



PRIVATE PLACEMENT SUMMARY

HAITIPAY S.A.

The electronic payment company
transforming Haiti into a CashLess Economy

Company Information

Founded : 2012
URL : www.haitipay.ht
HQ : Suite #12 Ritz Kinam
Petion Ville Haiti
Phone : +509 2233-4949
Email : info@haitipay.ht
URL : www.haitipay.ht

Funding

A private placement offering of 100,000 shares at an issue price of 5 \$ each to raise 500,000 \$ (before costs), with the right to accept over subscriptions of 400,000 shares also at an issue price of 5 \$ each to raise a further \$2,000,000 for a total raising of up to \$ 2,500,000 (before costs) representing not more than 50% of all issued share capital.

Seeking for : 2,5 Millions \$ USD

Human Capital 732,000 \$
Increase of human resources from 8 to 25. Adding sales associates and field agents to increase merchant payment locations and points of sales.
Innovation Capital 340,000 \$
Merchant POS Software development, licensing of security encryption software and block chain development.
Network Capital 500,000 \$
Acquisition of POS terminals, ATM and e-payment Kiosks.
Working Capital 928,000 \$
Operations, marketing, debt servicing and contingency funds.

Core Team

Pascale ELIE	CEO
Georges Andy RENÉ	CLO
Chantal B. RENÉ	CHRO
Rijkaard ORISME	CTO
Darlens SAINT-SURIN	COO
Magalie DÉSIR	CBO

Net Revenue Forecast

FY 2017/2018 : (278,000 \$)
FY 2018/2019 : 745,000 \$
FY 2019/2020 : 2,2 Million
FY 2020/2021 : 5,4 Million



Company Description

HaitiPay is converting Haiti's bottom 10 million from using only cash to using secured mobile electronic wallets as a first step towards financial inclusion. HaitiPay is Haiti's first electronic payment platform servicing remittance, payroll, consumer credit, micro loans, lottery, top up, bill payment, merchant processing and mobile money.

The Problem

Haiti is a cash based economy therefore prominent to corruption, tax evasion, funding of illegal activity, financial divide, intractability of transactions and low access to credit.

Our Solution

The HaitiPay Platform is a high capacity transaction processing, electronic money and stored value account management system that can be integrated with a broad range of external systems including banks, ATMs, point of sale terminals, mobile phones, web portals, accounting systems, prepaid and post-paid billing systems, and telecommunication infrastructure like ivr, sms, ussd.

Business Revenue Model

Model-1 : Electronic Payment Transaction Fees

HaitiPay provides universal mobile wallet services. The service is bank, Telco and handset agnostic. It allows users to receive money from International Remittance companies and Non Governmental Organizations (NGOs) for cash or utility vouchers. HaitiPay leverages its wallet user base to market its electronic product distribution *Platform as a Service* to retail merchants, lottery operators, airtime resellers, as an alternative from manual or cash based distribution services.

Model-2 : Micro Financing

HaitiPay will provide through partners, consumer financing services and micro loans at market tailored interest rates. HaitiPay mobile wallet users will be able to manage, receive disbursements and payback their microloans directly on their mobile wallet.

Market

HaitiPay is an authorized Mobile Money Operator in Haiti. It provides countrywide servicing through its 300+ brick and mortar agent locations. HaitiPay's Digital Finance Services and market place are also offered to Haitian Diaspora in America, Europe and Latam. In Q1-2019, HaitiPay will expand its services to micro loan, and consumer financing.

Competition / Competitive Advantage

HaitiPay's major competitions are *Mon Cash* (Digicel Mobile wallet services), and *Tout Kote* (Unibank's private label debit/ ATM card services). While Digicel's offering is Telco oriented, leveraging preexisting voice services user base, it has interoperability limitations compared to HaitiPay's platform, which is the only API accessible and interoperable mobile wallet in Haiti. Furthermore, HaitiPay's platform is bank grade compliant, hence HaitiPay's existing interconnectivity with banks and international remittance companies. In regards to Unibank *Tout Kote*, HaitiPay's vision is in line with global financial sector trend to skip card base deployment and go directly universal mobile wallets.

Key Milestones

Q3-2013 : Launch of Mobile Wallet
Q4-2014 : Mass Payroll services live
Q3-2015 : Reached 250 Agent locations
Q4-2016 : Bill Pay and E-Merchant live
Q4-2017 : Cross Border Remittance live
Q2-2018 : Market Place and public API

Q1-2019 : Micro Lending
Q2-2019 : Consumer financing
Q3-2019 : Crypto Currency launch
Q4-2019 : AI and IoT integration
2020 : Expansion in DR, JAM, BAH
2021 : Expansion to rest of Caricom