

DIRECT PAY ONLINE GROUP

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General Company Information

Direct Pay Online is a leading Pan African Payments Service Provider which provides the **FREEDOM** to pay and be paid across Africa for more than 11 years. The Group serves merchants all across Africa and has a growing network of physical branches in the continent.

The Direct Pay Online solution combines 6 major elements:

1. **Customer to business** payments
2. **Business to business** payments
3. Real time payment **technology**
4. **Mobile** solutions for the consumer and the merchant
5. **Fraud** and **risk** management
6. **Customer care** services

Customer to business payments

- **Single payment page** - all modes of payment
- Unified UX for cards, mobile, bank transfer
- Online and offline payments
- Support **QR code** payments (DUMApay, MVISA)
- Support **PUSH SDK** with selected MNO's
- Support recurring payments (full tokenization)

Business to business payments

- Merchant to merchant real-time payments
- Split payments
- Easy settlement - global settlement
- Easy advance - quick loan for small merchants

Technology

- **Single API** integration
  - All modes of payment - cards, mobile, wallets, bank transfer
  - All markets/countries
- Supported platforms
  - Web application
  - Mobile application (in app payments)

Mobile solutions

- **DUMApay** - Direct Pay Online payments app
  - **Consumer** - manages cards, mobile money, scan **QR codes** and more
  - **Merchant** - accepts cards and mobile money, EMV card readers
- MVISA
  - Direct Pay Online is an official MVISA integrator
  - Supports **QR code** payments
- Mobile money
  - Unique integration to mobile money
  - **Manages the merchant's Pay bill**

Fraud and risk management

- Real time fraud prevention services (technology and teams)
  - Scoring module
  - Black lists
  - Linked transactions
- Risk management services (technology and teams)
  - Fraud patterns detection
  - Merchant scoring profile control
  - Merchant fraud control
  - Charge back management

Customer care services

- For the merchant
  - Training
  - Technical support
  - Reconciliation support
  - 24/7
- For the consumer
  - Payment process support
  - Refund/cancellation support

Modes of payment and licenses

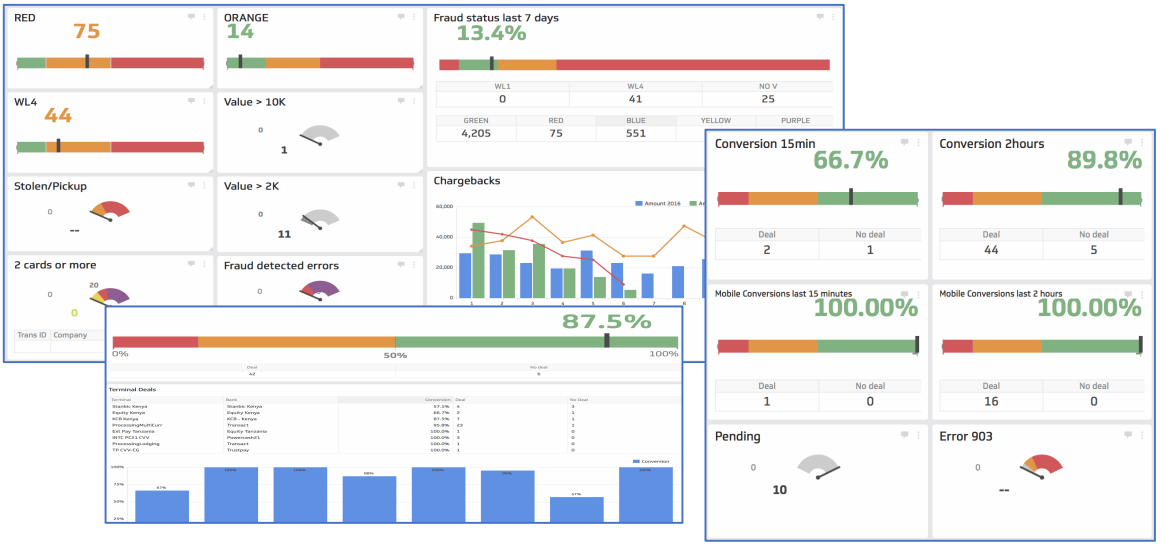
1. Cards (debit, credit and pre-paid)
   - Visa
   - MasterCard
   - American Express
   - Verve
   - Diners club (in progress)
2. Mobile money
   - Kenya - Mpesa, Airtel Money
   - Tanzania - Mpesa, Airtel Money, Tigo Pesa
   - Uganda - MTN cash
   - Zambia - MTN cash
   - Rwanda - MTN cash, Tigo Pesa
3. Registered as
   - Payments facilitator (PF)
   - Third party agent (PSP)
   - Payments gateway
   - VISA partner for the Sub Saharan Africa region
   - **PCI DSS Level 1** service provider

Fraud Prevention and Risk management

Direct Pay Online provides a state-of-the-art fraud prevention and risk management solution. The fraud and risk technology and procedures have been developed by the group for the African market.

1. **Fraud Prevention solution**
    - End to end fraud solution based on Direct Pay Online technology
    - Transaction level
        - Real-time scan
        - Advanced scoring module - score for each transaction
        - Linked multiple parameters to related transactions (paid/not-paid)
        - Multiple blacklist levels
        - Auto reversal/bloc
        - Escalation tools with the merchant
    - Fraud prevention team
        - Scan escalated transactions
        - Instant customer verification
        - Merchant training
2. **Risk Management solution**
    - Risk tools
        - Scoring profiles control
        - Merchant risk analysis system
        - Overall risk control system
        - Watch lists for high risk merchants/transactions
    - Charge-Back control
        - Online charge-back record management
        - Charge-back rate monitoring
    - Risk team
        - Ongoing patterns analysis
        - Ongoing scoring profile analysis
        - Merchant fraud control

Examples for Direct Pay Online fraud and risk dashboards



The group

Direct Pay Online group acts as a Pan African Payment Service Provider with branches all across the continent:

1. Kenya
2. Ethiopia
3. Uganda
4. Rwanda
5. Tanzania
6. Zambia
7. Zimbabwe
8. Botswana
9. Namibia
10. South Africa
11. Malawi (AUG/17)
12. Mauritius (AUG/17)
13. Nigeria (JUL/17)
14. Ghana (JUL/17)
15. 2018 - Cameroon, Ivory Coast, DRC, Angola, Gabon

Direct Pay Online Group acquired companies:

1. Paygate (PTY) Limited - 100% owned (South Africa)
2. VCS Namibia - 85% owned (Namibia)
3. VCS Botswana - 85% owned (Botswana)
4. VCS (PTY) Limited - 100% owned (South Africa)
5. PayThru (PTY) Limited - 100% owned (South Africa)



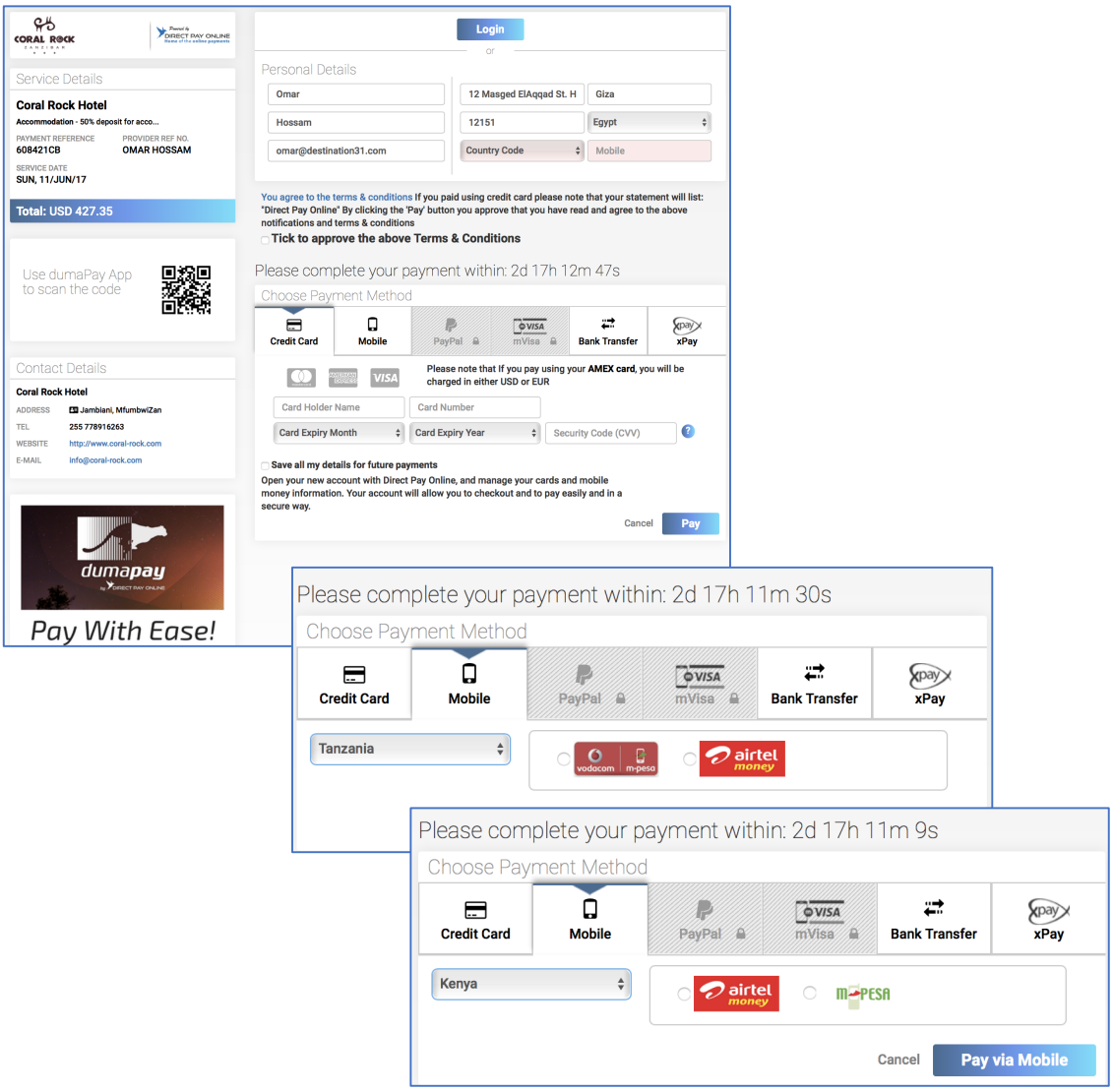
Growing Online Payments Acceptance in Africa

Since 2006 Direct Pay Online Group drives Online Payments acceptance in the sub-Saharan region, the group main payments platform was designed to support the travel and hospitality industry and always maintained the following objectives:

- All forms of payment – same user experience for cards and mobile
- Safe and secure process
- Highest standards

The payment page

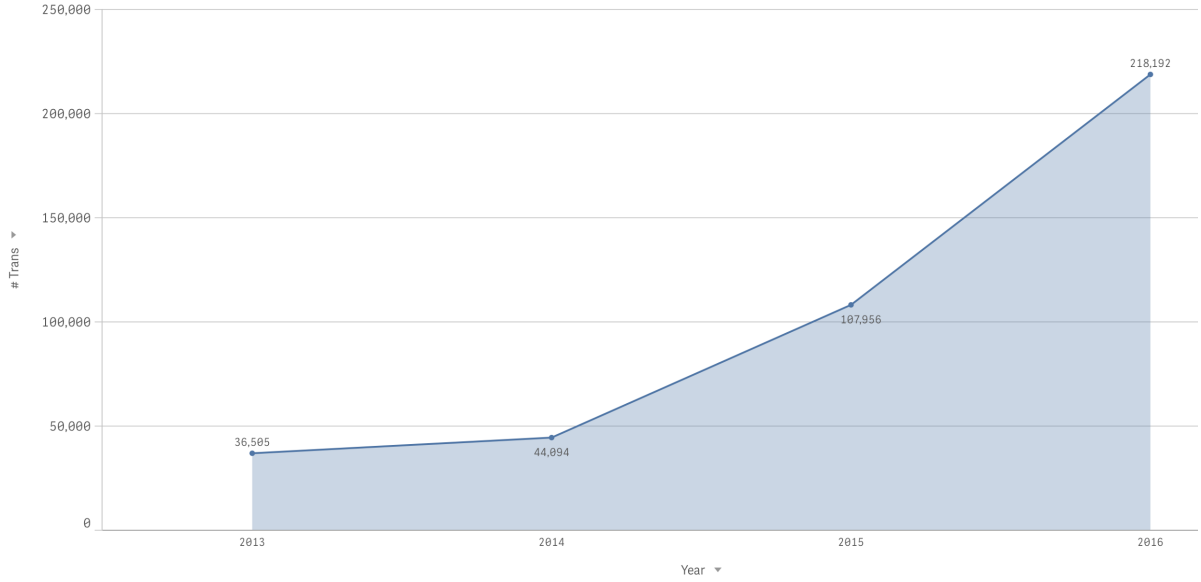
Responsive and secure payment page which supports all modes of payment in Africa, cards and mobile money:



Success story – Airlines

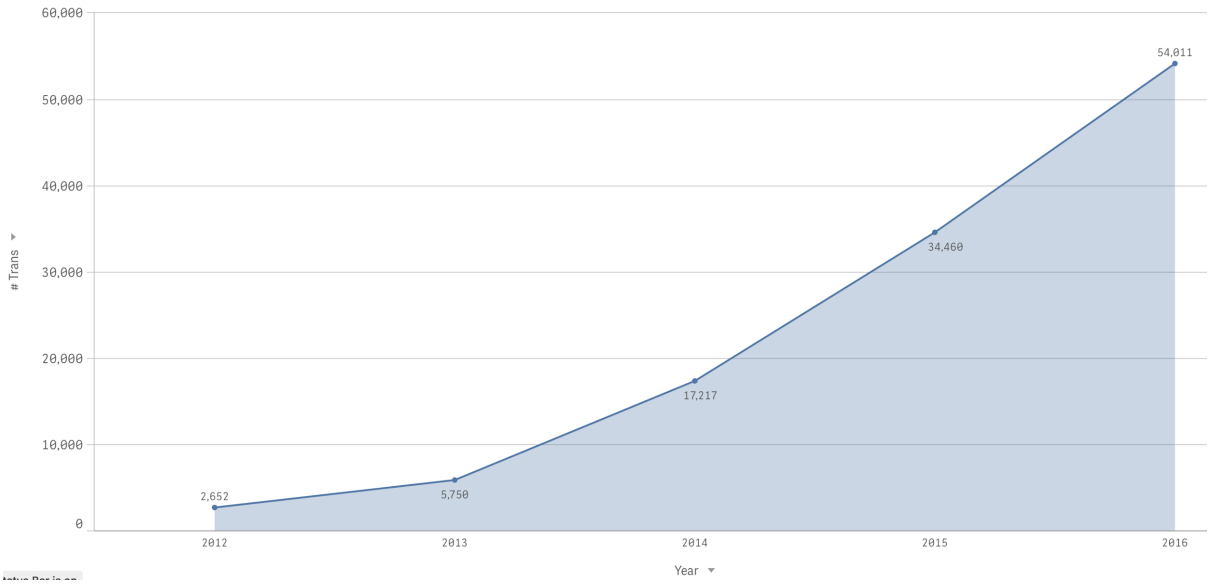
Direct Pay Online provides online payments services to more than **50 airlines** across the African continent, for the local and regional airlines this payments solution is the only channel which allows local and global consumers to book online flights in many parts of the continent. The airlines online payments grew by more than 500% in less than 4 years' time.

The below graph represents East African airlines transactions 2013-2016



Success story – Zanzibar (2012-2016)

Zanzibar is one of the leading attractions in East Africa, Direct Pay Online started its operations in Zanzibar more than 6 years ago and managed to change dramatically the online payments trends for hotels in the Island:



Financial Information

General

3G Direct Pay Limited was founded in 2006 and was privately funded by its Founders. For over 10 years, it operated on constant re-investment and progressed steadily. During 2016, 3G Direct Pay Limited received an investment from a UK based private equity fund, APIS Partners (www.apis.pe) of $20 million. This investment facilitates the DPO Group's expansion across Africa and the buildup of its client base (both organically and through M&A), its technology development, and marketing enhancement.

Key Figures

	2015	2016	2017 projected	2018 projected
Transaction Values	$562M	$788M	$1.24B	$2.45B
Transaction Volumes	2,327K	3,258K	6,761K	13,522K

* Including acquired companies