




# Digital Money Conference

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iPIN Overview

Mission	Modular payment software that enables companies to enrich existing customer relationships with revenue-producing, targeted payment systems.
Background	<ul style="list-style-type: none"> <li>• Incorporated 1997</li> <li>• Offices in Belmont, Paris, and Hong Kong</li> <li>• 60 employees</li> </ul>
Customers	• France Telecom, Vodafone, BT, Visa, HSBC, T-Online France
Markets	• Telco/wireless, financial services, telematics, utilities
Product	• iPIN Payment Platform™ 3.1 (14 modules)
Technology	• EJB/J2EE, Oracle 9i, Oracle Financials
Partners	• Cap Gemini Ernst & Young, Gemplus, Verisign, Lucent, Logica, Convergys, nCipher, Sun, Oracle

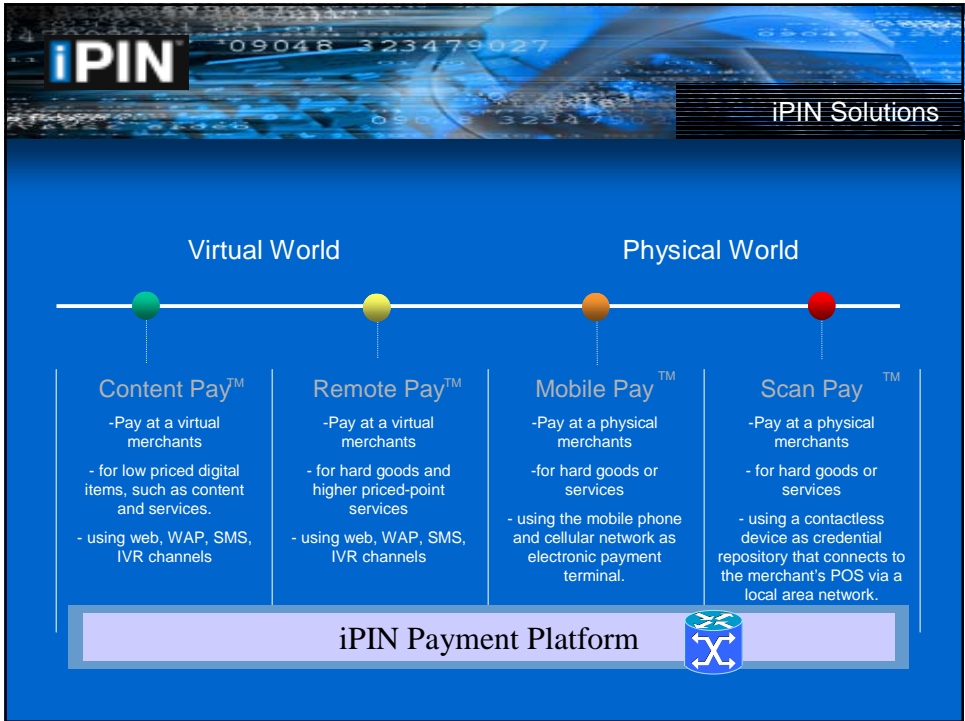


**iPIN** 09048 323479027

Market Overview

## Business Drivers


- ✓ Companies are starting to view *payments* as a new revenue opportunity, not just a cost center.
- ✓ Many companies already possess key elements of a payment network: buyers, sellers, a communications network, and settlement methods.
- ✓ Existing payment technologies do not, and cannot, adapt readily to emerging opportunities.



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iPIN Solutions

Virtual World		Physical World	
<p><b>Content Pay™</b></p> <ul style="list-style-type: none"> <li>- Pay at a virtual merchants</li> <li>- for low priced digital items, such as content and services.</li> <li>- using web, WAP, SMS, IVR channels</li> </ul>	<p><b>Remote Pay™</b></p> <ul style="list-style-type: none"> <li>- Pay at a virtual merchants</li> <li>- for hard goods and higher priced-point services</li> <li>- using web, WAP, SMS, IVR channels</li> </ul>	<p><b>Mobile Pay™</b></p> <ul style="list-style-type: none"> <li>- Pay at a physical merchants</li> <li>- for hard goods or services</li> <li>- using the mobile phone and cellular network as electronic payment terminal.</li> </ul>	<p><b>Scan Pay™</b></p> <ul style="list-style-type: none"> <li>- Pay at a physical merchants</li> <li>- for hard goods or services</li> <li>- using a contactless device as credential repository that connects to the merchant's POS via a local area network.</li> </ul>

iPIN Payment Platform 



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iPIN's Payment Solutions are:

- Flexible
- Global
- Secure
- Interoperable
- Market Ready



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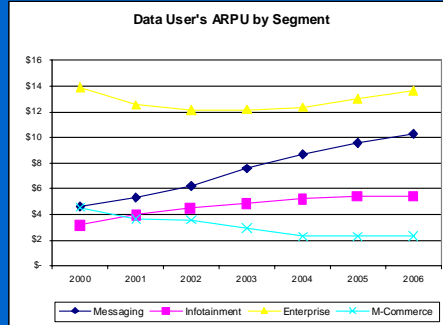
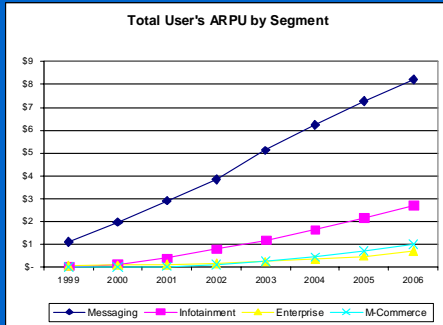


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### Appendix - Market Overview

### European Mobile Data Application Segment ARPU: (2000-2006)

Source: Yankee, 2001



Total Users ARPU (US\$/month)	2000	2001	2002	2003	2004	2005	2006
Messaging/E-mail	\$ 1.97	\$ 2.91	\$ 3.85	\$ 5.12	\$ 6.23	\$ 7.28	\$ 8.21
Infotainment	\$ 0.12	\$ 0.38	\$ 0.79	\$ 1.18	\$ 1.63	\$ 2.15	\$ 2.70
Enterprise	\$ 0.08	\$ 0.11	\$ 0.16	\$ 0.24	\$ 0.33	\$ 0.48	\$ 0.70
M-Commerce	\$ 0.01	\$ 0.03	\$ 0.11	\$ 0.26	\$ 0.43	\$ 0.72	\$ 0.99
Average Data ARPU	\$ 2.18	\$ 3.44	\$ 4.91	\$ 6.78	\$ 8.61	\$ 10.63	\$ 12.59

