

Electronic Top-Ups Case Study

Cash is King !

We propose partnering with key vendors to take ePay beyond Mobile Phone TopUps and into growing digital marketplaces:

- expand revenue substantially
- minimal investment

**Make an online
business like a brick
and mortar shop,
where people can walk
in and pay cash**

Eliminate the barriers to online shopping posed by the fears of:

- Stolen credit card information
Identity theft
Invasion of privacy

What markets are we after?

- Those who may never join the cashless society
 - i.e. teenagers, seniors, cash earners, credit risks, the paranoid
 - (in 2000, 4 million 12-16 yr olds spent £3 billion)
- Those who want to shop online but can't
 - 40% of the population doesn't have a credit card
 - (UK online shopping up 23% this Christmas)
- Growing digital market (music, gaming, etc.)
 - online music sales overtook CD sales in December

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**2/3 of mobile phones
are on
PrePay**

Why target these online markets?

- Online Gambling a £40 billion market in 2005
- UK Online Shopping £10+ billion market in 2004
- eBay was a £1.5 billion market in 2004
- Online Gaming was a £400 million market in 2004
- Digital music is expected to be a £350 million market in 2005 (£175 million - 2004)

40% don't have

a

Credit Card,

yet

80% of online purchases

pay with one

Where can we add extra value?

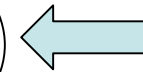
By creating partnerships with key vendors that currently under-serve customers who would like to pay cash

For example:

Music Downloads



Online Payment Systems



Online Shopping, Gambling, Gaming



When should we proceed?

Before



and other competitors do

How should we move forward?

**Pilot new partnerships in the UK before
launching globally**



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Questions ?

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