

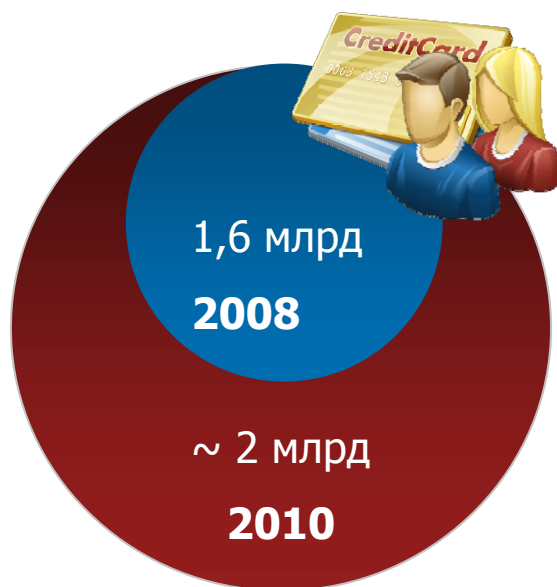


Mobile payments trends

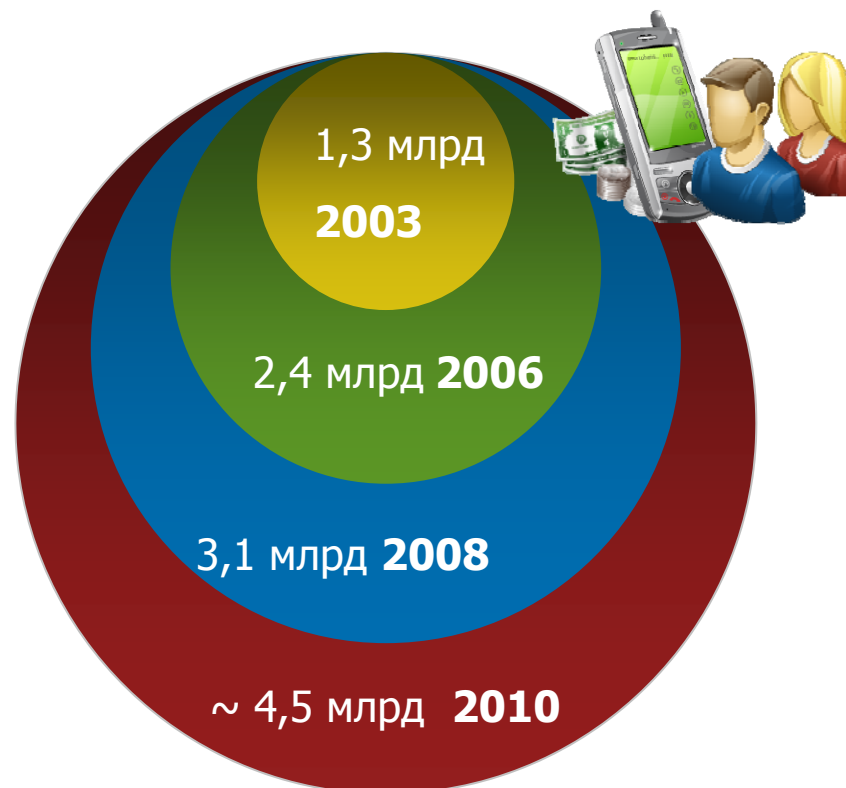
Intervale solutions to be in the trend

Kyiv
April, 2012

Пользователи платежных карт в мире



Пользователи мобильных услуг в мире



По данным опроса Edgar Dunn & Company, 2007-2008 и AFON



60%^{*1} берут телефон с собой в кровать



72%^{*2} используют телефон в качестве будильника



73%^{*2} используют вместо часов



33%^{*2} больше опасаются потерять телефон, чем бумажник



*1 BDDO опрос 3,000 потребителей по всему миру

*2 В исследовании Nokia приняли участие 5,500 потребителей

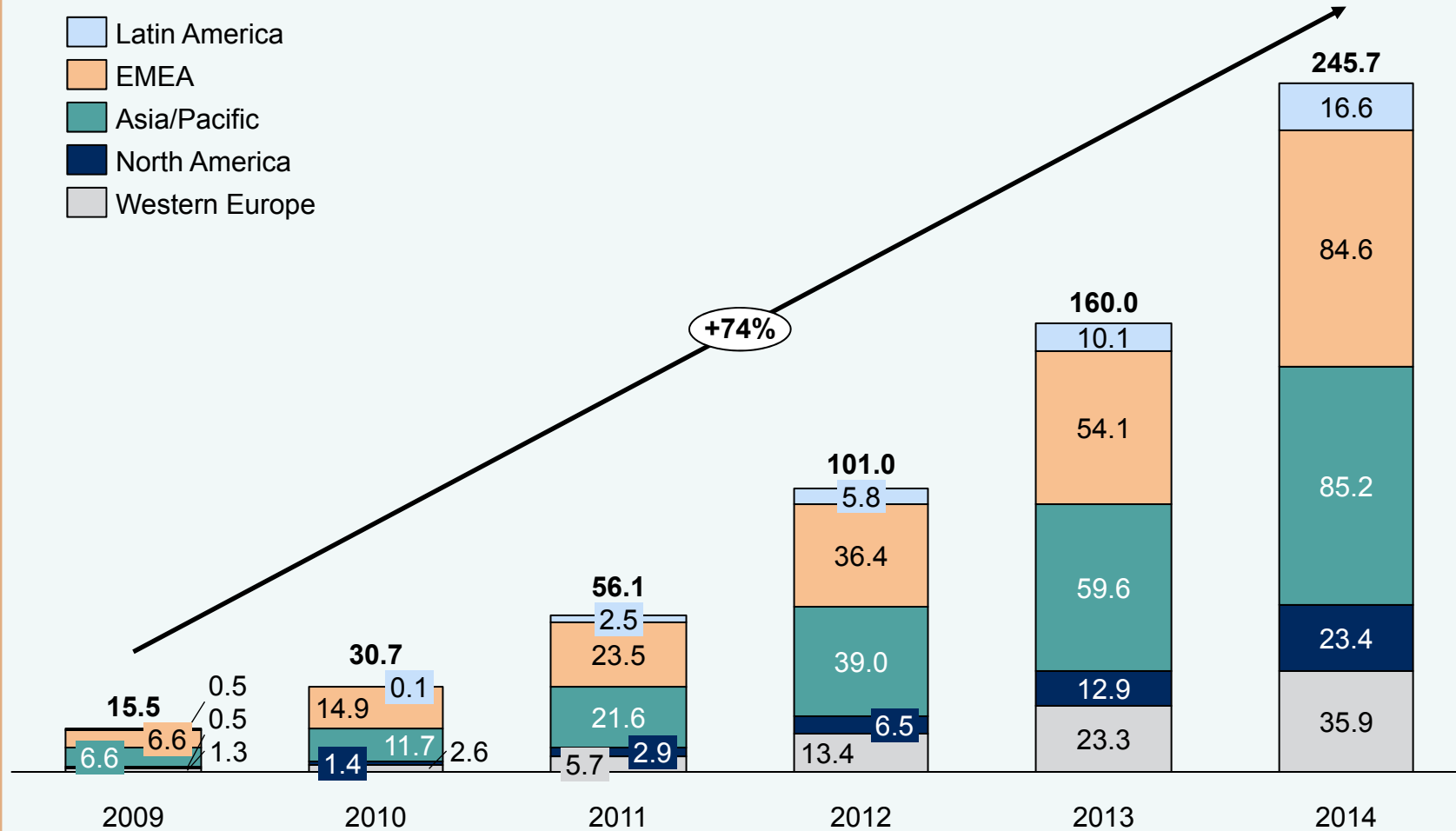
Penetration
Percentage of mobile users

	2007	2008	2009	2010	2011	2012	2013	2014
Western Europe	0.1	0.4	0.9	1.3	2.1	3.2	4.2	5.3
North America	0.0	0.3	0.6	1.1	1.6	2.3	3.2	4.3
Asia/Pacific	1.0	1.6	2.0	2.6	3.2	3.8	4.5	5.2
EMEA	0.3	0.9	1.5	2.1	2.7	3.3	4.2	5.3
Latin America	0.6	0.7	1.0	1.5	2.0	2.8	3.7	4.6
Worldwide	0.6	1.0	1.5	2.1	2.7	3.4	4.2	5.1








Transaction value per region

USD Billion








- Latin America
- EMEA
- Asia/Pacific
- North America
- Western Europe



GLOBAL COMPETITIVE ENVIRONMENT (1/2)

	 MTC	 Orange	 Vodafone (M-Pesa)	 Google wallet	 PayPal	 Master Card Mobile	 Visa Mobile Wallet
Location	Countries of presence	Countries of presence	Countries of presence	Globally	Globally	<i>Russia, Poland</i>	Concept design
Channels							
Web	✓	✓	✗	✓	✓	✓	✓
Mobile	✓	✓	✓	✓	✓	✓	✓
Kiosks	✓	✗	✗	✗	✗	✗	✗
NFC	✓	✓	✗	✓	✗	✓	✓
Means of payment							
Premium SMS	✓	✓	✗	✗	✗	✗	✗
Cards	✓	✓	✗	✓	✓	✓	✓
E-Wallet	✗	✓	✓	✓	✓	✓	✓
Bank account	✗	✗	✗	✗	✗	✗	✗
MNO Account	✓	✓	✓	✗	✗	✓	✗

GLOBAL COMPETITIVE ENVIRONMENT (2/2)

							
Features available	MTC	Orange	Vodafone (M-Pesa)	Google wallet	PayPal	Master Card Mobile	Visa Mobile Wallet
Merchant billing	✗	✓	✓	✓	✓	✓	✓
Payment templates	✓	✓	✓	✓	✓	✓	✓
One click payments and direct debit	✗	✓	✗	✗	✓	✓	✓
Virtual card	✗	✓	✗	✓	✗	✓	✓
Micro loans	✗	✗	✓	✗	✗	✗	✗
Remittances	✓	✗	✓	✓	✓	✓	✓
Bar- and QR-codes	✓	✗	✗	✗	✗	✗	✗
Location based services	✗	✗	✗	✗	✗	✗	✗
Loyalty	✓	✓	✗	✓	✗	✗	✗

Competitors develop their solutions to provide wide range of features and functions

- ✓ Big 4 (MTS, Megafon, Beeline, Tele2) provide the payment service for subscribers (Payments from MNO account and bank cards, multichannel access to the service) and agreed to provide payments from MNO account for all market players (including competitors)
- ✓ MasterCard implemented MasterCard Mobile in Russia to provide financial services for MasterCard cardholders directly. Visa is about to launch the similar service.
- ✓ Premium SMS-based financial services to be legally restricted in 2012
- ✓ PayPal to open subsidiary in Russia. Other global players to follow.

- ✓ Widespread of Premium SMS – based payments
- ✓ No material players in the market place for the time being
- ✓ No legal restrictions for payment from MNO account. Recently NKRZI obliged to provide Return of Advance for subscribers
- ✓ Non-optimal taxation for Return of Advance, but it's possible to compensate it via customer fees
- ✓ The market is empty, it's waiting for players who understand how to take this advantage