



**Bringing magic
to the point of sale**



INVESTOR PRESENTATION

PROBLEM & OPPORTUNITY

Merchants generally use separate cash registers & payment terminals, without good digital CX



Massive transformation of brick & mortar retail business model, sparked by Amazon & big tech



The in-person Point-of-Sale technology has not evolved in 30 years



Merchants struggle to merge in-person and digital channels



Opportunity: meet the current digital expectations, right at the in-person point of sale

- Recognition, profiling
- Advertising
- Rewards
- Real-time speed
- Omnichannel
- Choice of payment method
- Credit
- Etc.

GLOBAL MERCHANT SOLUTIONS MARKET

Advertising & data, transaction services, software & hardware

€100 B*

Market size

10%*

Annual growth

VALUE PROPOSITION

Transforming in-person transactions, one at a time, with all-in-one merchant solutions



Runs any payment method

Runs any Android business application

Runs any place: fixed, mobile, attended or unattended

Enabling the fully personalized e-comm experience, but in-person



**Widest possible
choice of payment
methods**



**Personalized
advertising
and
marketing**



**100% Fusion of
in-person and
online customer
experience**



No more queues

EXPERT TEAM, UNIQUE IN THE WORLD

Proven track record in engineering and sales of winning payment systems



Daniel Maurice-Vallerey
Managing Director and Cofounder

Expert in payment processing

- Ex VISA & MasterCard Consultant
- Cofounder Yoyo Wallet
- Founder PPT, GenPlus, Swiss Card processing



Jean-Paul Etienne

CTO and Senior Embedded Linux/Android engineer

- Ex ARM,
- Ex Intel,
- Ex YouTransactor,



Julian Bain

Chief Security Officer
Head of Software



Den Lunev

Head of Firmware Engineering

- Ex Ingenico, ex YouTransactor.
- One of the world's top Linux engineers



Alexey Kuznetsov

Senior Firmware Engineer,

- Ex Ingenico, Ex YouTransactor
- 15 years of experience in payment terminals



Khaled Abdalla

Head of Application Solutions

- Application development in our Cairo office



Mike Ausems
Director and Cofounder

Expert in payments & terminals

- Ex SumUp PIN+ Program Director
- YouTransactor cofounder and Ex Deputy CEO
- Ex Ingenico Global Line Manager Mobile
- Ex Ingenico Director of OEM Sales
- Ex Hand Held Products (acquired by Honeywell)
- Sr. Product Design Engineer



Michel Lienhard

Senior Electronical Engineer

- Ex Ingenico, ex YouTransactor
- 20+ Years experience in payment terminals



Matt Lowell

Senior Electronical Engineer

- Ex Helldyne,
- Ex Cray Computer
- Expert in FPGA development



Alessandro Tedoldi

Senior Sales Manager

- Ex ACI,
- Ex MasterCard, VISA



Laurent Simon

Mechanical Designer,

- Ex Ingenico,
- 15+ years experience in payment terminals



Ray Rampton

Head of Supply Chain & TQM

- Ex Verifone,
- ex Hypercom, Ex Spire Payments
- 20 Years of experience in payment terminals

ADVISORS



Philippe Menier

- Ex Deputy CEO Visa Europe,
- Ex Business Manager Cards US, Citibank,
- CFO Diners Club.



Thierry Michel

Managing Director at ONOFF

- Ex General Manager, Co-Founder, Co-Owner BIMEDIA,
- Ex VP Bus Dev Euronet,
- Ex VP Bus Dev GE Capital.



Michiel van der Pant

Owner PEP Ventures

- Ex Founder Teleena Holding (now TATACOMM)
- Ex Director Network & IT Simpel.nl



Alain Falys

CEO of Keybox

- Founder and ex CEO Yoyo Wallet
- Partner at Firestartr
- Ex Visa International



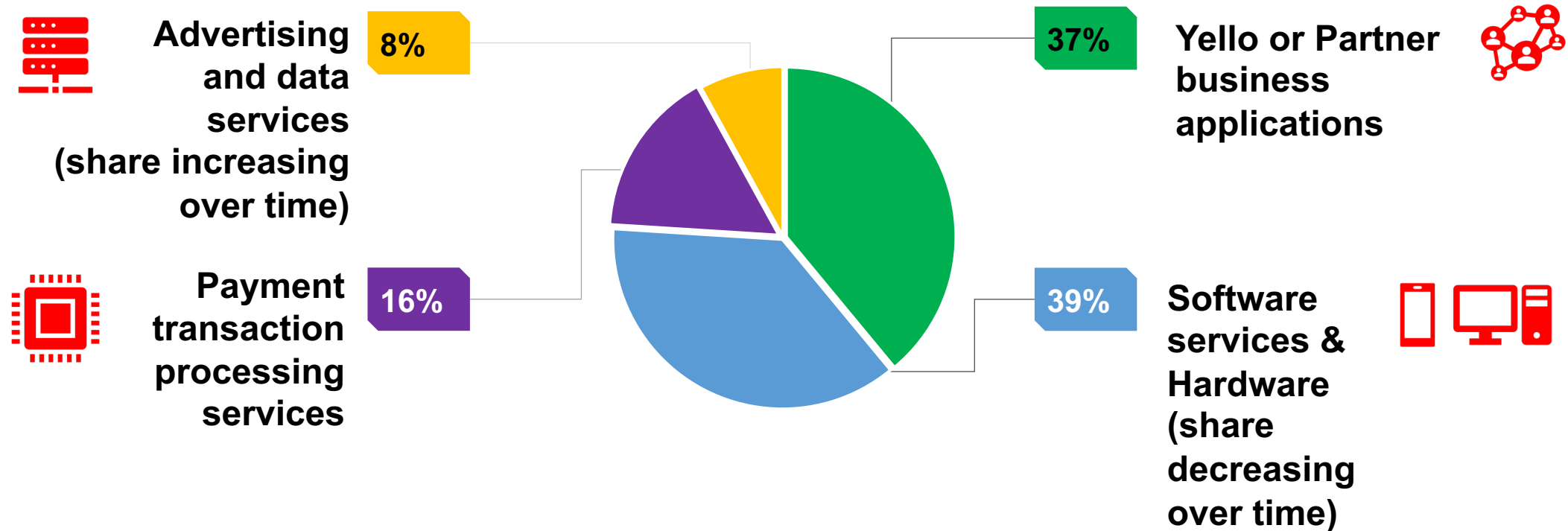
Parag Shah

Managing Director EFT Associates

- Ex. Sr. Consultant SIX Group
- Ex. Consultant VISA
- Ex. Consultant Interpay Netherlands

BUSINESS MODEL

Service company with predictable €20 monthly recurring revenues per terminal



Average for period from 2020 to 2023

GO TO MARKET

90,000 Terminals installed by 2023, each with €20 MRR



Eager channel partners

- Acquirers and PSPs
- Application developers
- Operators
- Large merchants

Clear priorities



Healthcare



Retail, beauty and services



Restaurants



Transportation

SUSTAINABLE COMPETITIVE ADVANTAGE

Payment and health-care industries have demanding security regulations, especially in Europe

1

Several international patents.

2

High investments and international certifications.

Typically, solutions that also include hardware carry significant technological risk, a long time-to-market, and related high (initial) investments. Nevertheless, our solution is fully de-risked, internationally certified (PCI PTS and EMV for Contact and Contactless) and industrialized.

3

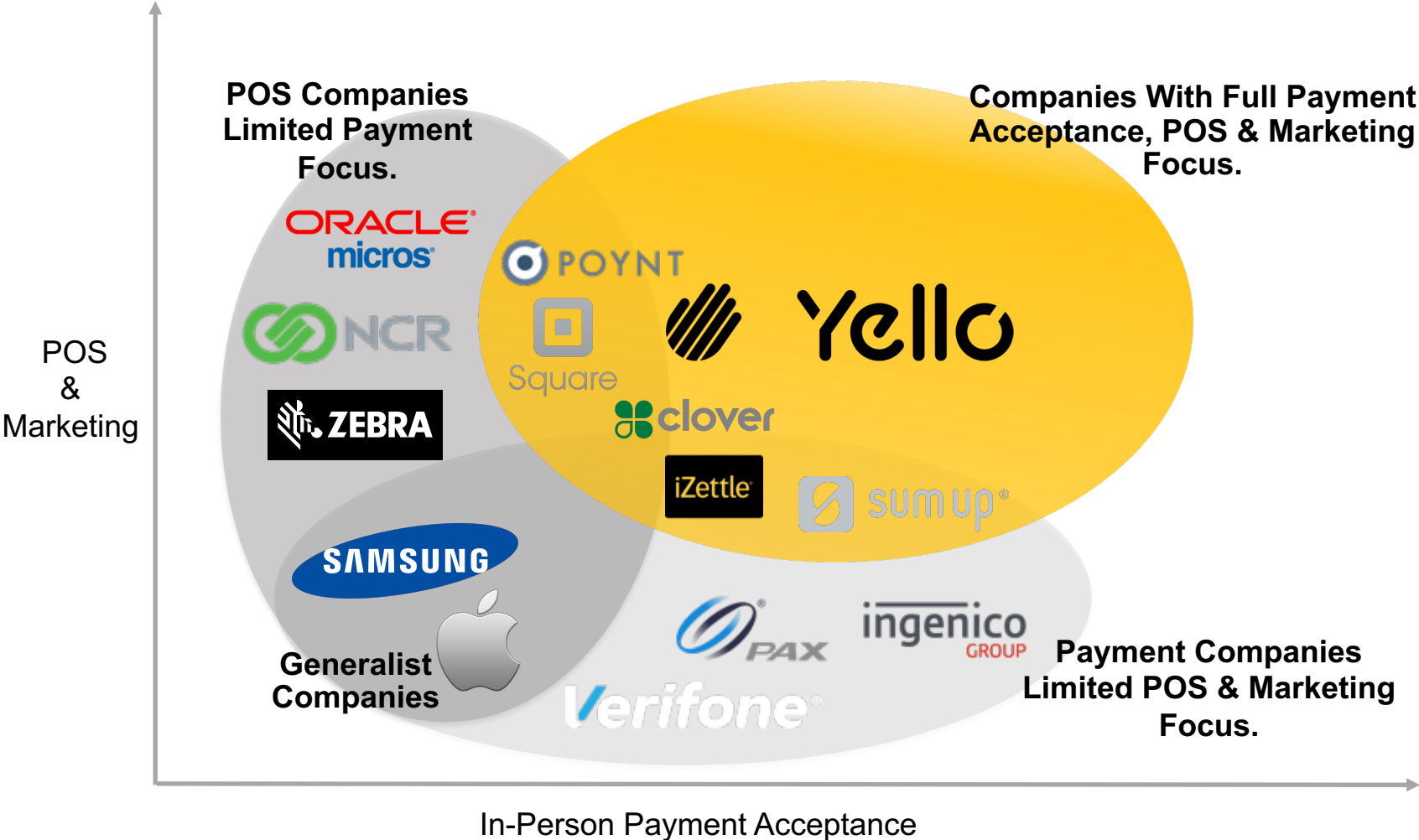
National certifications. Our payment and health-care markets are highly regulated on a NATIONAL basis, especially in Europe, so we are currently successfully obtaining these certifications:

- ✓ For payments: Girocard in Germany, Redsys in Spain, PagoBancomat in Italy, and CB in France (for payments);
- ✓ For healthcare: Gematik in Germany and Carte Vitale in France.

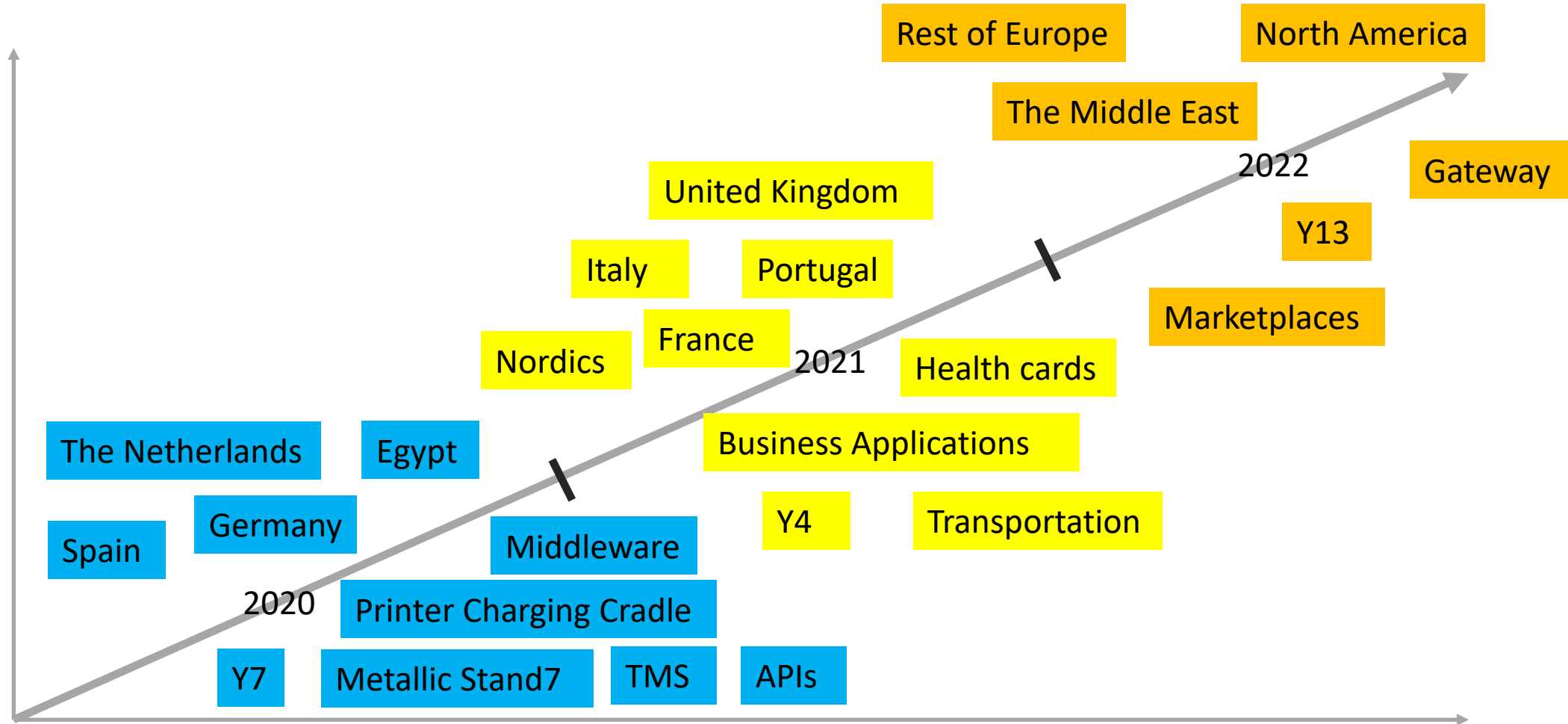


POSITIONING

Limited competition in our segment and EMEA



YELLO ROADMAP



ACCOMPLISHMENTS TO DATE

Our customers are proving us right



Created 2015



Y7 initial design completed
end of 2016



Full international payment
certifications January 2019



Pilot deployments from
Q1 2020



YelloS, Industrialization &
preseries completed end of 2019



Initial orders mid 2019



Product-market fit achieved, with
a 12-month weighted pipeline of
over €8 million.

2020 CUSTOMERS AND INSTALLATIONS

Product-market fit now proven with a 12-month weighted pipeline of over €8 million



All-in-one terminal for the largest European pharmacy chain.
Girocard payments, National health card and advertising on the same terminal, a world first.
2019 order received: 500 terminals, €250K (100% pre-paid) – 2020 delivery
2020 order receive: 2000 terminals, €1m – 2021 delivery

Forecast: 5,000+ terminals per year
MRR/terminal = €25

All-in-one terminal for hospitality.
Yello is an official Redsys terminal supplier (member of the Geminis programme).
Two Spanish POCs being prepared, with Santander and la Caixa

Forecast: 10,000+ terminals per year
MRR/terminal = €17.50



All-in one terminal for transportation, restaurants, retail, police.
EMV contactless payments and non-EMV contactless ticketing on same Android terminal.
First contract signed: 1000 terminals

Forecast: 1,000+ terminals per year
MRR/terminal = €20



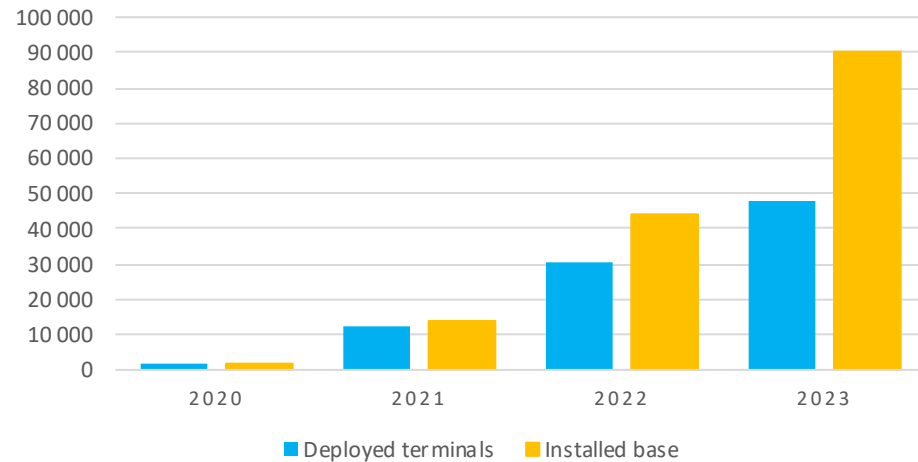
Fleet management for Egyptian Transports and Ambulance organization. Supports different types of ID and payment cards, alerting, navigation, coms, diagnostics, stock management, ticket issuance.

Forecast: 6,000+ terminals per year.
MRR/terminal = €7.50

KEY METRICS

Breakeven in March 2021 and €5 Million EBITDA in 2023

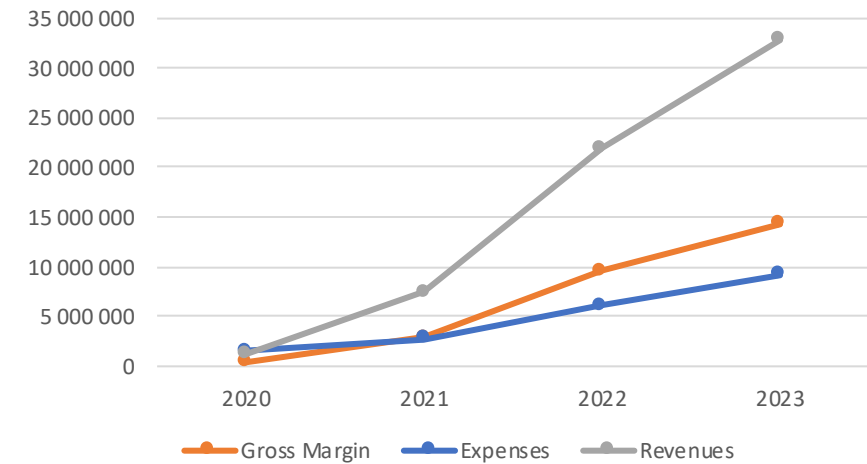
TERMINALS INSTALLED BASE



€ 20

Monthly Recurring Revenues Per Terminal

FINANCIALS



€ 720

**Gross Margin Per Terminal
(Total For First 4 Years)**

FUNDING AND USE OF FUNDS

Funding To Date

€6.87 million from seed investors

- Angel investors
- Payment experts
- Corporate investors SafeCharge and OpenWay
- Fintech funds Gauss Ventures and Hard Yaka



Financial KPIs

Breakeven by Q1 2021

- 4,250 terminals installed by March 2021
 - ✓ Initial Gross Margin = €120 per newly deployed terminal
 - ✓ Average Services MRR = €20 per installed terminal
- Forecast
 - ✓ Terminals Initial Gross Margin = €90K (750 new terminals deployed during month of March)
 - ✓ Services MRR = €85K (4,250 installed terminals by March)
 - ✓ €175K revenues in March 2021
 - ✓ €147K expenses in March 2021 (excludes Capex)

2020 Ongoing Round

€1.5 Million Seed Round till Break-even

- Already raised: €625K
- Additionally committed & earmarked : €575K
- Currently raising: €300K

Use of funds

- OPEX until break-even in Q1 2021
- Y7 sales