



Mobile Financial Service Solution

Online Payment Services for

Online Merchant



Contents

1.	Introduction to Jazz and JazzCash	3
2.	Online payment solution	5
3.	Online payment solution- MERCHANT	6
3.1.1	Via Mobile Account.....	6
3.1.2	Voucher Payments	7
3.1.3	Credit/Debit Card payments.....	7
	8	
4.	Payment Gateway features.....	8
4.1	Customer portal.....	8
4.2	Merchant portal.....	8
5.	Value proposition for MERCHANT	9
6.	Integration	10
6.1	Sandbox environment	10
6.2	Dedicated integration team	10
6.3	Platform specific plugins	10
6.4	Platform independent plugins	10
6.5	Language specific plugins.....	10
7.	Funds settlement	11
7.1	Mobile Account	11
7.2	Voucher Payments transactions	11
7.3	Credit/debit cards	11
8.	Complaint resolution.....	11
9.	Reporting and Reconciliation.....	11
10.	Pricing	12
11.	Proposal Requirements:	12
12.	Disclaimers/Confidentiality	13



1. Introduction to Jazz and JazzCash

Pakistan Mobile Communication Limited (PMCL), Jazz was incorporated on December 27, 1990 and currently holds four licenses namely Pakistan Telecommunication Authority's ("PTA") Mobile Cellular License – Pakistan, PTA's Mobile Cellular License – Azad Jammu and Kashmir and Northern Areas, PTA's Class Value Added Services License- AJK and PTA's Class Value Added Service License- Northern Areas.

Jazz is owned by Global Telecom Holding (previously known as Orascom Telecom Holding) through its subsidiaries International Wireless Communications Pakistan Limited and Telecom Management Group Limited (0.58%). Furthermore, Global Telecom Holding is owned by Veon.

Jazz is Pakistan's leading cellular and data service provider. With more than 53 million subscribers (and an Incremental 13 Million Subscribers after merger with Warid), Jazz maintains market leadership through cutting-edge, integrated technology, the strongest brand and the largest portfolio of value added services in the industry. Jazz hosts the country's largest cellular network footprint with more than 10,000 kilometers fiber optic backbone which provide our customers an unprecedented countrywide connectivity across 20,000+ cities, towns and villages.

Veon is one of the world's largest integrated telecommunications services operators providing voice and data services through a range of traditional and broadband mobile and fixed technologies in Russia, Italy, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Laos, Algeria, Bangladesh, Pakistan, Burundi, Zimbabwe, Central African Republic and Canada. Veon's operations around the globe cover territory with a total population of approximately 753 million people. Veon provides services under the "Beeline", "Kyivstar", "WIND", "Jazz", "banglalink", and "Djezzy" brands. Veon has 235 million mobile subscribers on a combined basis. Veon is traded on the NASDAQ Global Select Market under the symbol **Veon**.



Mobilink Microfinance Bank Limited (MMBL) is a licensed microfinance bank in Pakistan by State Bank of Pakistan under 'Microfinance Institution Ordinance 2001' and a bank having nationwide operating mandate. MMBL started its operations on May 2, 2012. Global Telecom Holding S.A.E ("Global Telecom") is the major sponsor of the Bank and is the owner of Pakistan largest mobile phone operator, Pakistan Mobile Communication Limited (PMCL), "Jazz".

In 2012, Jazz ventured into the branchless banking arena in collaboration with Mobilink Microfinance Bank Limited under the brand name "JazzCash". This branchless banking initiative focuses on providing mobile financial services to the unbanked population of the country. In only a year's time, the branchless banking initiative is available at more than 75,000 + retailers nationwide. The retailer expansion plan is aggressive as the company plans to cover every town, city and village in the country. Moreover, JazzCash is offering a wide array of products to its customers including domestic & international remittances, utility bill payments, insurance, collections, digital payments, mobile accounts and savings.

JazzCash is designed to provide a Fast, Convenient and Easy means of financial services for the many Pakistanis without access to conventional banking and is available to anyone across Pakistan with

- No Need for a Bank Account
- No joining Fees
- No monthly Charges

Transactions can be conducted from:

- 75,000+ Retailers
- 422 Jazz Franchises
- 35+ Jazz Business Centers
- 52 MMBL Branches



2. Online payment solution

Given our expanding portfolio of branchless banking products, an online payment solution is being offered to MERCHANT. Payment can be collected for MERCHANT directly from customers through a Mobile Account, Voucher or through Debit/Credit card. Mobile Accounts can be opened by any customer holding a Jazz SIM by dialing a short code from their phone, from selective retail outlets, Jazz Experience Centers, Franchises and MMBL branches. Not only this, customers who don't have a Jazz SIM can also avail the facility of a Mobile Account through the JazzCash Mobile Account APP.

Customized Online Payments Solution will have the following features:

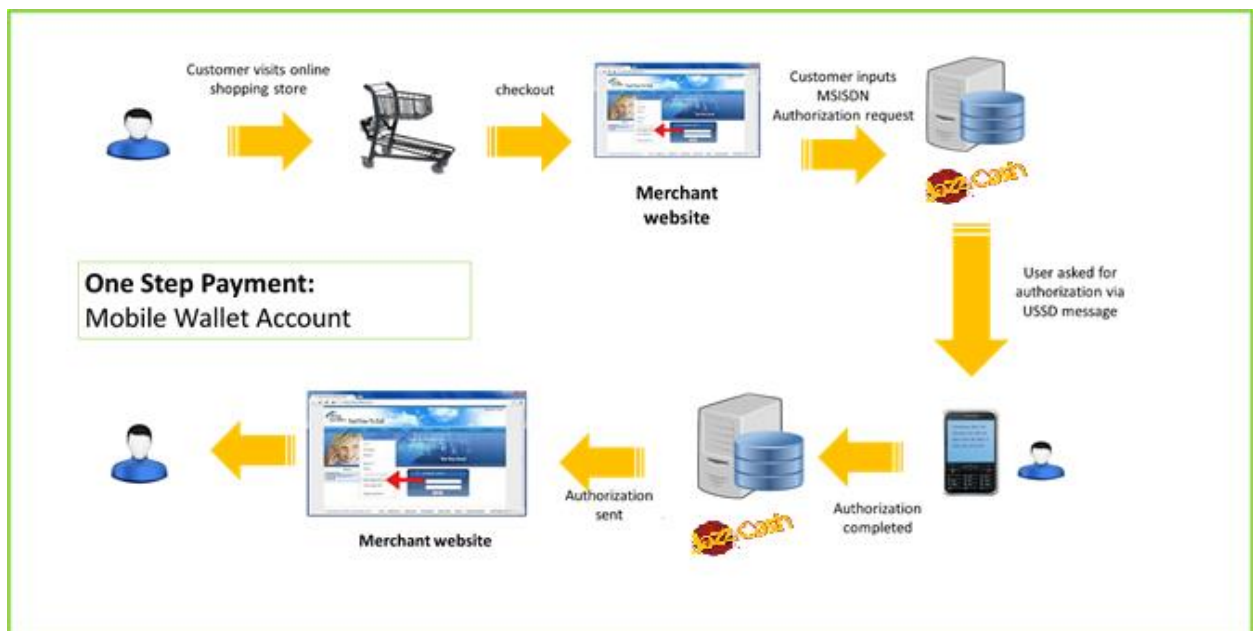
- A simplified online payment mechanism that would enable customers to pay directly from their Mobile Accounts, Vouchers and Credit/Debit cards
- Better financial management with reduced collection cycles compared to cash on delivery method
- Merchant portal on payment gateway will enable merchants to see the transactions in real time, manage cash flows and calculate daily sales.
- Customer convenience of depositing or withdrawing cash from more than 71,000 locations across the country
- A unique solution to enable higher sales with a secure payment mode
- Fund transfer to the company account maintained at MMBL or any other bank
- Strong authentication via pin based USSD menu on customer Mobile Accounts or through the JazzCash Mobile Account APP

3. Online payment solution- MERCHANT

Process flow for online payment solution is as follows.

3.1.1 Via Mobile Account

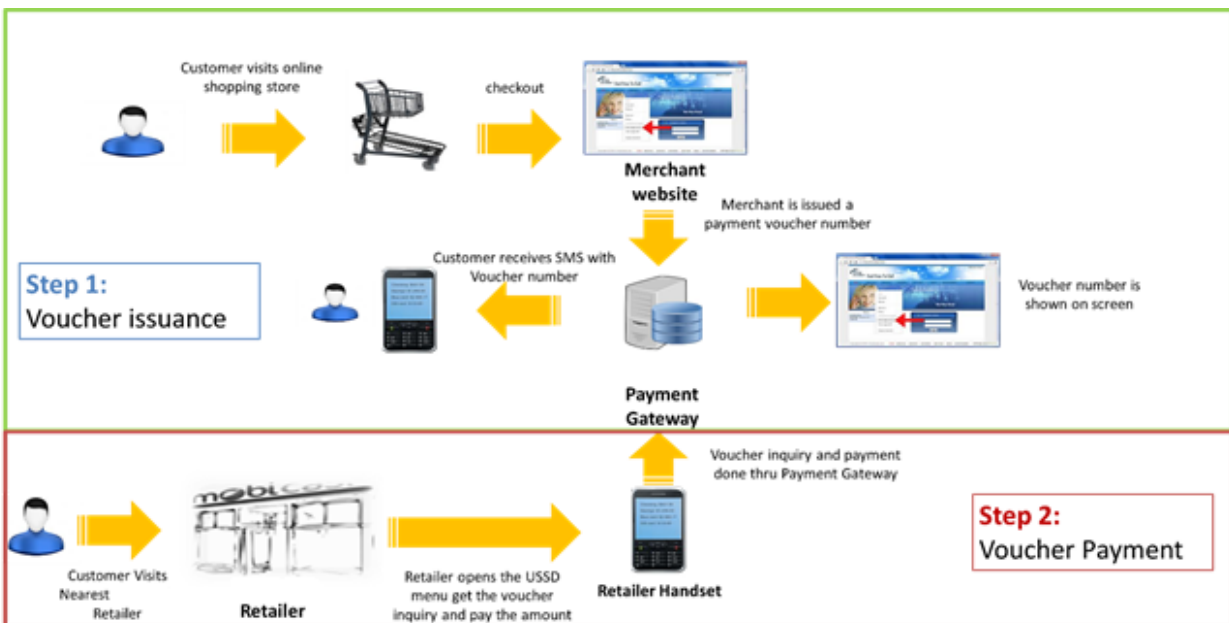
- Customer will visit the website of MERCHANT
- At the time of check out, the customer will select JazzCash as the payment option
- The customer will be routed to JazzCash Online Payments Gateway
- Customer will Select Mobile Account as the Payment Option
- Customers provides his JazzCash Mobile Account Number to proceed with the transaction
- The customer will be sent a prompt to verify the transaction through his Mobile Account PIN
- The customer will enter his Mobile Account PIN to verify the transaction
- Once the transactions is verified, a success message will be send to the customer as well as displayed on the Merchant website
- Transaction will be marked as paid on the merchant website server



3.1.2 Voucher Payments

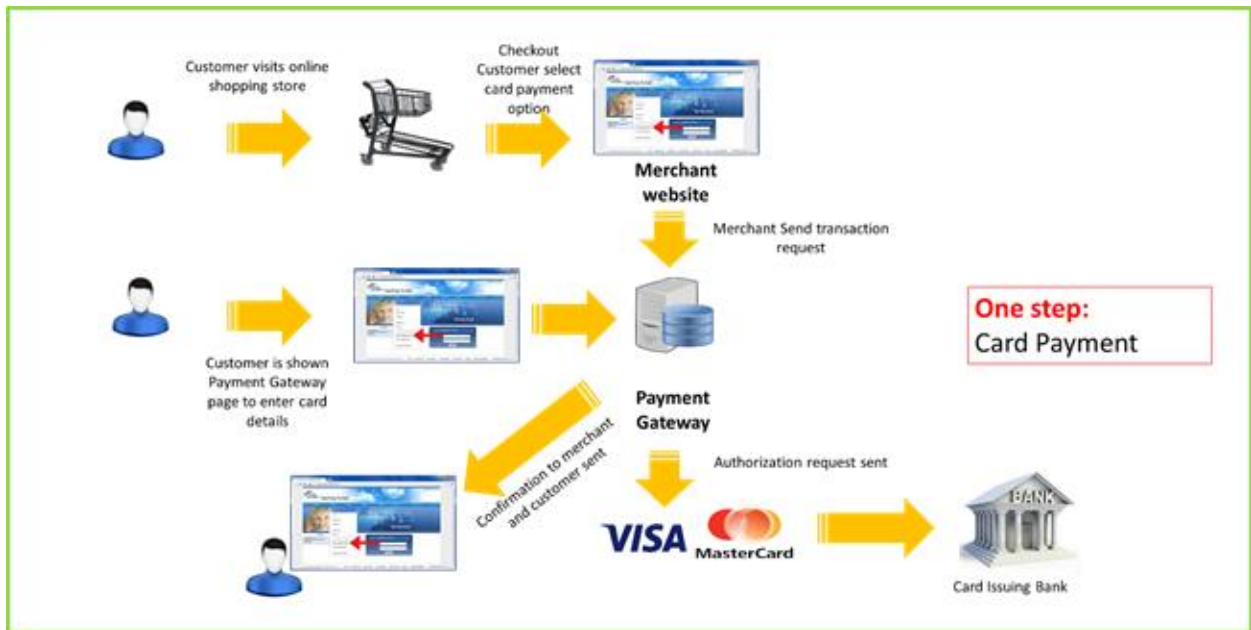
- Customer will visit the website of MERCHANT
- At the time of checkout, Customer will choose JazzCash as the payment option
- Customers will choose voucher as the payment channel
- The customer will be send a system generated SMS containing the voucher number. The voucher number will be displayed on the customer's screen as well
- The customer will visit his nearest JazzCash retailer to pay his voucher
- Once the voucher has been paid, a success message will be send to the customer and the transaction will be marked paid with MERCHANT

The Merchant will have the option to set the validity of the vouchers as per their needs



3.1.3 Credit/Debit Card payments

- Customer will visit the website of MERCHANT
- At checkout, the customer will choose JazzCash as the Payment option
- The Customer will select "Debit / Credit Card" as the payment Instrument
- Customers provides his card details to proceed with the transaction. The card details will consist of card number, expiry date & CVV
- Upon successful transaction, system will send an SMS to the customer as well as marking it at merchant end



4. Payment Gateway features

4.1 Customer portal

JazzCash Mobile Account Customer will have a customer portal which will not only act as an additional payment channel for customers, it will also provide customers with a platform to avail the Escrow Service.

4.2 Merchant portal

Merchant will be provided with a merchant portal where merchants will have the following views.

- Merchant login for back-office
- Transaction views
- Instrument wise transaction views
- Download settlement report
- Get real time balance inquiry



5. Value proposition for MERCHANT

Merchant Promotional support program

- Using total Facebook page likes of 5 million users between Jazz & JazzCash pages, we will help generate and redirect traffic from Facebook to merchant page through promotional messages placed on JazzCash and Jazz pages.
- 53 million Jazz subscriber base available for direct marketing through promotional and information SMS
- Merchant Promotional visibility to 600,000 visitors per month on Jazz.com.pk
- Merchant promotional visibility to 50,000 visitors per month on JazzCash.com.pk
- Merchant promotional visibility to over 600,000 per month visitors.
- Collection channel available through 75,000 + JazzCash outlets across Pakistan.
- Ease of payment for customers in terms of greater reach and processing of payments 24/7
- Joint marketing efforts to drive online sales through branding of website and SMS marketing etc.
- Reporting and complaint management facility
- Visibility being provided to the organization on merchandise sales as per their requirements

Promotional awareness program for merchants to promote the product on digital mediums through Jazz (Facebook/Twitter, websites)



SMS Promotional Program for merchant to promote products in Jazz subscriber base



6. Integration

JazzCash payment gateway offers swift and effortless integration for merchants by providing them the required integration plugins.

6.1 Sandbox environment

Sandbox is state of the art, One Stop solution for Merchant Onboarding, Integration & Go Live. Merchants can sign up, review JazzCash Payment Gateway and technical documentation, test different payment methods & techniques via Sandbox.

6.2 Dedicated integration team

JazzCash has a dedicated Merchant Support team to help Merchants throughout the integration process. The team will help merchants to understand the integration documentation, open testing account and view message exchange in real-time.

6.3 Platform specific plugins

JazzCash Payment Gateway has plugins to integrate merchant website built on different ecommerce platforms, which will enable merchants to integrate with the system swiftly and seamlessly. The integration plugins can be uploaded in the merchant platforms. Merchant Support team will provide support throughout the process.

6.4 Platform independent plugins

JazzCash Payment Gateway supports platform independent integration through Redirection, Open API's & Hosted Checkout. Sample codes for all Integration Techniques is present on Sandbox environment. Merchants needs to copy paste the code and start testing. In case of any issues, Merchant Support team will guide through the process.

6.5 Language specific plugins

JazzCash Payment Gateway provides language specific Integration for widely used languages such as C#, ASP.net, PHP to enable merchant to integrate by using the language libraries (dll, JAR).



7. Funds settlement

7.1 Mobile Account

Mobile accounts transaction funds will be settled in the merchant's core banking account on the next working day, the funds will be available in the merchant's bank account to be utilized for cash flow activities.

7.2 Voucher Payments transactions

Voucher Payments transaction funds will be settled in the merchant's core banking account on the next working day, the funds will be available in the merchant's bank account to be utilized for cash flow activities.

7.3 Credit/debit cards

For credit or debit cards transaction the funds will be available in the merchant's core banking account in maximum of 5 working days.

8. Complaint resolution

For MERCHANT, a complaint handling group will be created where the customers and the staff of the organization can share their complaints.

9. Reporting and Reconciliation

MERCHANT will be provided merchant management portal where merchant can see the following reports

- Merchant wise transaction report
- Payment instrument wise payment report
- Reconciliation report



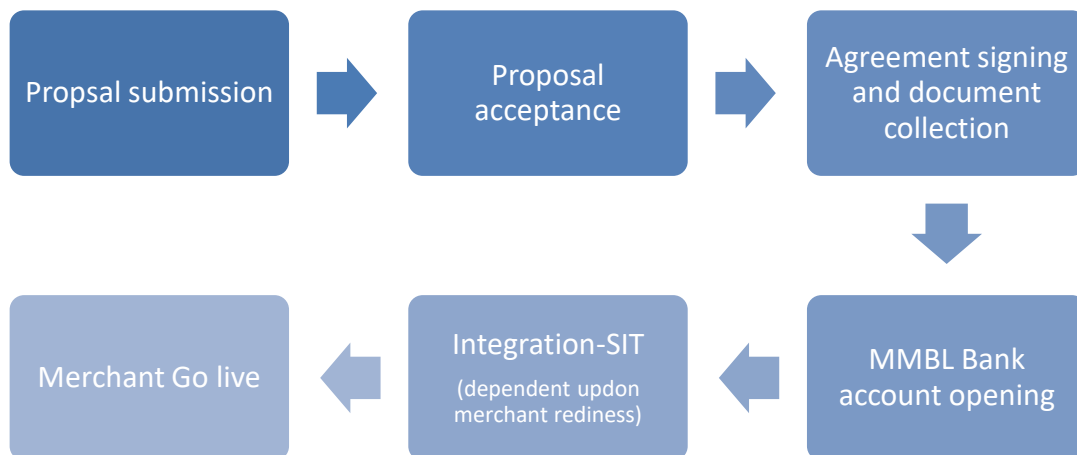
10. Pricing

The below mentioned pricing will be applicable. The pricing is exclusive of FED

- 1% Mobile Account
- 2% Voucher Payments
- 3% for Debit & Credit Cards

11.Proposal Requirements:

- Acceptance of work flow of online payment solution
- Commercial acceptance of proposal
- Payment Gateway Legal agreement
- Project plan finalization for launch
- Opening of account at Mobilink Microfinance Bank Limited (MMBL) for payment collection





12. Disclaimers/Confidentiality

The information contained in this proposal document shall be held in strict confidence by MERCHANT and its associated concerns and shall not:

- (i) Be divulged to any third party other than MERCHANT team which needs to know the same for the purposes of evaluating whether to take up the Online Payments Solution
- (ii) be reproduced in any manner; and
- (iii) Be used other than for the purpose of the evaluation.

This document is a proposal document prepared by JazzCash team for information purposes only and does not constitute an offer to provide branchless banking services. The information contained in this proposal document does not purport to be all inclusive or to contain all information MERCHANT may require.