Mobile Gift Certificates
package offers for partners

May 2018

ABOUT US

Business description:

MobiGift is a smart solution that gives opportunity to build your own online gifting business or complete you current one.

MobiGift is microgifting service that allows to send a cup of coffee, ice cream, cake, airtime and many more from top brands instantly. You can also get such gifting services as implementation or improvement of Gift Card Processing.

Main features:

➢ CRM with easy management panel

➢ Powerful integration and technical support

➢ Working roadmap – business in a box

➢ Sufficient statistics and online reports
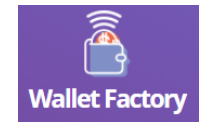
Company about:

Company name	MOBI GIFT LLC
Our brands	MobiGift
Web-site	www.mymobi.gift
Founded	July, 2016

Our partners

PACKAGE OFFERS

MobiGift

Franchise

Processing of Gift Cards

Gifting Software

Solution for partners who wants to open own gifting service in another country.

Solution for merchants who need software to process own gift card's transactions.

Gifting platform sale with source code.

- Mobile gifting app
- Manage Panel with access to platform
- Description of business model
- Trainings
- Instructions and manuals
- Business consulting

- Integration in existing point of sale systems or cash registers, stand alone terminals
- Manage panel (if necessary)
- Technical support

- Transfer and installation of mobile app source code
- Transfer and installation of gifting platform source code
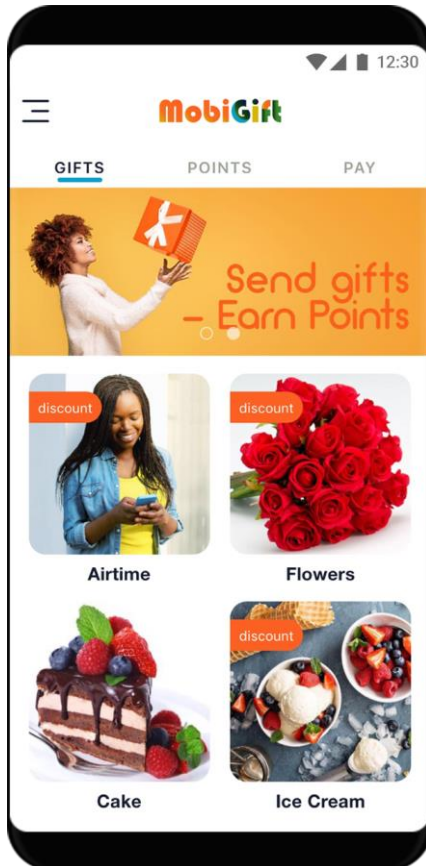- Technical support
- Education

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Franchise package

Smart solution to start your own mobile gifting business.

FUNCTIONS AND OPPORTUNITIES

- **Gifting service in mobile app**
  - ✓ Global gifts for sale in digital form
  - ✓ Integration with payment and SMS provider
  - ✓ Delivery of gift certificate in app, SMS and email
  - ✓ Can be redeemed for a specific product or choose the goods for the amount of gift card value depends on connected merchant

- **Reward program - crediting points to user's account following his activities**
  - ✓ Points for registration (welcome bonus)
  - ✓ Points for complete profile (e.g. birthday, gender)
  - ✓ Points for gift purchase & gift receive
  - ✓ Lottery game "Shake&Win"

- **Comfortable panels to manage gift service**
  - ✓ Panel for Mobile Gifts management
  - ✓ Panel for Mobile App management
  - ✓ Panel for Reward management

Income components:

1. A commission from merchants **3-15%**

2. Unused (not redeemed) certificates **20–50%**

FRANCHISE OFFER

MobiGift

What do we offer

- Business in a box – we give everything you need to start the business.
- You receive training, consultations and support.
- No Staff, Stock holdings or Experience necessary on initial stage.

Financial requirements

- **One-time payment**: 9 600 USD.
- **Monthly fee**:
  - 1-3 months after setup - FOR FREE;
  - from 4th month - USD 945 /month.

What does the package include

- Mobile App for IOS and Android
- Reward program in Mobile App
- Airtime as a gift
- Web interfaces to manage gift service
- API for integration with other platforms
- Documentation

FRANCHISE DOCUMENTATION

1. **Instructions to Web interfaces**
2. **Brand materials (logo, branded template of presentation)**
3. **Business processes:**
   - Gifts categories
   - Pricing recommendations
   - Users and merchant support
   - Billing reports
4. **Merchant and reseller packages**
5. **Legal documents**
6. **API**

Gift Card Processing package

Gift card and prepaid solutions are the way to increase your profitability.

FUNCTIONS AND OPPORTUNITIES

MobiGift

- **Prepaid card**
  - ✓ Can be released on physical media (plastic card) and in digital form
  - ✓ Essentially a digital wallet
  - ✓ Can be immediately identified and tied to a specific client or not be identified and launched as a gift card

- **Available operations**
  - ✓ Card replenishment
  - ✓ Card write-off (full or partial)
  - ✓ P2P transfers between cards (if necessary)
  - ✓ Buying a voucher for a specific product

- **Access interfaces to the wallet**
  - ✓ Plastic card (magnetic stripe, stroke or QR code)
  - ✓ Mobile application (barcode or QR code) - if necessary
  - ✓ Web-interface (personal account) - if necessary

CARD PROCESSING OFFER

Financial requirements

- **One-time payment**: 9 600 USD.
- **Ongoing fee**:
    - up to 150 transactions per month - USD 499/month
    - 151-1000 transactions per month - USD 749/month
    - over 1000 transactions per month - USD 1000/month
- **Payback period** - from 6 months

What does the package include

- Connection to processing service
(digital wallet and code generation for drawing on cards (without card issuing))
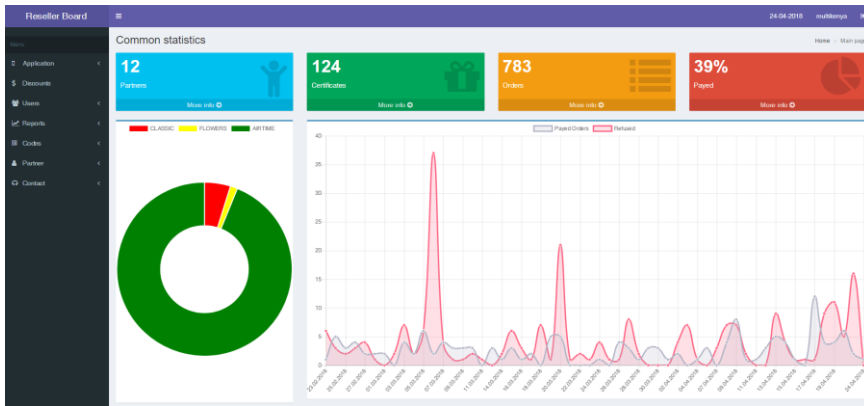- Integration with enterprise systems
- Technical support
- Reports

Gift Software package

Full control of your business based on best gifting software.

FUNCTIONS AND OPPORTUNITIES

- **Mobile applications and cloud-based service with powerful API and integration libraries.**

- **Full access to your new AWS account**

- **Source code of :**
  - ✓ Android mobile application
  - ✓ IOS mobile application
  - ✓ Back-end Gifting platform

- **Regular software updates**

- **Comfortable panels to manage gift service**
  - ✓ Panel for Mobile Gifts management
  - ✓ Panel for Mobile App management
  - ✓ Panel for Reward management

GIFTING SOFTWARE OFFER

What do we offer

- ✓ Full control of your business
- ✓ Working gift service
- ✓ Source code of :
  - Android mobile application
  - IOS mobile application
  - Back-end Gifting platform
- ✓ Integration with local payment provider
- ✓ Integration with local SMS provider
- ✓ Regular software updates

Financial requirements

- **One-time payment**: USD 20 000.
- **Technical support (if necessary)**: USD 945 /month.

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