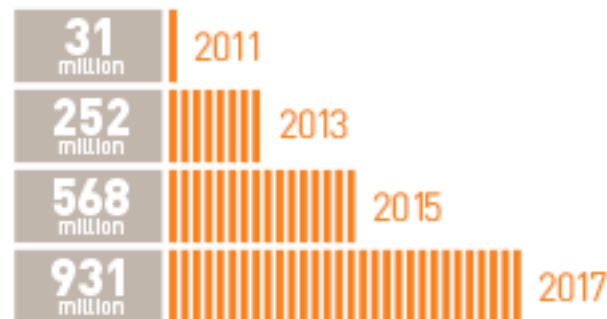
200 
NFC-enabled handset
models available

Source: NFC Forum

% NFC-enabled POS, 2017



NFC-enabled handsets shipments



+500 **201**
Million
NFC Smart phones
4

Competitor's – ONLY payment - build on TSM

28 Mobile Payments initiatives

in Europe → May 2014

Mainly Banks and/or Mobile Networks
Operator (MNO)

Most of the initiatives

Invested + EUR 20 mill

Build on TSM platforms (old technology)

Build for SIM cards (MNO)

Bank lock in

MNO lock in

**Expensive for the Service Providers (SP
)**

Bad business cases

=> Low volume



Mobile wallet's based on Trusted Service Manager (TSM)



vodafone



Giesecke & Devrient
Creating Confidence.

gemalto
security to be free



MeaWallet is “Apple Pay” for any mobile platforms

Applications

Vertical

Credit card
Virtual Prepaid
NFC/QR code
m-Commerce



Payment

Train
Bus
Tram
Airplane
Events

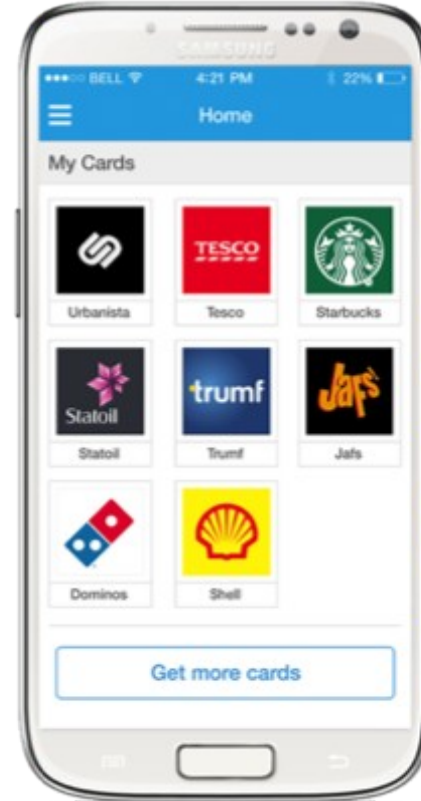


Tickets

Passport
National ID
Drivers license
Health card



Identification



Vertical

Applications



Loyalty cards

Member card
Coffee card
Frequent flyer
Retail card



Access

Office
University
Hospital
Home



Receipt

Electronic receipts from any back-end system

What's unique with MeaWallet?

Mobile Wallet as a service

Apple and Android ready today (limited service)

+ 500 services in December 2014 in 10 countries

Takes minimum 50.000 hours to build

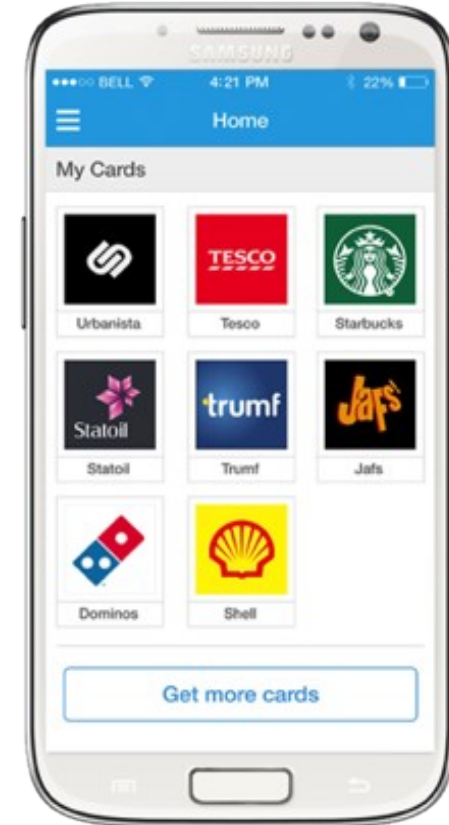
6 verticals:

Payment, Loyalty, Access, Tickets, ID and receipts

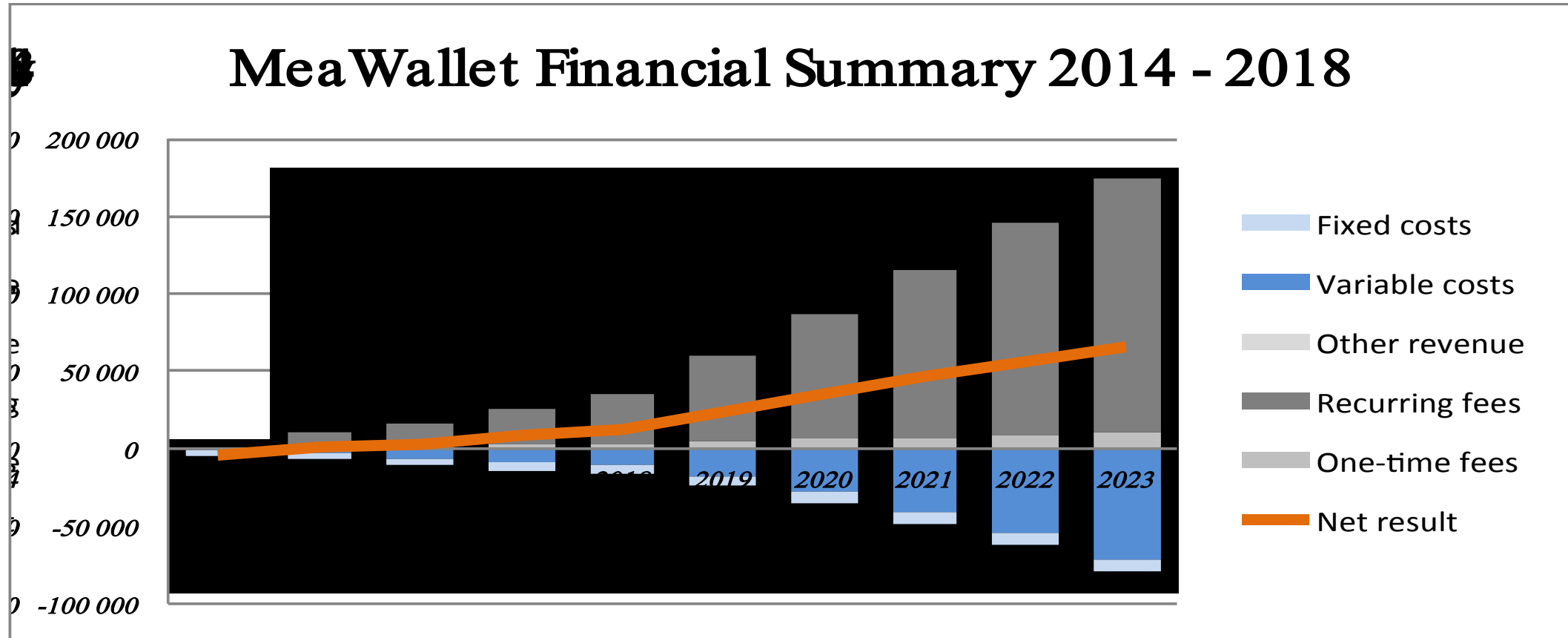
EMV (MasterCard/Visa) certified

Distribution channel:

Tieto, ABnote, IBM, Safe4, Bravida, Retain24, Bancorp, i2c, and more..



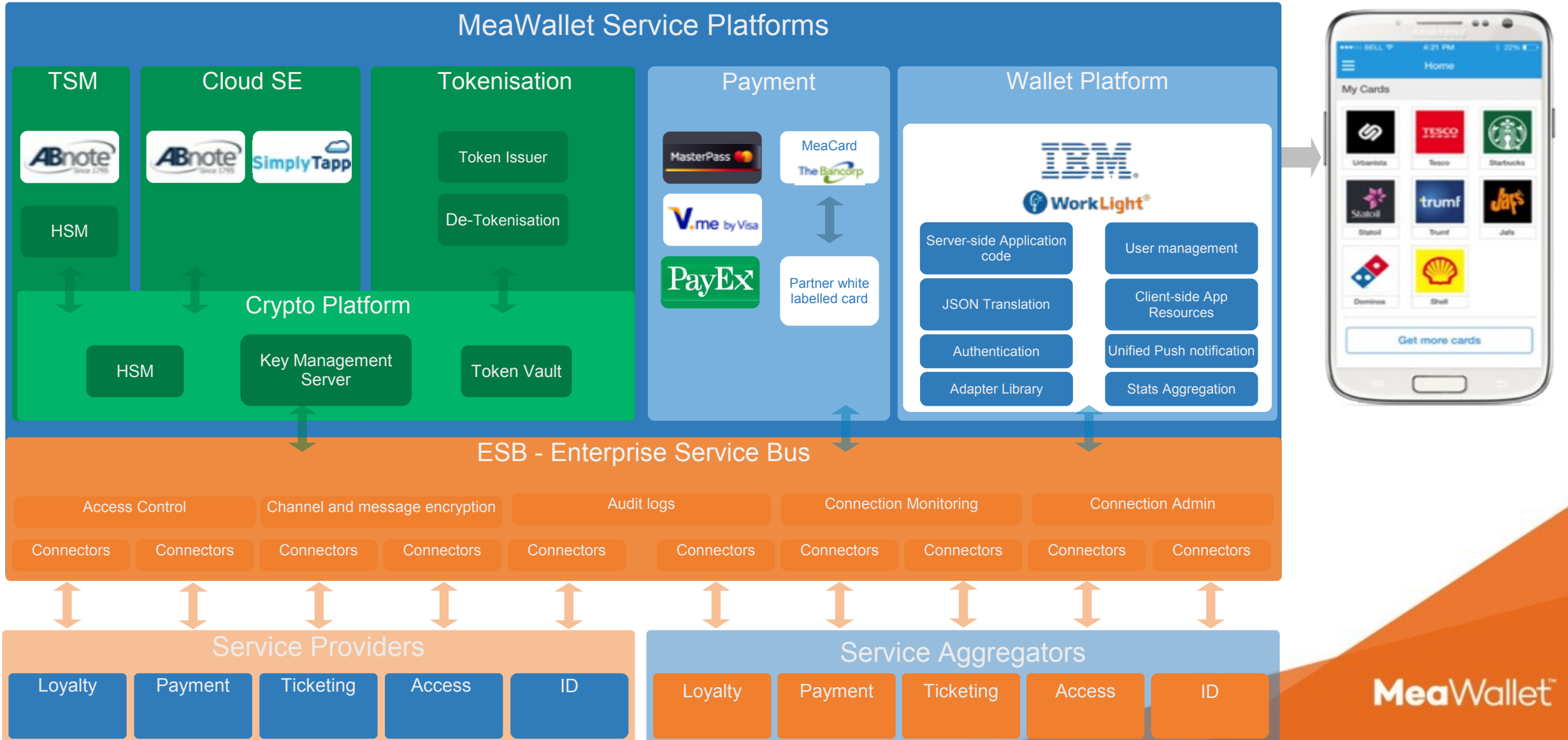
Finance and capital



Some of our customers – signed contracts



How do we work with IBM - Architecture



Business model

Mobile wallet hosted as a service world wide

MeaWallet or White Label

Our customers (Service Providers) reduce their cost with up to 80%

Certified by EMV (EuroPay, MasterCard, Visa)

Service Providers pay's per user per year

Recurring business

Easy to integrate with other systems

A hand-drawn red circle containing the text "80%".

MeaWallet's value proposition for Service Providers

Bank's

Turnkey mobile wallet platform – MeaWallet/White label
Cheaper, faster time-to-market – HCE/Tokenization

MNO's

MNO's has millions of users – MeaWallet/White label
MeaWallet offer increased ARPU

Retail

MeaWallet add new services and better security
And retail-payment to the retailers

Access

Turnkey access solution - For NFC and Bluetooth
MeaWallet protocol and tokenization

Distributors

The best mobile wallet platform
Log term partnership - Revenue share model

MANDAG 4. AUGUST 2014 | LØSSALG KR 30,- | ÅRGANG 23 | NR. 176

Finansavisen

NHH dominerer meglerhusene



Luksuskamp i leiemarkedet

SIDE 4 TIL 6

SIDE 18 OG 19

Gjennombrudd for mobil-lommebok

PÅ LAG MED IBM OG VISA: Med støtte fra store, globale aktører skal Lars Sandtorvs MeaWallet erstatte lommebok, ID-kort, nettbank og etterhvert husnøkler.

SIDE 22 OG 23

«Gribbene» gjør bare jobben sin
Hegnar om Argentina



Lett å jukse med CE-merking

SIDE 16 OG 17

Gartnerløkka: Salget løsnet for Obos og Veidekke

SIDE 12 OG 13

Dollar	6,26	+0,00	10 år stat rente	2,49	-0,02	Nordag	4370,43	0,62	SELENDRE	10,14	-0,01	3-MÅNDS RENTE	1,17		BIKTE I PÅS	10,00
Svenske kr	91,20	+0,20	US 10 år rente	2,57	0,10	FTSE 100	6094,33	-30,01	EUR	-6,13		EUR	+0,01		USD	-0,93
Britiske pund	10,57	-0,03	Dow Jones	10200,43	-11,34	Nikkei	20223,11	-97,98								

I DAG STARTER SALGET

SALG \ 40 %

Vi åpner butikken kl 0900.
www.fernerjacobsen.no

FERNER JACOBSEN

Thank you !

Lars Sandtorv

Founder & CEO

+47 909 55 111

Lars.sandtorv@meawallet.com

MeaWallet