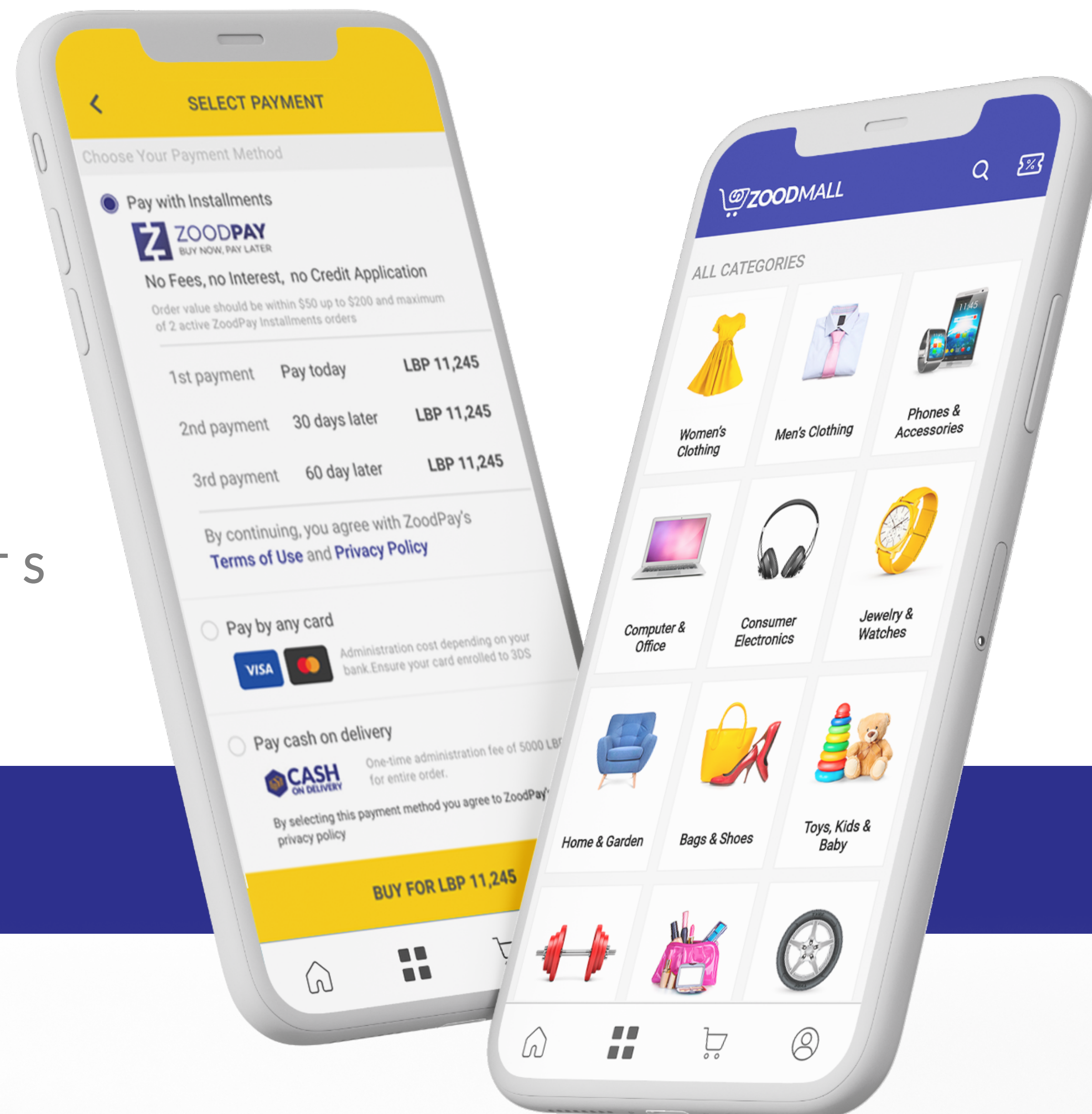




BUY NOW PAY LATER  
WITH INTEREST FREE INSTALLMENTS  
IN THE UNTAPPED COUNTRIES  
OF MIDDLE EAST & CENTRAL ASIA



Investor Update: April 2021

ZoodPay is owned and operated by  **OrientSwiss**™

# ZoodPay Ecosystem

BUY NOW PAY LATER WITH INTEREST FREE INSTALLMENTS  
IN THE UNTAPPED COUNTRIES OF MIDDLE EAST & CENTRAL ASIA  
FOR LOW- AND MIDDLE-INCOME CUSTOMER SEGMENT

**ZoodShip**  
*An e-logistics cross-border and  
local corridor for product delivery*



**ZoodMall**  
*Middle East & Central Asia's  
fastest-growing mobile-only  
shopping BNPL marketplace  
App*

**ZoodPay**  
*Innovative BNPL FinTech*



# About Us

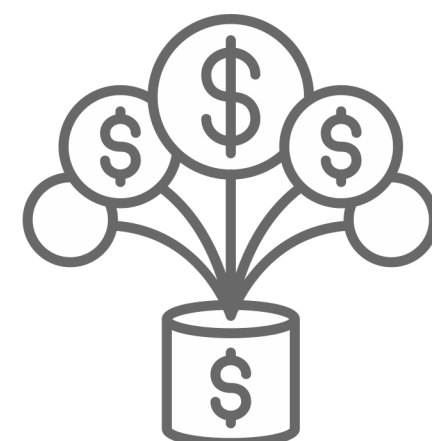
## Innovative Ecosystem

“BNPL” Payment System with its B2C demand generator Marketplace in the fast-growing mobile markets of Middle East and Central Asia



### OrientSwiss

Owner of Buy Now Pay Later 'BNPL' **ZoodPay** and its B2C marketplace **ZoodMall**



### \$20M+ Invested

Backed by Zain (Largest Telco in MENA), \$20M+ total investment by investors since 2019 with +50% Series A coming from Zain Group



### 6M+

Download

### 800K

Active User

**ZoodMall** has tripled its monthly active users (MAU) since June 2020



### Low credit card

Deployed in March 2020, **ZoodPay** targets low to middle income population with low credit card adoption



### 7 Markets

**ZoodPay** is already available as a BNPL payment option on **ZoodMall** and for all online merchants across the 7 key markets

# Market Opportunities

## ZoodPay : Buy Now Pay Later for the Mass Market in ME & CIS

Countries	ZoodPay	ZoodMall	Population (m)	Population (m) 16 to 40Y old	Smartphones(m)	GDP (USD B)	Internet %	Smartphone %	E-Commerce %	Credit card Penetration
<b>Iraq</b>	<b>ACTIVE</b>	<b>ACTIVE</b>	40	14	<b>28</b>	234	49%	70%	<b>&lt;0.5%</b>	<b>2%</b>
<b>Lebanon</b>	<b>ACTIVE</b>	<b>ACTIVE</b>	6.9	2.8	<b>4.7</b>	52	78%	91%	<b>&lt;5%</b>	<b>&lt;15 %</b>
<b>Uzbekistan</b>	<b>ACTIVE</b>	<b>ACTIVE</b>	34	14.1	<b>24.8</b>	58	55%	73%	<b>1%</b>	<b>&lt;3%</b>
<b>Jordan</b>	<b>ACTIVE</b>	<b>ACTIVE</b>	10	6.1	<b>9.2</b>	44.5	67%	90%	<b>15.9%</b>	<b>2.5%</b>
<b>Kazakhstan</b>	<b>ACTIVE</b>	ONLY LIVE	18.5	5.1	<b>15</b>	181.7	79%	88%	<b>3.7%</b>	<b>&lt;20%</b>
Kuwait	ONLY LIVE	ONLY LIVE	4.2	1.5	<b>2.6</b>	134.6	99%	64%	<b>4%</b>	<b>22%</b>
KSA	ONLY LIVE	ONLY LIVE	34	14.2	<b>30</b>	793	95%	90%	<b>3.8%</b>	<b>&lt;10%</b>
<b>Total</b>			<b>147.6</b>	<b>57.8</b>	<b>114.3</b>	<b>1,497.8</b>				

The adoption of credit cards remains low for many reasons including religious reasons (interest forbidden, low level of market education on credit cards and lack of trust over wide usage of credit card by locals).

# ZoodPay Products

## Innovative Buy Now Pay Later Fintech solution

### ZoodPay offers 3 flexible Methods of Payment

1

#### ZoodPay BNPL Installments (ZPI) in 4 payments



4 equal installments  
after 0, 30, 60, 90 days  
**with no interest**

2

#### ZoodPay Installments (ZPI) in 6 payments



Special Samsung smartphone  
with locking technology

30% initial payment  
+ 5 monthly installments  
**with no interest**

3

#### ZoodPay Bank Installments in 6, 12 or 24 payments

Special partnership with Local Banks

6, 12, 24 equal  
installments  
**with interest rate**

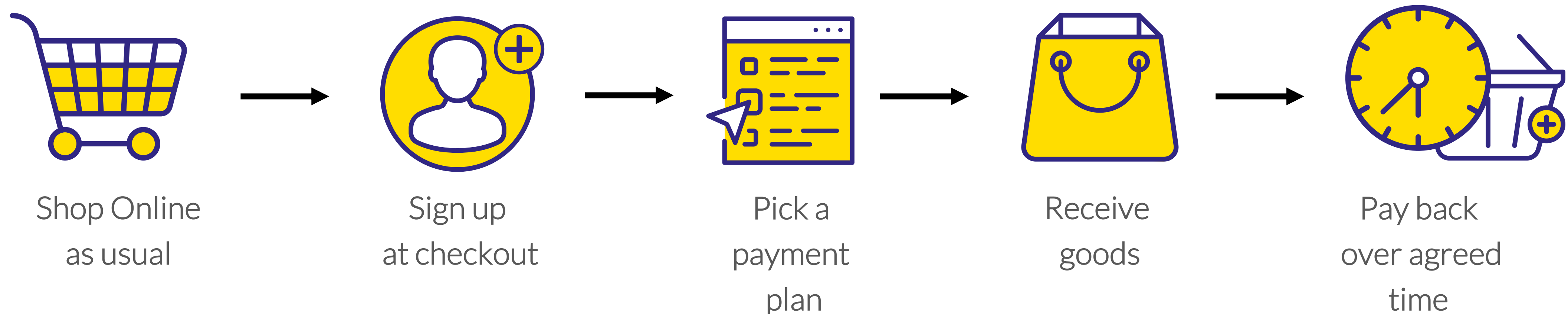
Responsible lending: Maximum amount per transaction: \$500 - Dynamic maximum limit management on customer level - Age restriction: min 18 - Restrictions applied in case of current delay or detrimental payments history - Advanced proprietary credit scoring and fraud models in place for effective decision making - Capped delay fees - Using the latest technology in risk and fraud prevention.

# How does ZoodPay work ?

## Seamless Checkout Process

BNPL is an Installment Payment Solution that allows customers to split payment on their order into smaller, interest free repayments\*.

ZoodPay is the only company offering BNPL in most of its countries of operation.



\*Interest applies for tenures longer than 6 months in partnership with local banks.

# Our Business Model

**Opportunity to seize dual income streams from BNPL and Marketplace platforms with tremendous economies of scale in play**

Merchant fees	ZoodMall Cross Border	ZoodMall Local	API & offline Merchant
ZoodPay – BNPL Take Rate	3%	6%	10%
ZoodMall - Demand generation	15%	2%-10%	-
<b>Total Margin</b>	<b>18%</b>	<b>8% to 16%</b>	<b>10%</b>

## Monetization:

- **ZoodPay (BNPL):** Merchant fees generated from eComm, Merchant API's, Co-branding with local banks/telcos OR from our own marketplace on ZoodMall
- **ZoodMall (Marketplace):** Demand generation fees generated from merchants on our own marketplace (ZoodMall) from cross-border and local sellers providing them free access to ZoodMall's platform, our customised logistics corridor ensuring cost effective last-mile delivery to end-users and localised customer support



# Value Proposition

**Massive Opportunity for Sellers in ME, CIS, SE ASIA and Europe to access the untapped mass markets in ME and CIS- at a turn of a click**

## For the merchants

- Acquire new shoppers
- Zero Risk
- Build brand loyalty
- Increase AOV by 30%
- Increase conversion rates by 20%
- Reduce order returns by 30%
- Lower level of customer support service costs
- Easily sell into new untapped markets
- Generate demand with ZoodMall

## For the customers

- Interest free on 0-90 days BNPL
- Instant and easy approval
- Great budgeting tool
- Best alternative to credit card
- Seamless experience
- Transparent payment terms
- Automatic repayments
- Capped delay fees
- Encourages responsible buying



# Our Ecosystem Overview

## Quick Snapshot 2021

800,000 MAU\*

86% MoM NMV\* growth for  
ZoodPay (Jan21-Apr21)

+180k Completed  
Orders (Q1 21)

1.8% Open  
Bad Rate\*

Take Rate above 10%

4.2 Google  
Rating

AOV\* CHF 96  
(ZoodPay Apr21)

#1 in Lebanon,  
Uzbekistan and  
Iraq

Conversion  
rate\* 2.5%

\*AOV: Average Order Value

\*NMV: Net Merchandise Value

\*MAU: Monthly Active Users on ZoodMall App

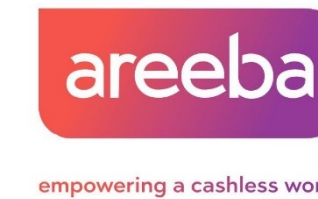
\*Open Bad Rate: Open 90+ vs matured for 90+NMV of the past 12 months

\*Conversion Rate: Gross Orders per user divided by total sessions by user

# Strategic Regional Partners

## Trusted by leading brands

### Payments gateway



### Scoring data



### Banks



### Manufacturers



### Ecomm



### Shipping



# ZoodPay Product RoadMap

## Offline Launch Q2 2021 in Uzbekistan with UzCard

**We are thus transforming 20 million of existing UZCARD debit cards to function as BNPL with ZoodPay, across 51k offline stores.**



Uzcard is the national payment processing interbank operator in Uzbekistan. They are processing the banking transactions of 31 banks, for 20 million end customers, amounting to +\$7.7 billion of aggregated yearly volume.



# Strategic Partnership with Zain Telecom

## Access to +50m subscribers in the Middle East

Zain helps  
**launch of ZoodMall**  
in Jordan, Kuwait, Bahrain and KSA

Zain provides ZoodMall  
**access to +50m Zain**  
**subscribers**

Zain provides  
**app downloads**  
for ZoodMall

Zain provides  
**credit scoring information**  
to ZoodPay's Buy Now Pay Later

Zain provides  
**drop off location**  
at 20,000 outlets

ZoodMall provides  
**internet shopping** option  
in Zain shops

ZoodMall and Zain launch **joint**  
**package marketing** activities

Zain provides DOB facility  
**(Direct Operator Billing)**

ZoodMall offers phones with  
**installment** payments to Zain's  
subscriber base

# Strategic Regional Partners

Signed up 100 merchants with over 500 megastores in UZ and KZ

	<p><b>Hopshop</b></p> <p><b>#1</b> TV Shop with 5 offline stores</p>	<p><b>texnomart</b> <small>*техника в рассрочку</small></p> <p><b>#2</b> Retail Chain Electronics 22 megastores</p>	<p> <b>makro</b> SUPERMARKET</p> <p><b>#1</b> Retail chain Grocery 90 megastores</p>	<p> <b>RADIUS</b></p> <p><b>#1</b> Distributors 60% Samsung distribution</p>	<p><i>Elysée</i></p> <p><b>#1</b> Fragrance distributor More than 50 brands in 5 biggest cities</p> <p> <b>GOODZONE</b> <small>МАГАЗИН БЫТОВОЙ ТЕХНИКИ</small></p> <p> <b>ERKATOY</b></p>
	<p> <b>xiaomi</b></p> <p><b>#4</b> Worldwide Manufacturer Smartphone</p>	<p><b>INTERTOP</b></p> <p><b>#1</b> Retail Chain Shoes, 42 outlets, more than 100 brands</p>	<p> <b>kimex</b> Grazie</p> <p><b>#1</b> Retail Chain Multi-brand shoes &amp; accessories 70 outlets</p>	<p> <b>12 МЕСЯЦЕВ</b></p> <p><b>#1</b> Retail Chain Home Improvement 10 megastores in main cities</p>	<p> <b>TALAPAI.KZ</b> <small>Мы строим маркетплейс</small></p> <p><b>#3</b> Online marketplace with more than 200K SKU of local products</p> <p> <b>DECATHLON</b></p> <p> <b>vegas</b></p> <p> <b>Chocomart</b> <small>интернет-супермаркет</small></p> <p> <b>БИОСФЕРА</b></p> <p><b>Actual Optic</b></p>

# Strategic Partnership with Samsung

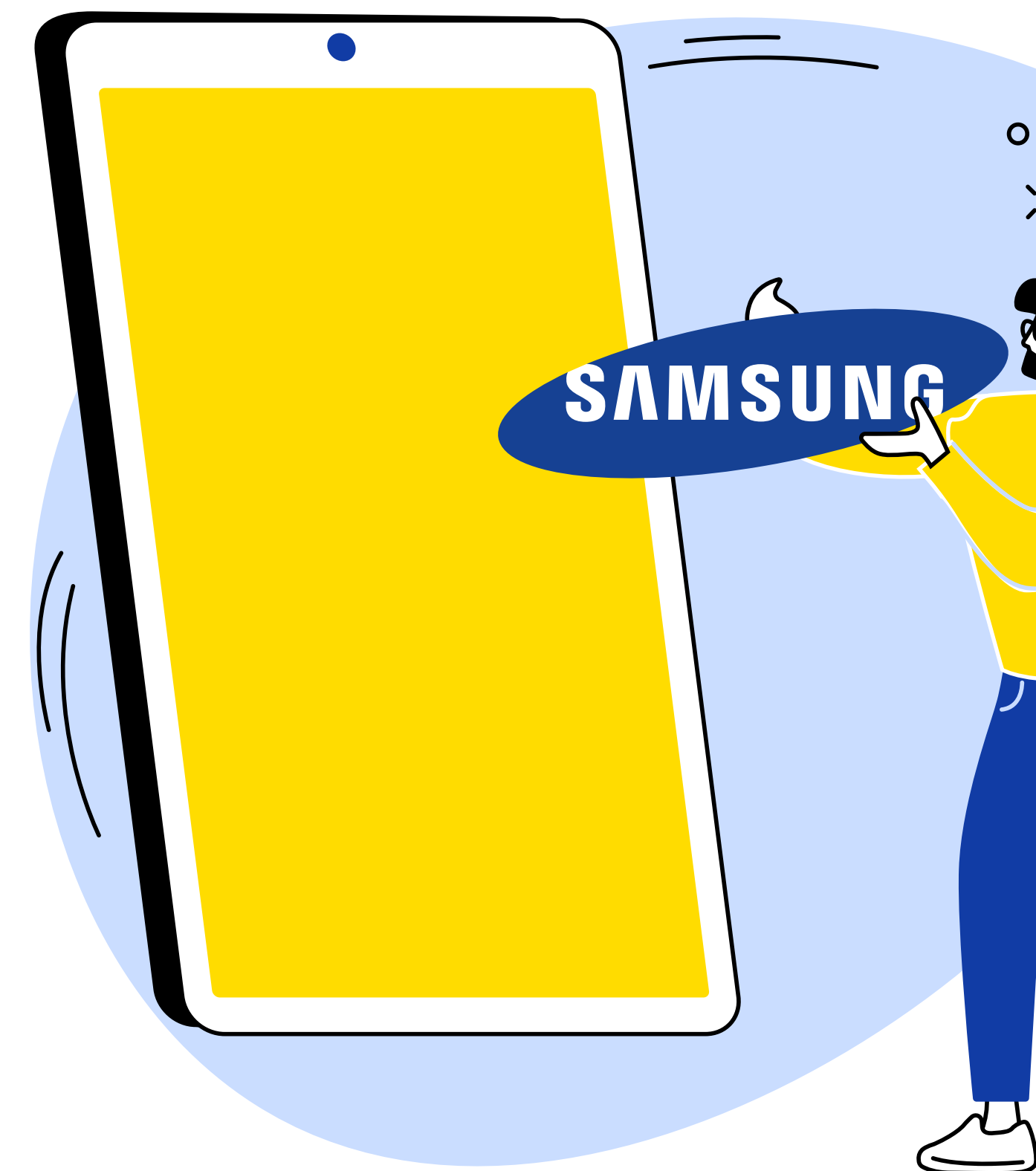
## Enables ZoodPay to lock the Samsung phone upon payment delay

### Key points :

- Master Contract with Samsung smartphone locking technology
- Offering Samsung phones with 6x installments' payment
- Roll out with ZoodPay in Q1 and Q2 2021 across IQ, UZ, JO, LB, KW
- Partnership with telco operators for mobile bundles and co-marketing
- Potential sales of \$1.5m-\$3m monthly after 6 months ramp up

### Advantages :

- Smartphone used as a collateral guarantee for installment
- Device remains locked until overdue amount is paid
- While locked customers can only access emergency services



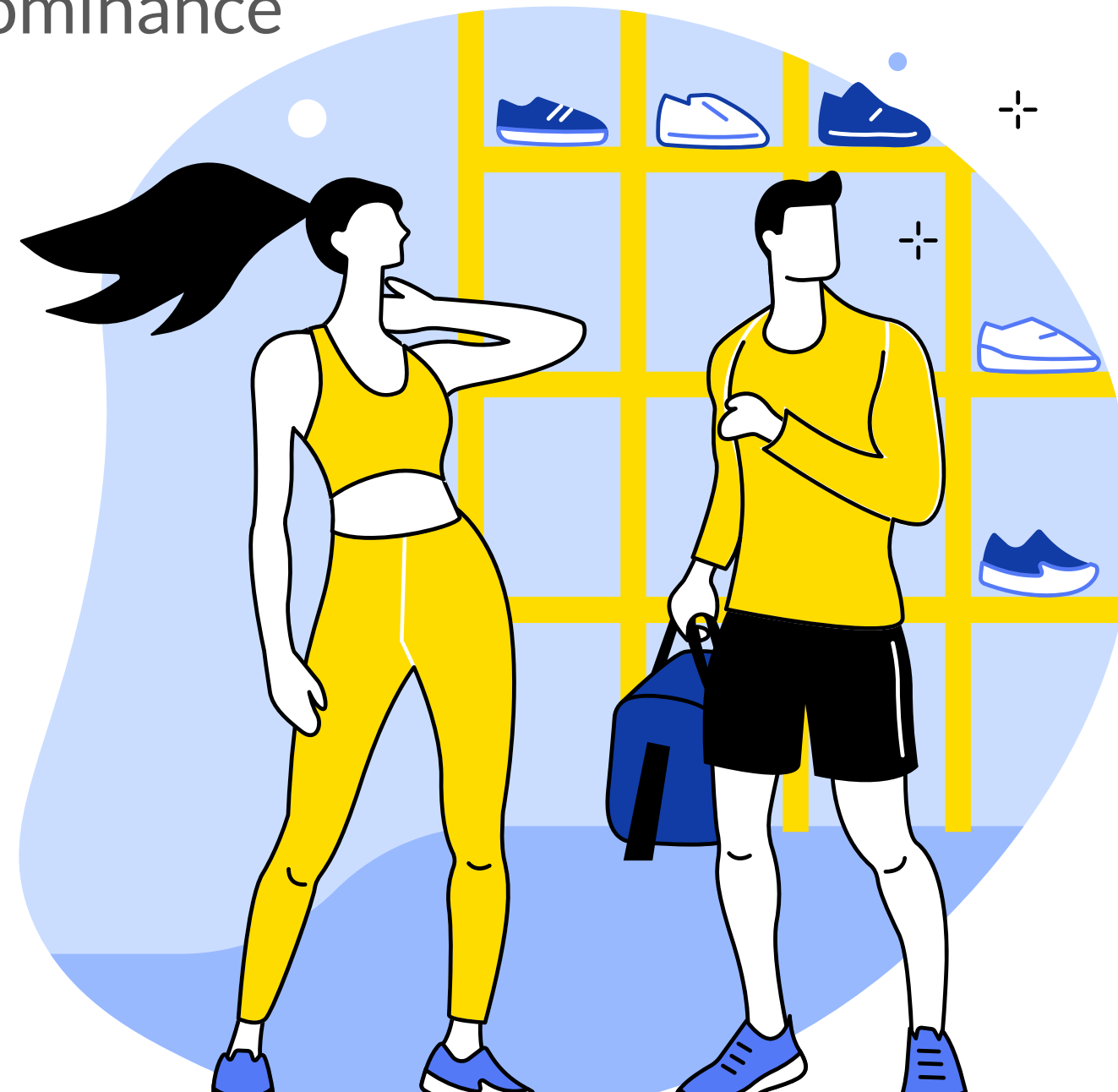


# Market Opportunities (population of 145m+)

Target low credit card penetration levels and unbanked population groups

## Consumers - target audience:

- 18 to 40 years old
- Low- and middle-income customers
- Mobile savvy
- Low adoption of credit cards
- Alternatives to Cash on Delivery & Credit cards
- Female predominance
- Mobile first



## Merchant - key target products:

- #1 Beauty & Cosmetics
- #2 Fashion & Apparel
- #3 Samsung Smartphone with locking technology

# ZoodPay Product RoadMap

Online Launch in 2020 / Offline Launch Q2 2021



## 1ST PHASE

MARCH 2020  
ON **ZOOMMALL** IN **UZ**



## 2ND PHASE

DECEMBER 2020  
ON **ZOOMMALL**  
IN **KZ, IQ, KW, JO, KSA**



## 3RD PHASE

JANUARY 2021  
TO PROVIDE ZOODPAY  
API TO **ONLINE**  
**MERCHANTS** IN **UZ, KZ,**  
**IQ, KW, JO**



## 4TH PHASE

Q2-2021  
TO **OFFLINE**  
**MERCHANTS**  
IN **UZ**



## 5TH PHASE

Q3-2021  
TO PROVIDE  
**6,12,24 MONTHS**  
**INSTALLMENTS** WITH  
BANKS IN **UZ**

# Smart Proprietary Risk Management

Instant decision with significantly greater accuracy

## ZoodPay infrastructure

- Proprietary **credit scoring model**
- Advanced AI **fraud prevention solution**
- Effective credit **limit setting** model
- Results-oriented **debt collection strategy**
- **Mobile phone locking technology** deployed on late paying customers
- Dedicated **debt collection software**
- AI & Automated **decision-making software**

## ZoodPay results

- **Instant evaluation** of customer risk level
- Accurate decision:
  - High approval rate for legitimate customers
  - Fraud cases identified
- Customer credit **affordability** respected & maximized
- Fast and **effective delayed payments collection**
- Underwriting managed through **optimal risk management** system with minimal time to market



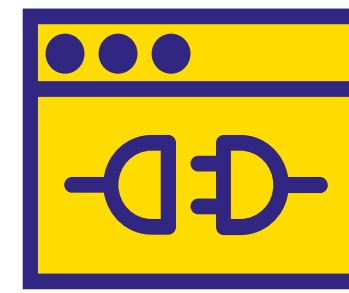
# ZoodPay Market Development Strategies

Unique payment solution for local & international merchants to develop e-comm in untapped ME and Central Asia countries



## **E-comm Platforms** (Auto-ZoodPay Integration)

- Fast & Easy integration with E-comm platforms
- Fastest & Cheapest merchant recruitment and integration
- E-comms integrated with ZoodPay: PrestaShop, OpenCart, Magento, WooCommerce and many more



## **Merchants API** (Direct Merchant Integration)

- Customized API integration with online Merchants
- Seamless payment solution
- Signed up with top +90 sellers since Dec 2020 with additional +150 in the pipeline



## **B2C Marketplace** (ZoodMall)

- Merchant integration for BNPL and demand generation on ZoodMall marketplace
- Demand generation platform for ZoodPay sellers focusing on mass market in untapped countries
- Already more than 6M products with BNPL solution on ZoodMall

# Buy Now Pay Later Industry Players

ZoodPay - industry pioneer in LB, JO, KW, IQ + Cross border BNPL

	GLOBAL PLAYERS				REGIONAL PLAYERS					
	Klarna	Affirm	AfterPay	Sezzle	ZoodPay	Zmarket	Kaspi	Tamara	Tabby	Spotii
<b>Countries &amp; Regions</b>	AU, EU, US	US, AU, EU	AU, US, EU	US, EU	KZ, UZ, KW, IQ, KSA, JO, LB	UZ	KZ	KSA	UAE, KSA	UAE, KSA
<b>BNPL Cross-border</b>	No	No	No	No	Yes	No	No	No	No	No
<b>Own Marketplace</b>	No	No	No	No	Yes	No	Yes	No	No	No
<b>Instant Approval time</b>	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
<b>Regional Telco Data</b>	No	No	No	No	Yes	No	No	No	No	No
<b>Local Bank partnership</b>	Yes	No	No	No	Yes	No	Yes	No	No	No
<b>Smartphone Locking</b>	No	No	No	No	Yes	No	No	No	No	No
<b>Target customer income level</b>	Medium, High	Medium, High	Medium, High	Low, Medium	Low, Medium	Medium, High	Medium, High	Medium, High	Medium, High	Medium, High

- Unique BNPL with existing Marketplace (ZoodMall) featuring 6M products and 1M MAU
- Unique BNPL platform live in JO, KW, LB and IQ
- Unique BNPL solution with smartphone locking strategy
- Unique BNPL available for Cross border sellers

# e-Commerce Market Opportunity

Huge 6x upside growth for in MENA and CIS in just 2 Years



**ONLINE BNPL \$600M = 3% of Total Online**    **ONLINE BNPL \$1.6B = 4% of Total Online**    **ONLINE BNPL \$3B = 5% of Total Online**

Faster adoption of e-commerce and mobile shopping expected in MENA and CIS post-Covid increasing the upside growth potential for ZoodPay even further. BNPL's potential is significantly larger with the HUGE potential through offline merchants.



# ZoodPay Pilot launch in Uzbekistan

KPI's after one year (March 20 to March 21)

**+78%**

Average  
MoM growth

**+79%**

Approval rate

**+2.5x**

Average  
Order Value

**1.8%**

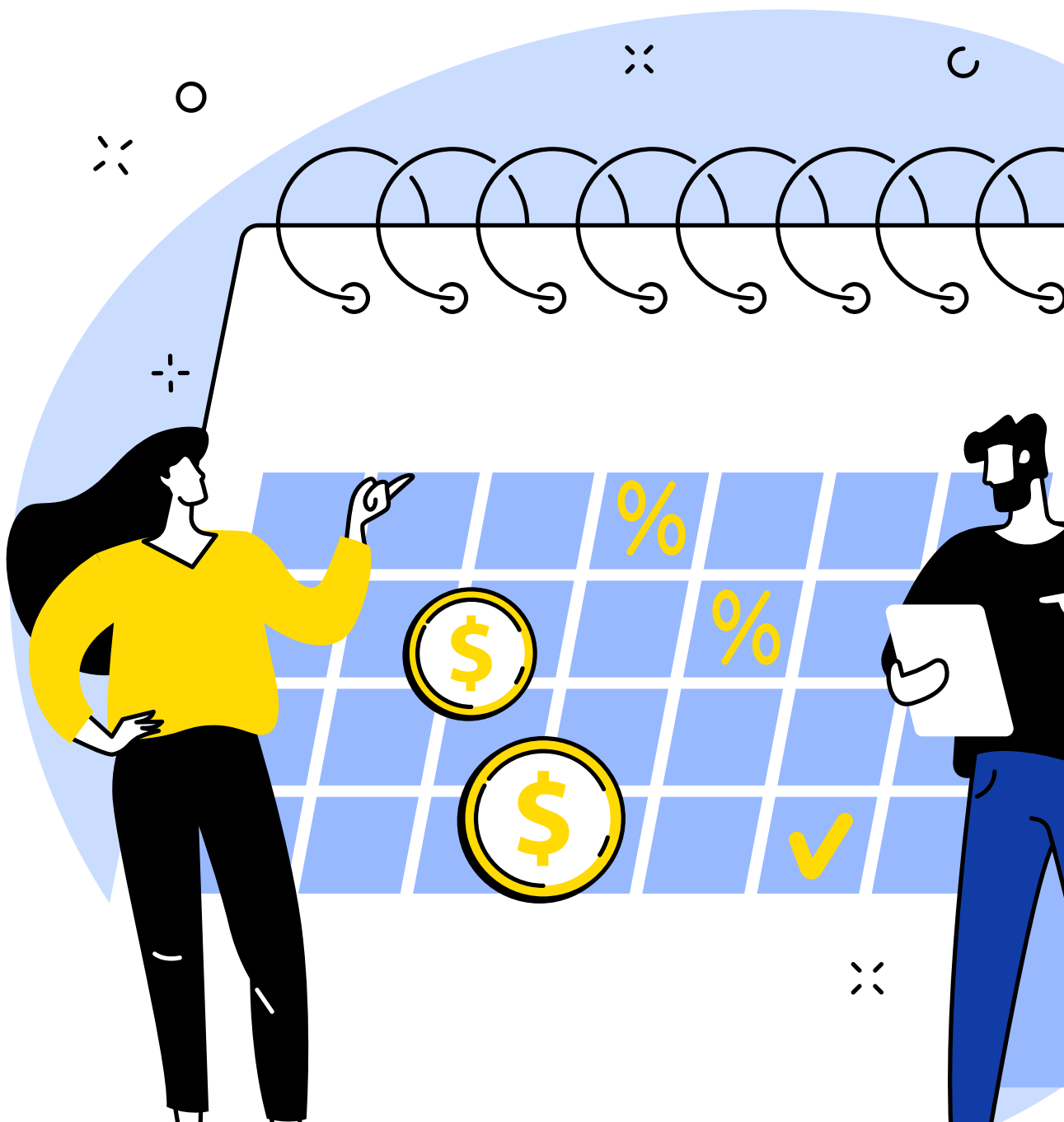
Bad Debt Rate

**+18,000**

Orders completed

	ZoodPay PAD	ZoodPay ZPI	Total Activity
Total Orders via ZoodPay	10,469	7,805	18,274
Total TPV	CHF 155,249	CHF 748,907	CHF 904,157
Approval rate	86%	75%	79%
Average TPV* growth MoM (%)	53%	129%	78%
Average Order Value (Mar21)	CHF 17	CHF 97	CHF 59
Bad Debt Rate (90+ DPD, TPV) as of end of March 21	4.6%	1.2%	1.8%

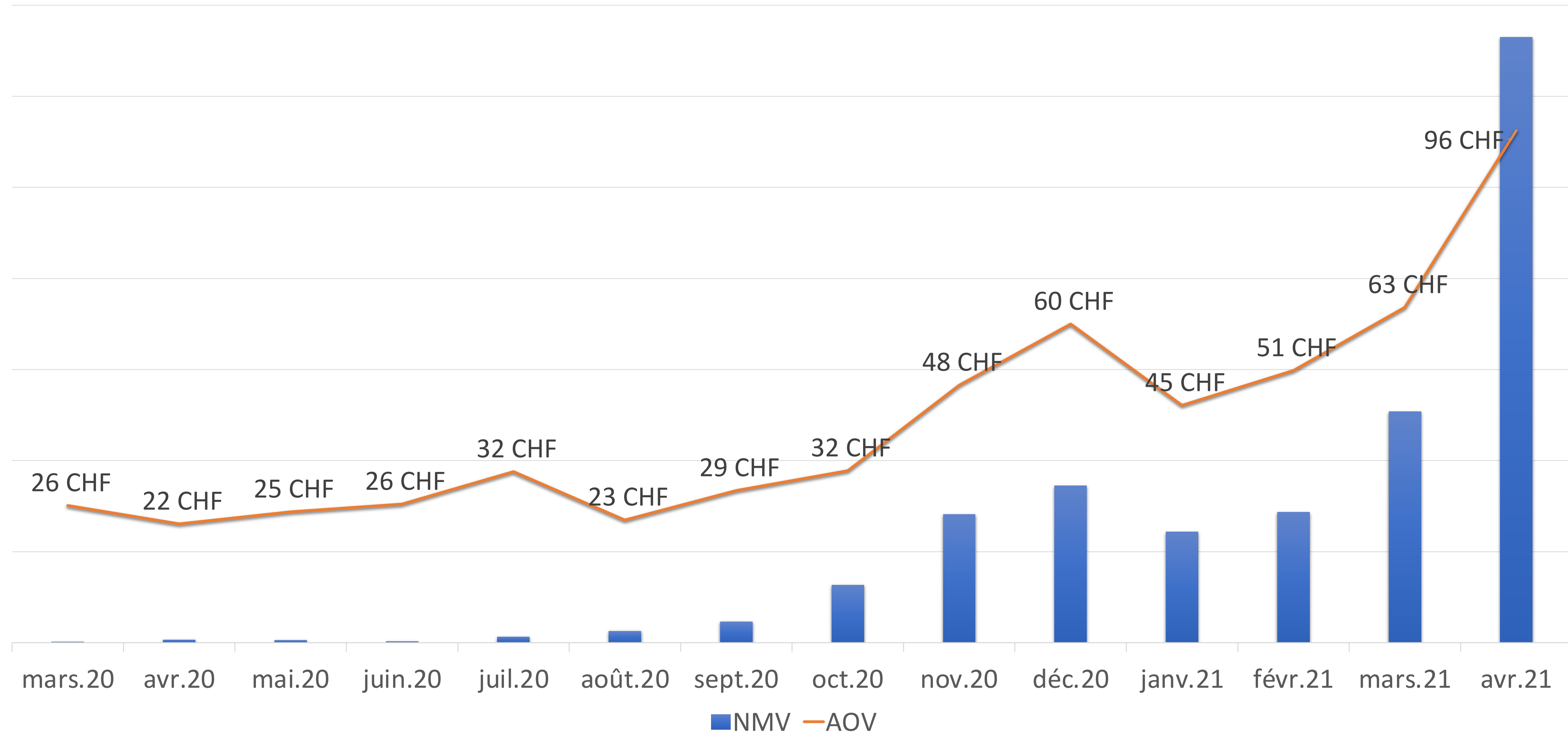
\*TPV : Total Processed Volume



# ZoodPay Performance since inception

## Growing NMV and +270% jump in Average Order Value

ZoodPay NMV and AOV



NMV: Net Merchandise Value

AOV: Average Order Value

# In-depth consumer FinTech & Ecommerce experience

## ZoodPay Management Team



**MICHAEL  
KH O I**

***Co-founder & Group CEO***

- Serial Entrepreneur
- Ex-Cofounder @ Delta Car Trade



**MARTIN  
MURANSKY**

***Co-founder & COO***

- Banking & Fintech Executive
- 25 years in Financial Services
- Ex 4Finance Group Chief Risk Officer



**YURIY  
VASIYAROV**

***Chief Technology Officer***

- Online Marketplace specialist
- Technology, Scaling
- Ex-EVP Lazada (Alibaba)



**ANTOINE  
FOURMONT**

***Chief Product Officer***

- Entrepreneurial Business Leader
- Ex-Director LAZADA/ALIBABA



**SOSO  
STEPHANISHVILI**

***Head of Operations***

- 6 years in Online Consumer Lending
- Ex-Head of Debt Collection at 4Finance and Head of Business Lending based in Goergia



**NURBOL  
KURMANGAZIN**

***Chief Financial Officer***

- Financial Analyst
- Ex-Regional Finance Director@ Cape PLC



**ERIC  
BLAETTLER**

***Co-founder / CIO***

- ERP Specialist
- Ex-CFO @ Delta Car Trade



**LAURENT  
SCIBOZ**

***Chief Investor Officer***

- Banking Executive
- 20 years in Financial Services
- Ex-Director at UBS & ING



**AVTANDIL  
GELASHVILI**

***Head of Finance***

- 6 years Online Consumer lending
- Ex CFO at 4Finance and deputy CFO at UGT



**IRAKLI  
CHACHANIDZE**

***Risk Manager***

- 5 years Credit Risk specialist
- Ex - Head Credit Risk at Pasha Bank



**INDRE  
ARSTIKAITYTE**

***Head of ZoodPay Product***

- 8 years in Consumer Lending
- Ex 4Finance Head of Risk



**ANA  
JANASHVILLI**

***Legal***

- 6 years in Online Consumer Lending
- Ex Lawyer at 4Finance, Bank republic Societe general group and Ziraat Bank



**MADIYAR  
SULTANOV**

***Head of ZP Uzbekistan***

- 7 years of Banking Experience in Payments Operations
- Ex-Head of Card Operations @Alfa Bank



**DMITRIY  
BALAKIREV**

***Head of ZP Kazakhstan***

- 4 years in Online Consumer Lending
- Ex Kaspi marketplace and KaspiRed director



**ASKARBEB  
ALSHANBAYEV**

***CIS Country Manager***

- E-commerce/Logistics
- EX-E-commerce Director KAZPOST



**BACHIR  
ABIKHALIL**

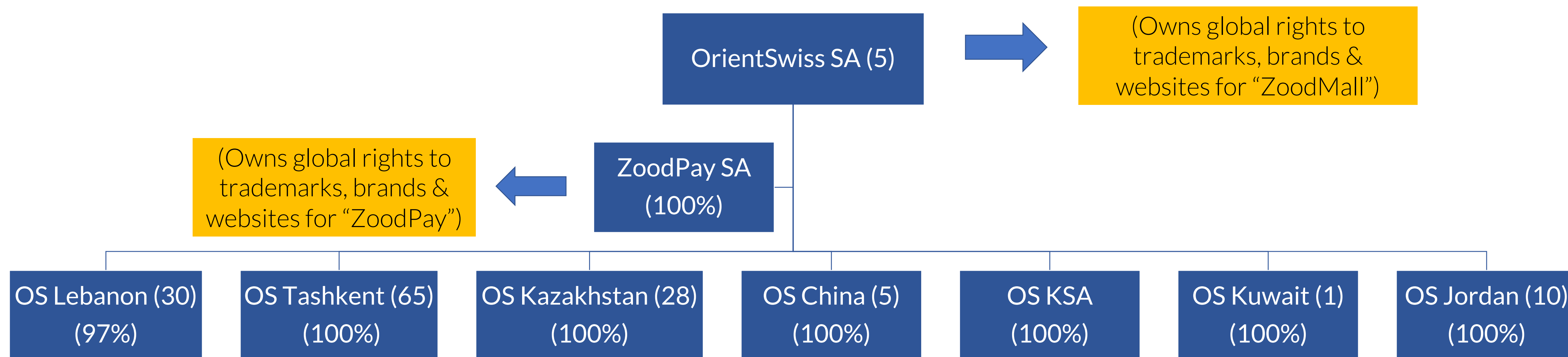
***Arabic Country Manager***

- Biz Dev specialist
- Ex-Director France and MEA @ After-Mouse



# Company Organigram & Structure

Global team : ZoodMall and ZoodPay



Subsidiaries only act as operating entities in the countries of operation

All relevant infrastructure and team are fully in place to capture this opportunity with ZoodPay in 7 markets across the untapped countries of MENA and Central Asia

“We have already built a strong track record in Uzbekistan demonstrating our capability to optimise the underlying soft credit scoring technologies for the successful roll out of our BNPL business model. We have an amazing opportunity to capture the BNPL market in the Silk Road countries and become the undisputed market leader within a short timeline”