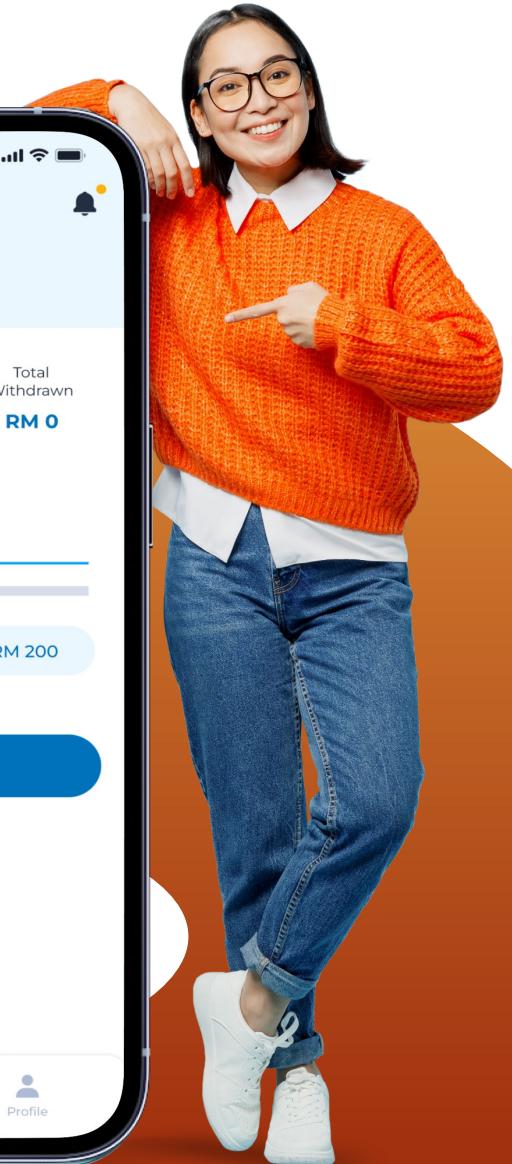
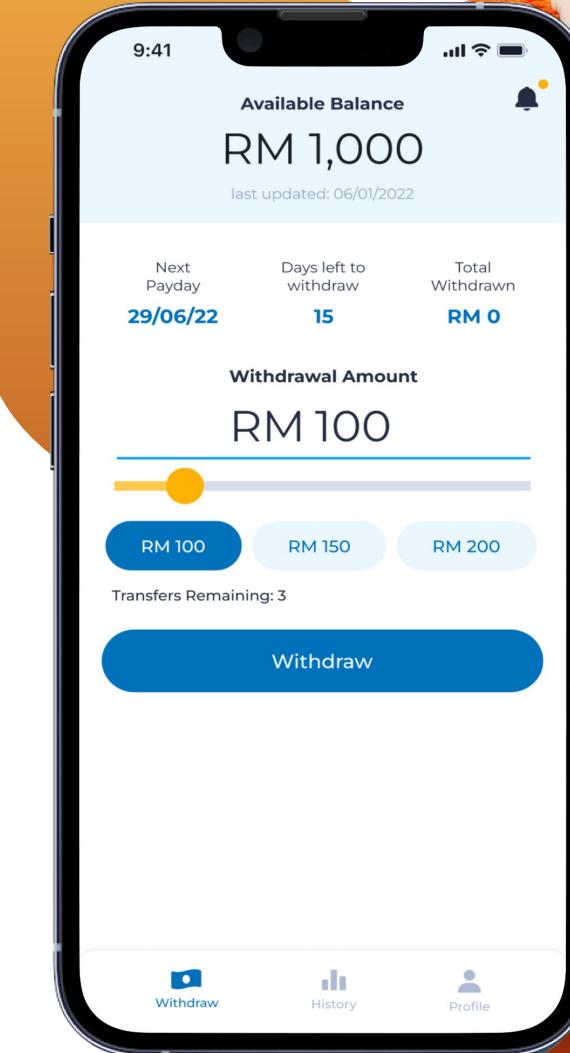




Building the largest
**Financial
Wellbeing**
Platform in Southeast Asia



The Problem



450 Million Workers Across Southeast Asia

57%

Employees in S.E.A. say Finances are the chief Cause of stress.¹

70%

Do not have access to **basic financial services**. i.e. Under or unbanked.²

30%

Increase in illegal loans via the use of Loan Sharks since the Covid-19 Pandemic.³

1. <https://www.forbes.com/sites/forbesbusinesscouncil/2023/06/28/can-providing-earned-wage-access-boost-financial-resilience/?sh=771f144a3d1a>

2. <https://www.nationalgeographic.com/culture/article/paid-content-how-tech-is-empowering-southeast-asias-financially-underserved>

3. https://www.voanews.com/a/east-asia-pacific_pandemic-gives-loan-sharks-more-prey/6209081.html

Our Business at a Glance

90,000

Current eligible employees
across Malaysia and Thailand

\$30,000

MRR in Dec 2023

16,500

Transactions in
Dec 2023

11x

growth in Monthly Transactions (in 2023)

USD 550k

of withdrawals in Dec 2023

80%

Average Margin

USD 36

Average Withdrawal
value

83%

Repeat Usage

2.5X

Average withdrawals
per month



We've signed **Major Blue Chip Clients...**



With 85k users and a **ramped MRR of \$60k**

With a pipeline of **Large corporates in MY and TH**



With a late stage pipeline of 120k additional users and a **ramped MRR of \$180k**

We have expertise across EWA, payments and infrastructure



Over 30 years of financial services and Fintech experience



Operational and tech expertise in successful high growth scale-ups



Strong local market experience in Malaysia and Thailand

“

10+ years Sales experience focused on HR teams
Previously Head of Operations at a Scale Up Fintech (Yapily)
INSEAD MBA



Darvesh Daswani
Co-Founder

“

12+ years in Financial Services - Investments, Accounting, M&A
ICAEW qualified
UCL



Justin Kong
Co-Founder

“

12+ years in Software Engineering
5 years EWA experience, across USA, Europe and Southeast Asia (ex-Wagestream)
MEng. Software Engineering



Paul Martin
Co-Founder, CTO

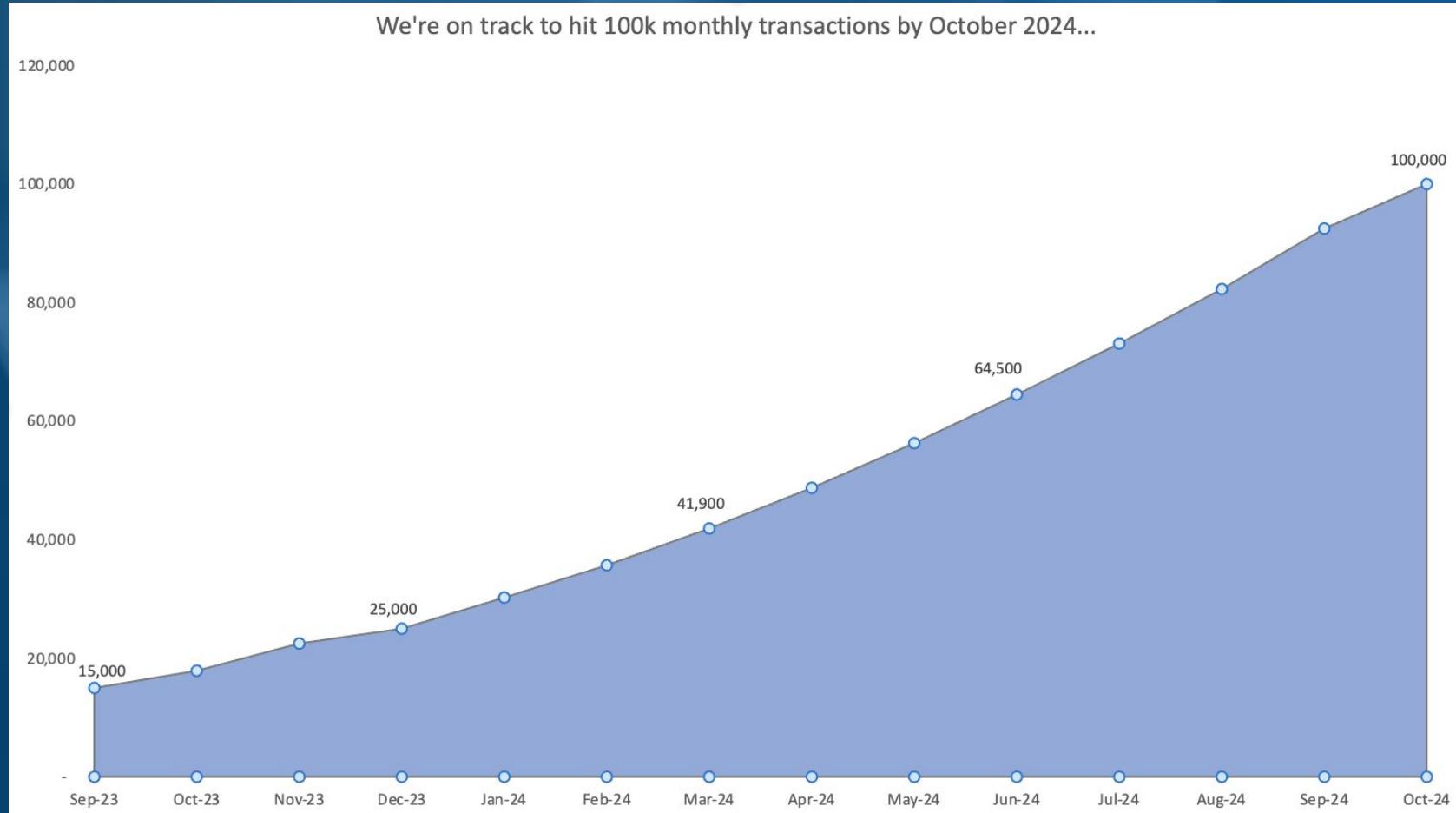
“

10+ years of experience in Trade Finance - Previously Head of Trade at Citibank
Successfully co-founded two businesses

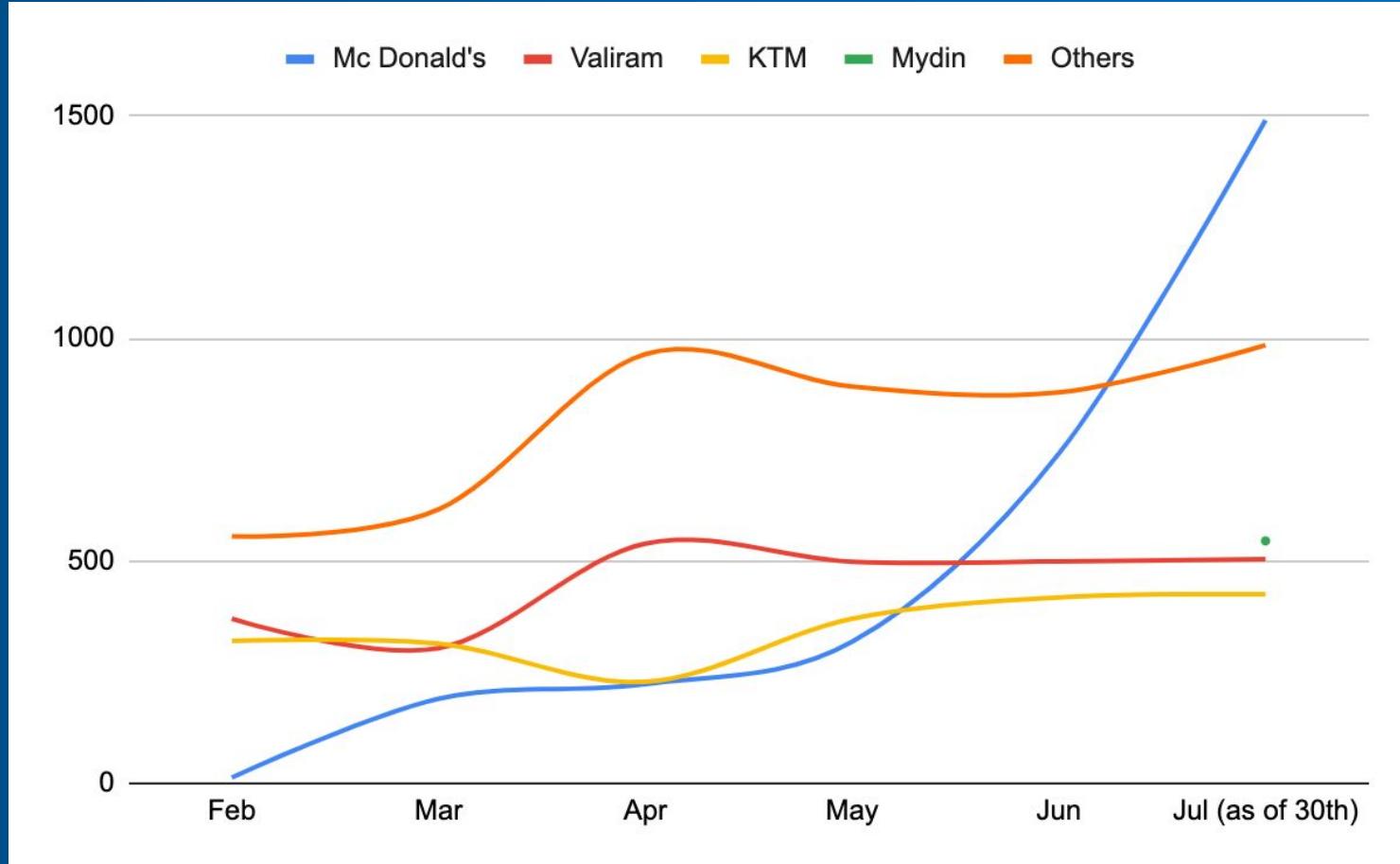


Vasin Vinichbutr
Country Manager,
Thailand

We've grown 34% MoM for the last 16 months



We achieve 80% user retention within 6 months



We're looking to be the AMEX of S.E.A.

- The average interchange fee on a debit card is between 0.5 - 3% on total spend



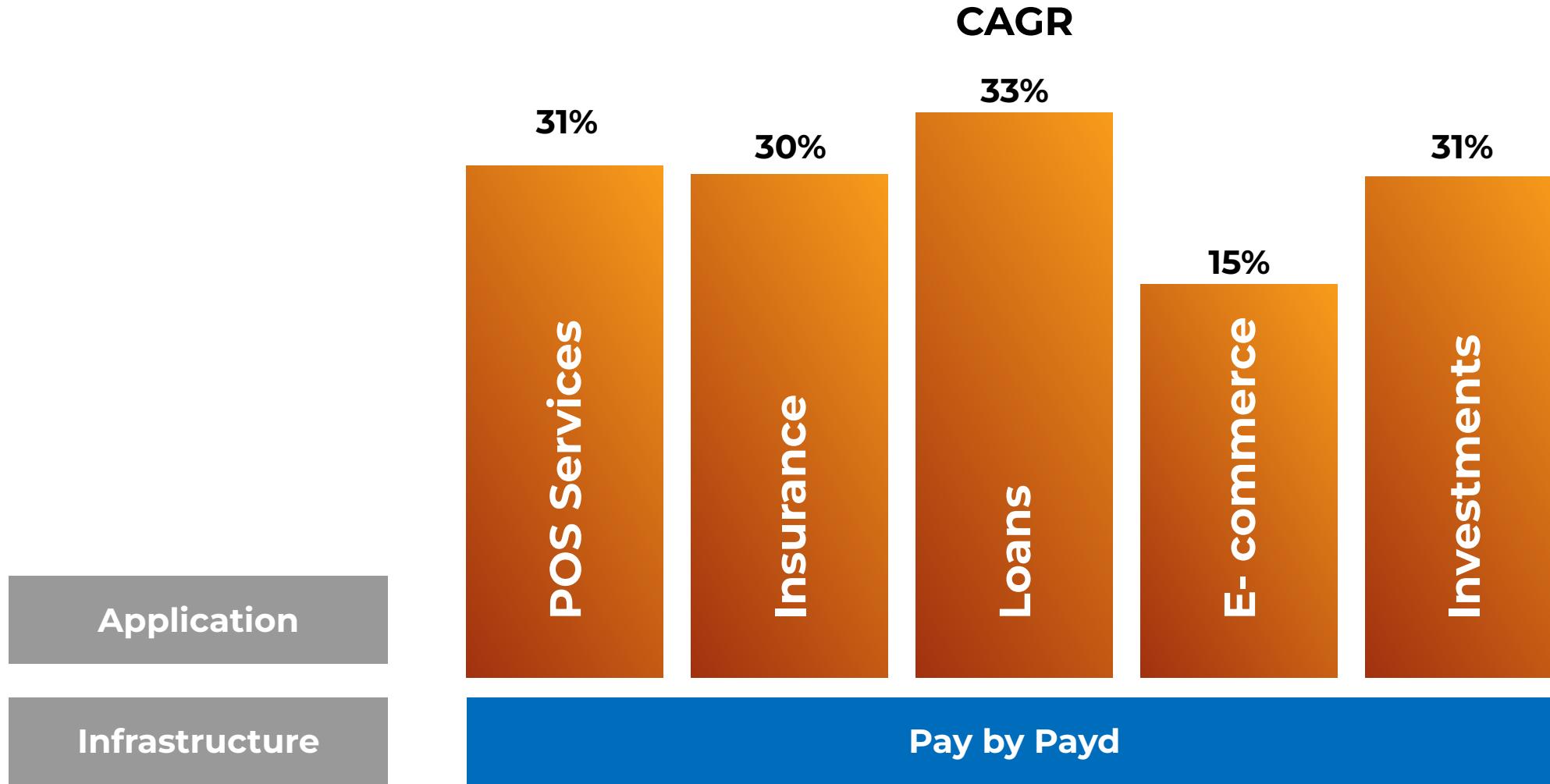
***Payd has already agreed a 2% payment provider
fee with our e-commerce partner in MY and TH**

<https://tradingeconomics.com/malaysia/retail-sales-oy>

<https://tradingeconomics.com/philippines/retail-sales-oy>

<https://www.statista.com/statistics/1115111/thailand-retail-sales-value>

We're building the payment infrastructure layer...



Why now?

Inflation forecast for SEA has been raised by 27% to 4.7%, our core markets (Malaysia & Thailand) have **inflation of 6 - 8%** adversely affecting real spending power.

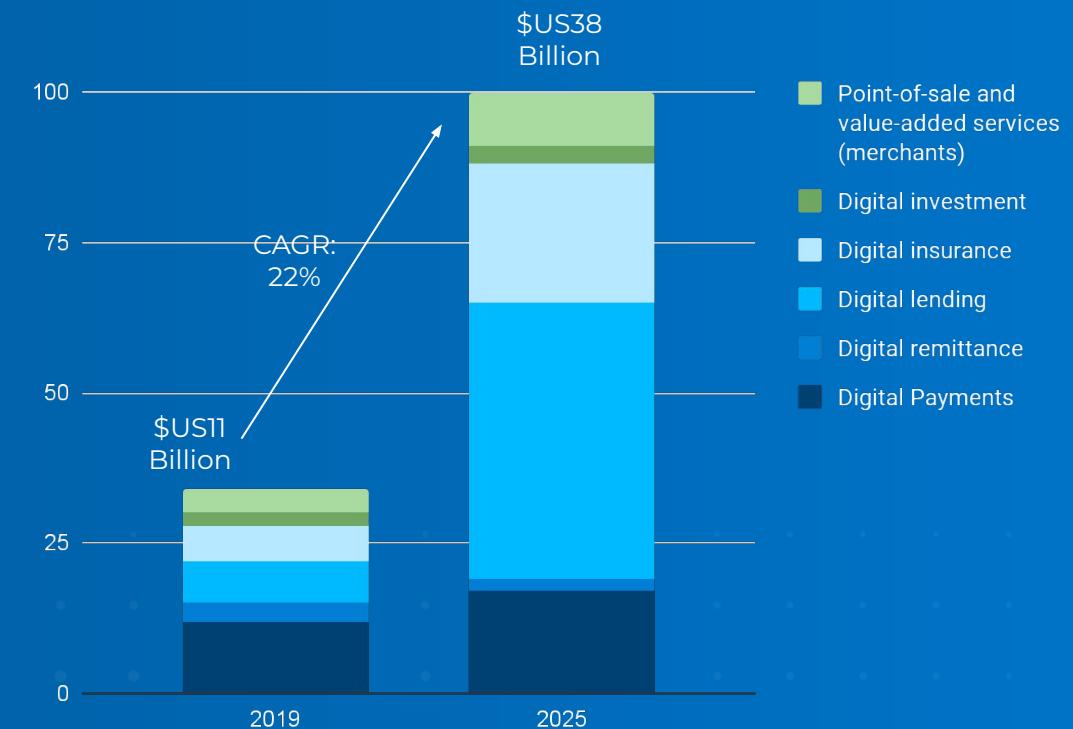
70% of merchants in SEA only accepting cash will **accept digital payments** by 2025

High **smartphone penetration** at 99%

55% of Malaysians and 63% of Thai's fall under the category of **under or unbanked**

(Source: Macquarie Group Limited, May 2022)

S.E.A. digital financial services opportunity by 2025



Competition



Fastest disbursements



Truly Enterprise Solution



Focus on a wider platform play

Disbursements: We are the only EWA player in MY & TH that has the capability of **instant transfers**.

Enterprise Solution: Unlike our competitors, we **do not rely on 3rd party integrations** for data. We are the only provider that can **save employers money** through our time and attendance tracking product.

Wider Platform Play: Our focus is on becoming a **payment provider** whilst extending our platform via partnerships to offer a wider range of products, such as insurance, loans and an ecommerce platform. We want to build on the **infrastructure for payments** across the countries in which we operate.

Malaysia

B2B2C



Thailand

B2B2C



B2C

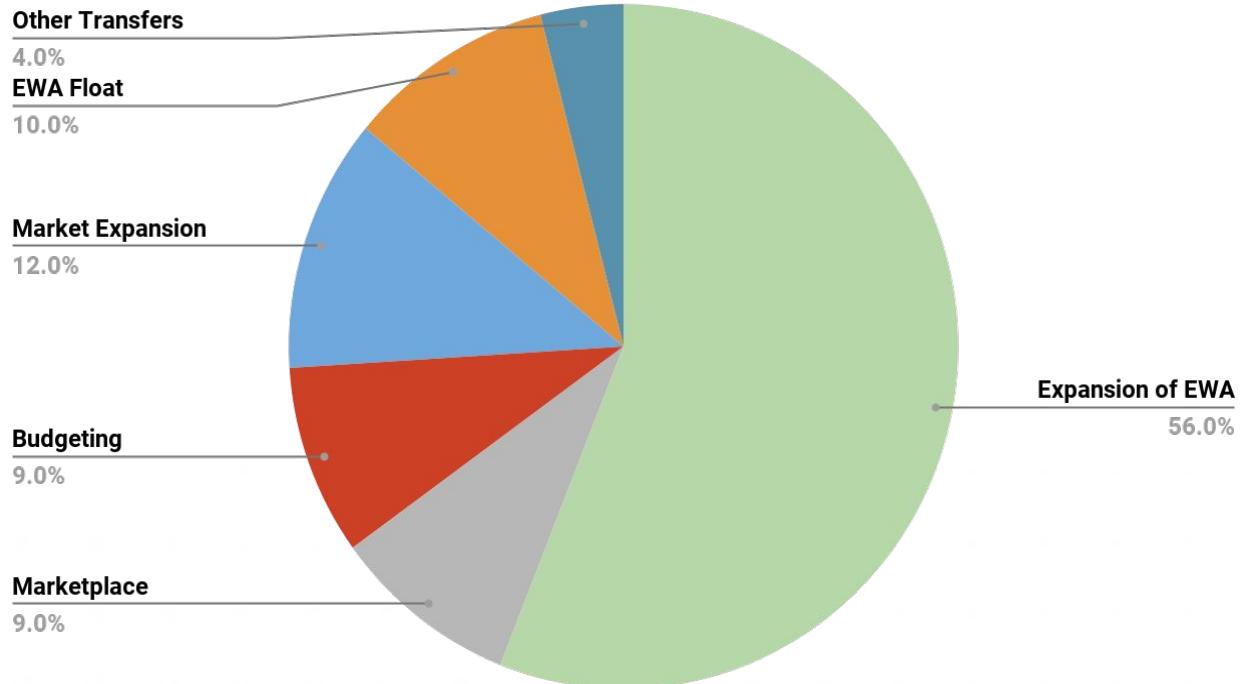


Fundraising Requirements

We are raising between \$750k-\$1m as an extension to our seed round which will give us sufficient runway to Q1 2025



The funding will be spent on:



We aim to close our Seed+ Round in Q1 2024

Deliverables

250k Employees

Signed across both Malaysia and Thailand
by June 2024

\$1m ARR

By end Q2 2024

E-commerce Partnership

We aim to launch our e-commerce platform alongside Buzzbees in Q1 2024 in order to prove out our payment infrastructure play



Through our captive market...

We want to be the **largest payment provider** for the **315 million underbanked** individuals across Southeast Asia, via accessing the currently **untapped \$118 billion in earned wages**.

How To Reach Us

Darvesh Daswani
CEO, Co-Founder
Number: +65 91674124
Email: darvesh@justpayd.com
LinkedIn: [Darvesh's profile](#)

Justin Kong
Co-Founder
Number: +60 126901132
Email: justin@justpayd.com
LinkedIn: [Justin's profile](#)

[LinkedIn](#) | [Website](#)

Appendix

EWA Timeline



Solves for people living
paycheck to paycheck

Reduces
Financial Stress

Responsible alternative
to Payday Loans

**EWA gives us access to the
employee at their source of pay leading to:**

- Savings Financial Education
- Budgeting tool
- Automated bill payment

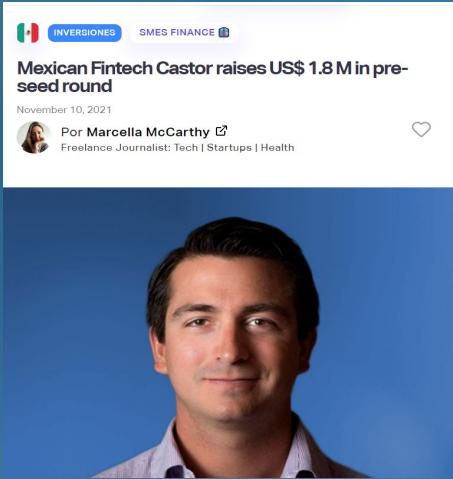
- Payroll Card
- Debit card with rewards
- Personal Loans

- Discounts
- Tips & Mileage
- Supplementary income

What's happened in EWA recently?

EWA startups raised \$1.18 billion in funding in 2021 and \$108 million in the first three months of 2022.

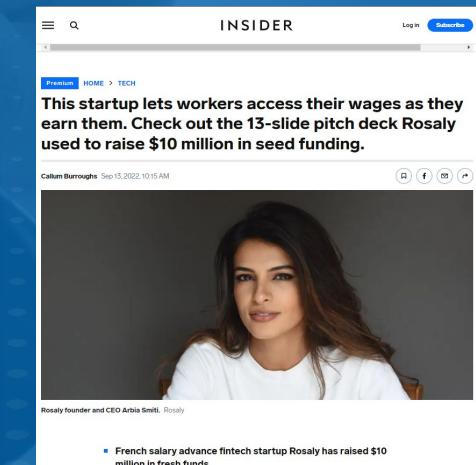
AMERICAS



ASIA



EUROPE

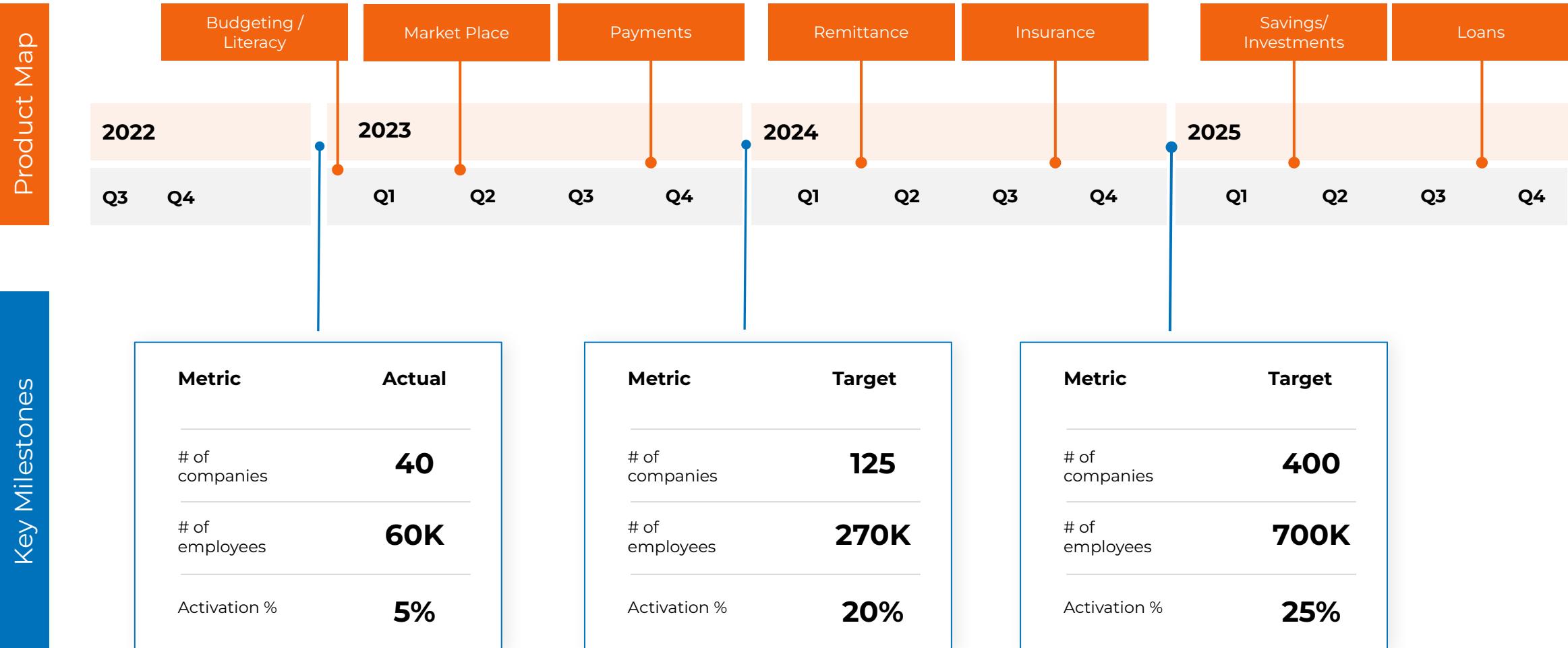


Total Addressable Market



* Potential size of Digital Financial services market in 2030

Roadmap



Note: Targets are based on the existing growth rate to Feb 2023.

S.E.A. Landscape



Competition



**Fastest disbursements
(2h vs 48h)**



**Unique
Regional Play**



**Access to sustainable
and affordable funding**

Malaysia

	Paywatch	Payd
Fee Model	Employee: RM 1 Client: RM 30-50k set up fee Running fee of RM6- 15k p.a.	Employee: RM 8 Client: RM 0
No of employees in MY	70k*	63k
Employees	20	13
Products	EWA	EWA
Inception	2018	2021
Funds Raised	\$10m	\$1.7m

Thailand

	Salary Hero	Payd
Fee Model	Employee: THB 75	Employee: THB60-80
No of employees in TH	25k	7k
Employees	25	2
Products	EWA	EWA
Inception	Q1 2022	Q4 2022
Funds Raised	\$2.8m	\$1.7m

*Most of their clients come from personal relationships rather than 3rd party sales (no fee charged to employer).

Financial Wellbeing Revenue Drivers

Users

Earned Wage Access: Allowing employees to access their earned salary on demand

Budgeting: We are currently developing a tool that allows users to input receipts and bank statements, which in turn will give us in depth insights into spending habits of these individuals

Financial Literacy: We have partnered with the biggest financial literacy player in Malaysia to bring their content onto our platform

Corporates

Marketplace: We have partnered with one of the largest e-commerce players in Southeast Asia, which now allows us to offer discounts and vouchers to our users on our own platform. This will focus on daily necessities such as discounts on retail, petrol and food.

Data Insights: As we are collecting significant amounts of data user behaviour and spending patterns, we aim to build a powerful marketing channel for corporates, helping them hone this data to appeal to the user base.

Financial Institutions

Personal Loans: Using our unique access to employees at the paycheck, we can ensure lower default rates. As such, we are already discussing opportunities with banks to give users access to affordable loans via the Payd platform.

Insurance: 70% of SEA is under or uninsured. Furthermore, our users are focused on products that help them live day to day. We offer insurance providers a data driven acquisition channel to the low wage income bracket.

KYC: Our in depth data ensures that we become a first line KYC partner to Financial Institutions across SEA

