Alain Falys

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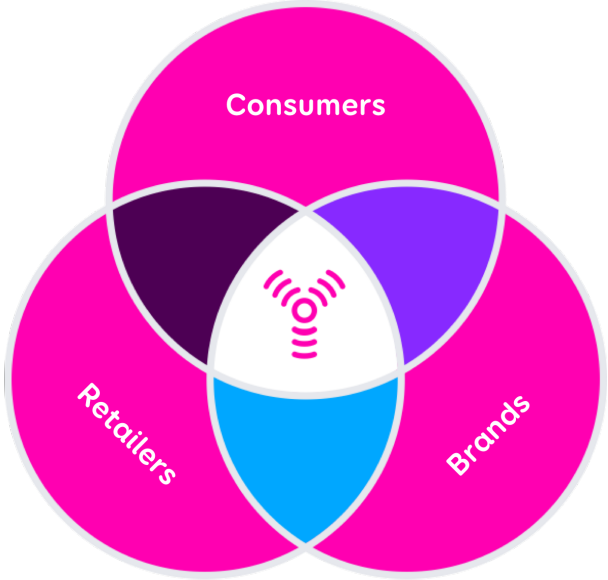
Co-founder and CEO of Yoyo Wallet

Who We Are

Yoyo Wallet is a mobile-first consumer engagement platform for retail.

A single destination wallet for consumers to seamlessly pay, collect loyalty and rewards from their preferred retailers.

A new acceptance network at the POS with the ability to market based on consumer profiles formed from rich transaction data sets

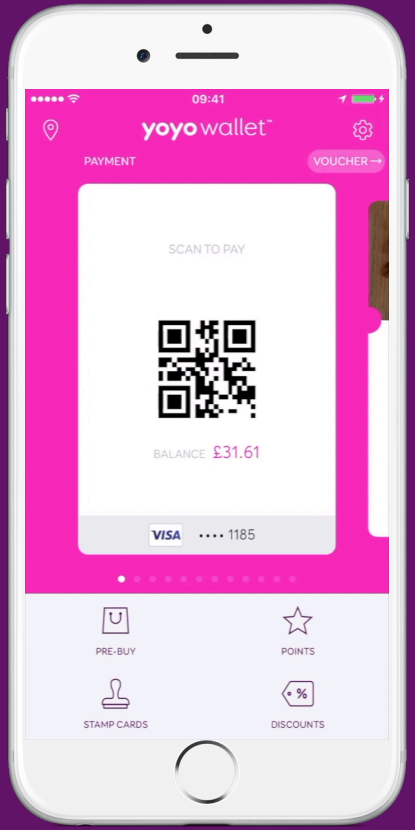


A unique channel for brands to push campaigns to potential users

Combining Loyalty and Payments

Yoyo allows Consumers to pay and store loyalty points for their favorite retailers in one app instead of many.

- Yoyo enables and enhances payments
- Yoyo is more than a substitute for plastic cards
- Yoyo works with other payment platforms, it doesn't compete with them



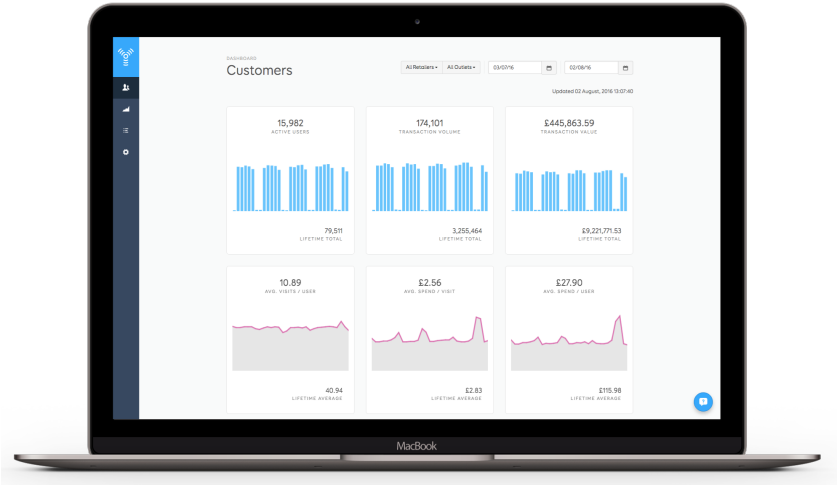
Yoyo Wallet: The only Wallet You'll Ever Need

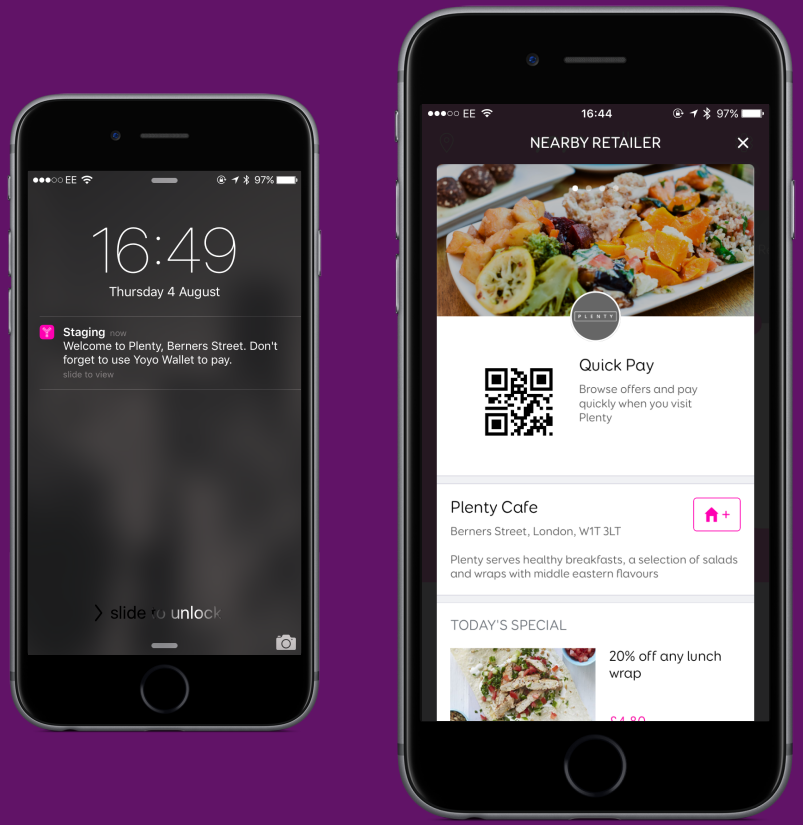
- Payment
- Rewards
- In-app Purchasing
- Discounts
- Digital Receipts
- Stamp Cards
- Ticketing

Yoyo Engage: Data, Insights, and Personalised Marketing at the fingertips of the retailer

At a base level, Yoyo Engage offers real-time data on the use of Yoyo Wallet at a site and outlet level.

It goes far beyond this though, turning numbers on a balance sheet into three dimensional customers with habits, behaviours and preferences.





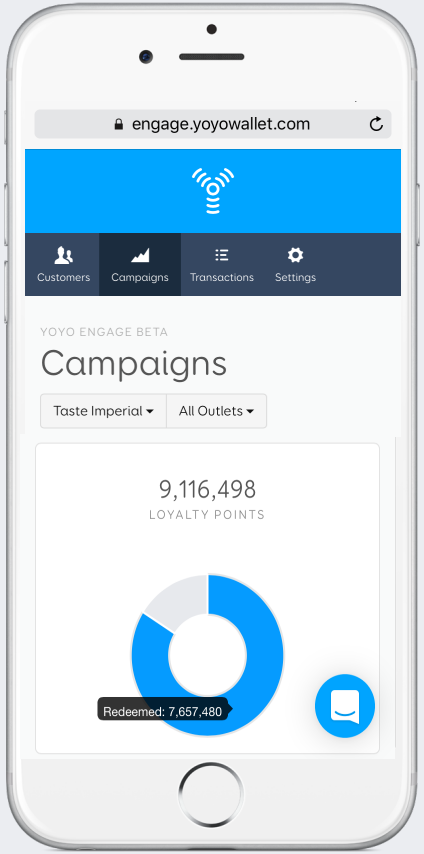
Contextual Notifications

- The evolution of Yoyo involves moving from Yoyo Wallet to an overarching personalised retail experience that varies retailer to retailer...all within Yoyo.

- The ability for your preferences, buying habits, and location to play a critical role in how you are marketed to.

Automated Commerce

- Through the basket data we collect, we are taking an important first step to be able to automate the items you purchase.
- This presents opportunities to both automate the option to purchase items the user enjoys as well as offer additional complementary options.



Automated Marketing for the Retailer

- A game changer for retailers. The ability to automate personalised marketing campaigns.
- Automatically segmenting groups of users by their buying profile, preferences, and behaviours and real-time giving the retailer the ability to simply opt-in or out for the personalised campaigns they would like to participate in.

Yoyo is Europe's fastest growing mobile wallet

May 2013 — Founded by Alain Falys and Michael Rolph

In January 2014 — Launched our first site, Imperial College, London January 2014

Today, — Live at 60% of UK universities and hundreds of corporate head offices

in September 2016 — Today 30%+ of registered users interact with the app everyday

Yoyo has been focused on Universities & Corporates

Live at 60% of UK universities and hundreds of corporate head offices

Yoyo is now entering the High Street

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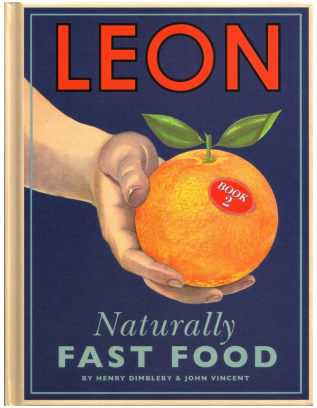

PAUL
MAISON DE QUALITÉ
FONDÉE EN 1889

PLANET ORGANIC

ORGANIC COFFEE
PRET
NATURAL FOOD

itsu
health & happiness

Leading Share of Checkout

Yoyo has become the preferred mode of payment in many of its environments.

Top 5 University Sites	% of Yoyo Checkout
University of York	50%
Imperial College	35%
University for the Creative Arts	31%
Hull Student Union	26%
Taste Imperial	21%
Top Sites Average	**32%**

Top 5 Corporate Sites	% of Yoyo Checkout
Dune HQ	79%
Hilton	72%
Hiscox York	62%
Chivas Brothers	53%
Birds Eye Iglo	48%
Top Sites Average	**63%**

Vs.

Starbucks UK: 13%

Thank you

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