Gift Card Processing
package for partners

May 2018

ABOUT US

Business description:

MobiGift is the gift processing service that provides convenient tool for merchants to control their gift card transactions.

- Integration with different systems
- Technical support
- Accurate accounting of unused balances
- Real time reporting
- Mobile and e-gift cards included

Company about:

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

Our partners

FUNCTIONS AND OPPORTUNITIES

- **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

HOW IT WORKS:
GIFT CARD PURCHASE

MobiGift

Ways to buy a gift card

offline **online** **mobile**

The process of gift purchase offline:

1. A customer comes up to a cashier and asks to buy a Gift Card.

2. The cashier enters the amount of the Gift Card into a POS terminal, swipes the gift card for activation and selects an appropriate function key.

3. The POS terminal sends the command to the store's database over the internet to the gift card processor's server to activate the card for the purchased value amount.

4. If no problems are detected the processor sends a command back to the POS terminal that the transaction is approved and it is ready for payment.

5. The customer pays cash or with a credit card for the purchase of the Gift Card.

HOW IT WORKS:
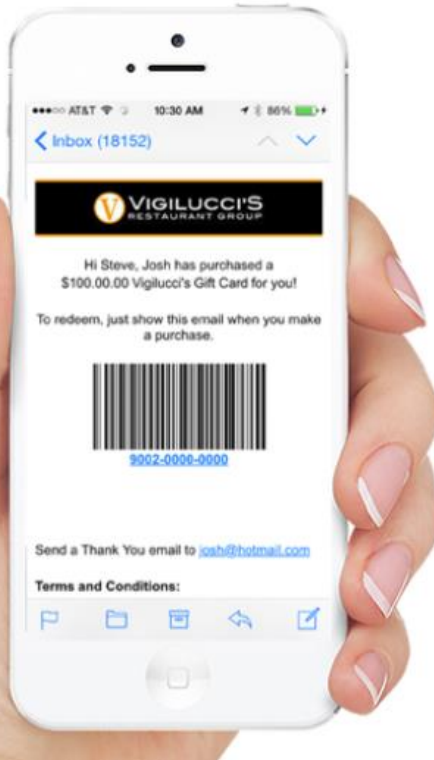# GIFT CARD REDEMPTION

Ways to redeem a gift card

offline **online** **mobile**

The process of gift redemption offline:

1. A customer buys goods and presents a Gift Card as a payment.

2. The cashier selects an appropriate function key at the POS terminal and scans (or swipes) the gift card.

3. The POS terminal sends the command over the internet to the gift card processor's database to redeem the gift card.

4. If no problems are detected the processor sends command back to the POS terminal that the transaction is approved as payment. The value of the card will be reduced.
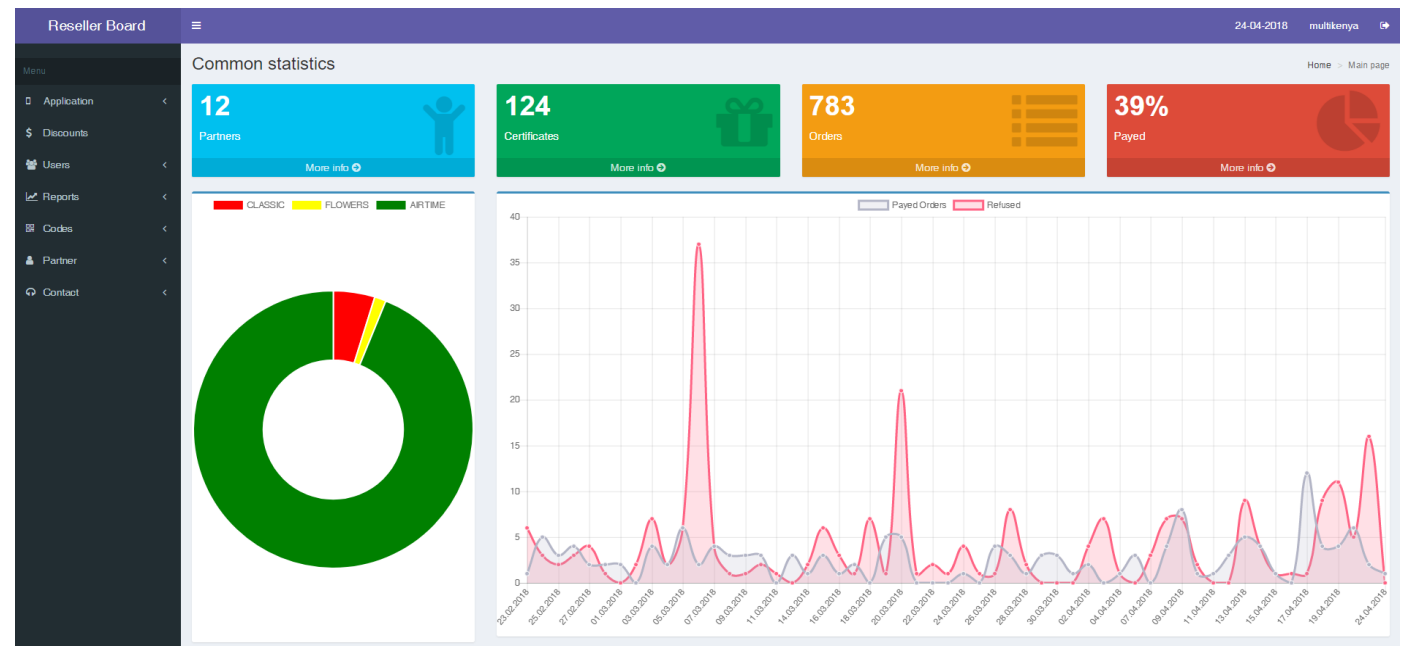
MANAGEMENT INTERFACE

Panel for Gifts management

- Accounts management
- Issued Gift certificates
- Paid Gift certificates
- Activated Gift certificates
- Unused balances
- Gift discounts
- Trade points and cashiers accounts
- Billing report
- Contact center support

COMMERCIAL 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

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