



**BANKING
UP**

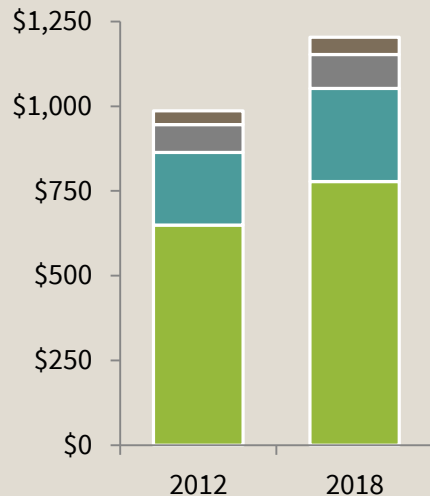
Financial Inclusion Made Easy

2013 NCIF Annual Development Banking Conference

Why You Should Get Into Prepaid Accounts

	Checking/Debit	Prepaid
Cost of Opening	\$>100	\$<30
Cost of Operating	\$250-\$300 ¹ /year	≈ \$50/year
Accessibility	Not listed on CHEX	Any ID-verified US Resident

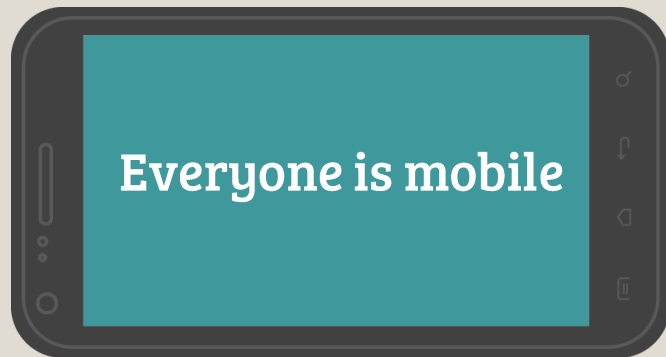
¹American Bankers Association



Potential Prepaid-based Accounts	2012	2018
Underserved Consumers	\$649	\$778
Mass Banked Consumers	\$215	\$274
College Students	\$82	\$100
Teens	\$40	\$51
	\$ in Billions	

Sources: Visa Inc., U.S. Prepaid Industry Segment Opportunity Sizing Study, August, 2011; Visa Inc., Segmentation Study of Banked Non-Owners of Reloadable Prepaid Cards, December, 2011

Prepaid *IS* the new Checking (with help from mobile phones)



Under-banked

91%

have a mobile phone

Source: FDIC

53%

use a smartphone

Source: Morgan Stanley

Checking ↔ Prepaid Convergence

FDIC pass-through insurance

Reg. E Consumer Protection

ACH routability

Pay bills with on-demand paper checks



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Look Who's Doing It



A Brief History of Prepaid in the US

2002-2009

Alternative Financial Services lead

- GreenDot
- NetSpend
- AceCash
- RushCard
- AccountNow



2010-2012

Legitimization

- GDOT, NTPSD go public
- CFSI “Compass Principles”
- Suze Orman steps in
- Chase Liquid
- DirectExpress



2013-

Prepaid is the new Checking

- Amex Bluebird
- Simple
- Emerald
- Ingo



We are here

Financial Hub

360° paperless (but not yet checkless) consumer banking

Same service as checking

Card for purchases & ATM access

Direct Deposit via ACH

Deposit checks at Wal-Mart or at home¹

Pay anyone with on-demand paper checks


Cash loads at retail locations

Built-in Savings

No need to open a separate savings account

Option to auto-save

1: Requires smartphone with camera



Deposit

Cash	Checks
Salary	Transfers

Pay

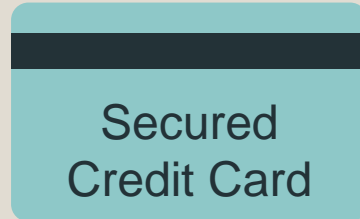
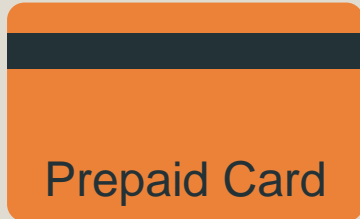
- Card
- Checks
- Direct Debit

Save

- Rainy Day Reserve
- Cash-back earned
- Health Discounts

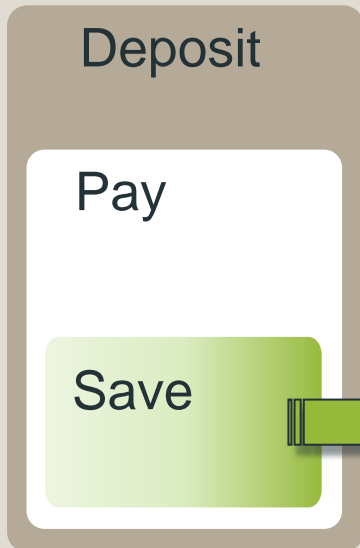
Financial Springboard

Enable Prepaid Cardholders to (re)build a FICO Score



Give Option to Use Savings Purse as Security Deposit

Qualification for Secured Credit Card mostly defined by absence of senior liens on applicant's assets



2 Entirely Separate Cards

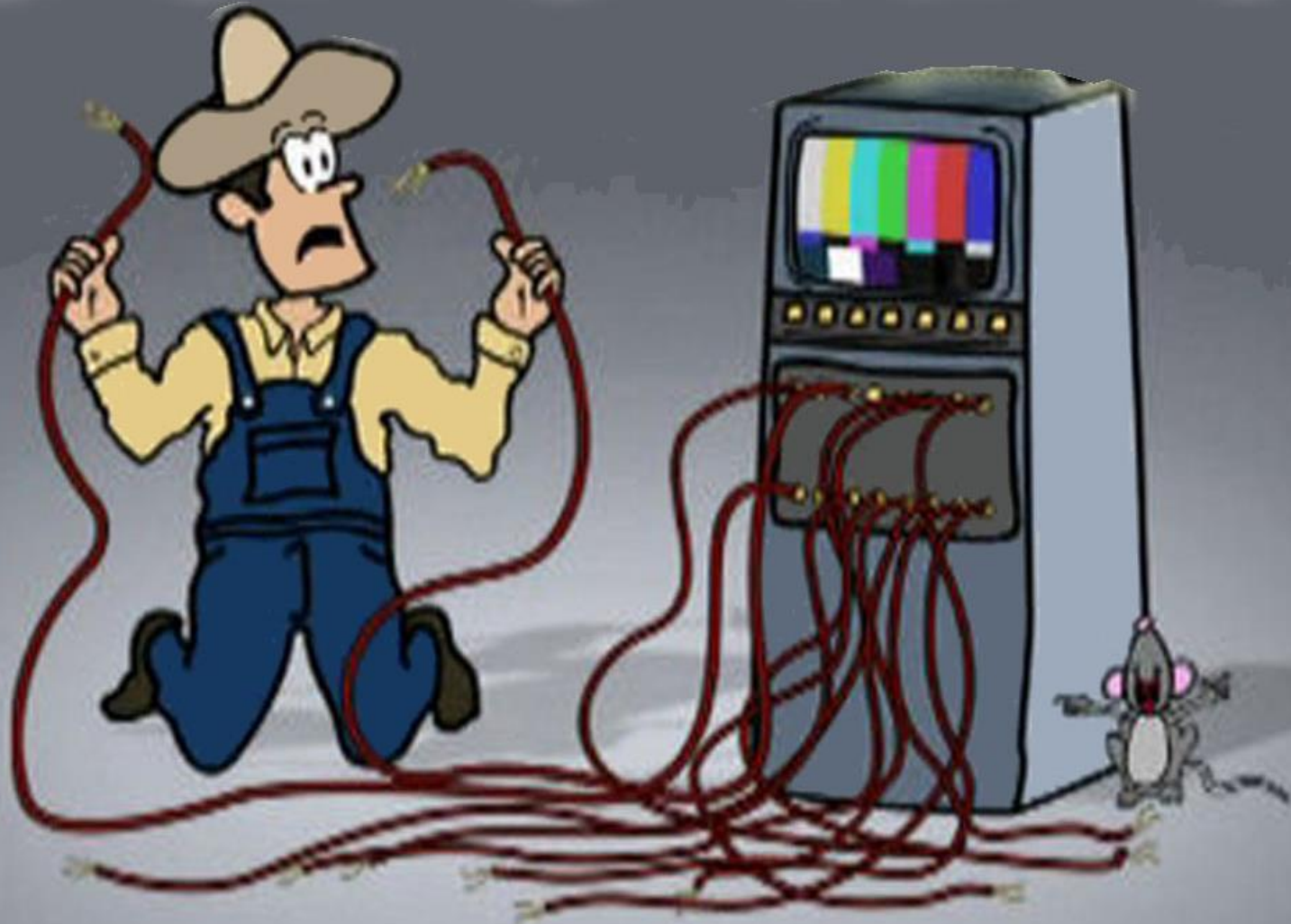
Prepaid Card = "everyday card". Always safe. No credit score impact (negative or positive)

Secured Credit Card = "credit building card". Use with extreme caution.

No operational link between the 2 cards after the Savings sub-account has become the Security Deposit

Available Q2 2014

Demo Time



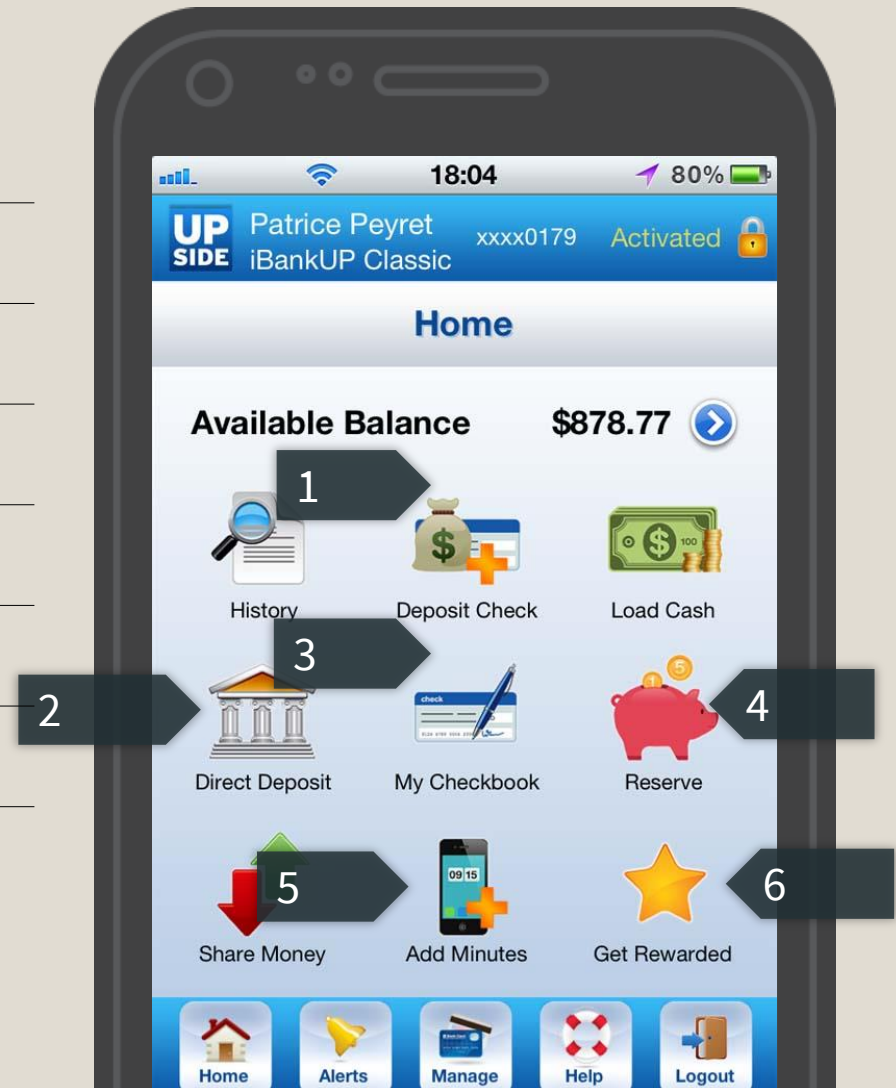


The Banking Up Solution

Backup Slides

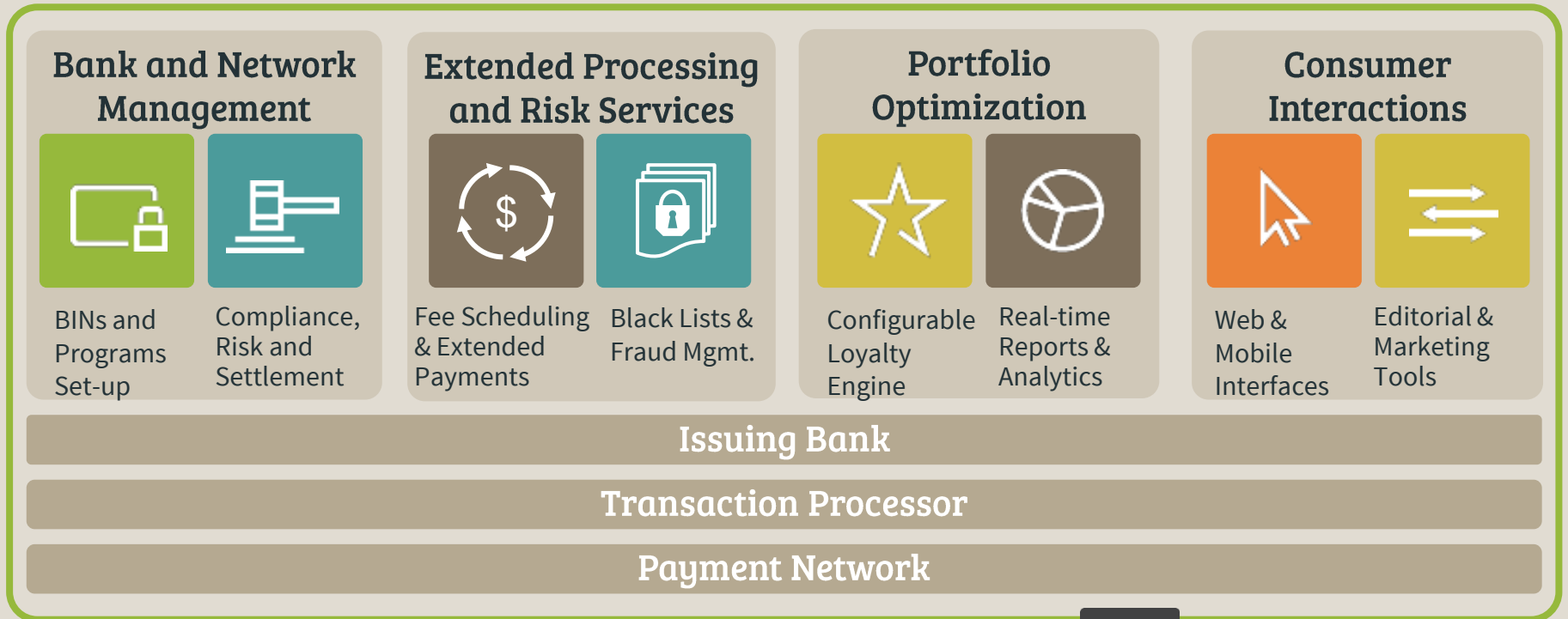
Address Key Pain-Points

1. Avoid trips to the check casher
2. Receive direct deposits
3. Write checks to your landlord
4. Build a safety net automatically
5. Avoid trips to the phone store
6. Save on everything



Turn-Key Private-Labelled Solution for Small FIs

Co-branded Prepaid 2.0 in-a-box



Benefits

Opportunity to deliver better prepaid services

Match the best-of-market product offerings

Enable more frequent dialogs between Bank and cardholders through web dashboard & mobile app

Deliver real-time reports and analytics without waiting for batch processor reports

Differentiate more easily

Ability to expand customership to under-served consumers

Quicker customization of services and of user interactions

Larger choice of consumer-facing options

Easy deployment path

Option of obtaining service directly from Banking Up or through FIS

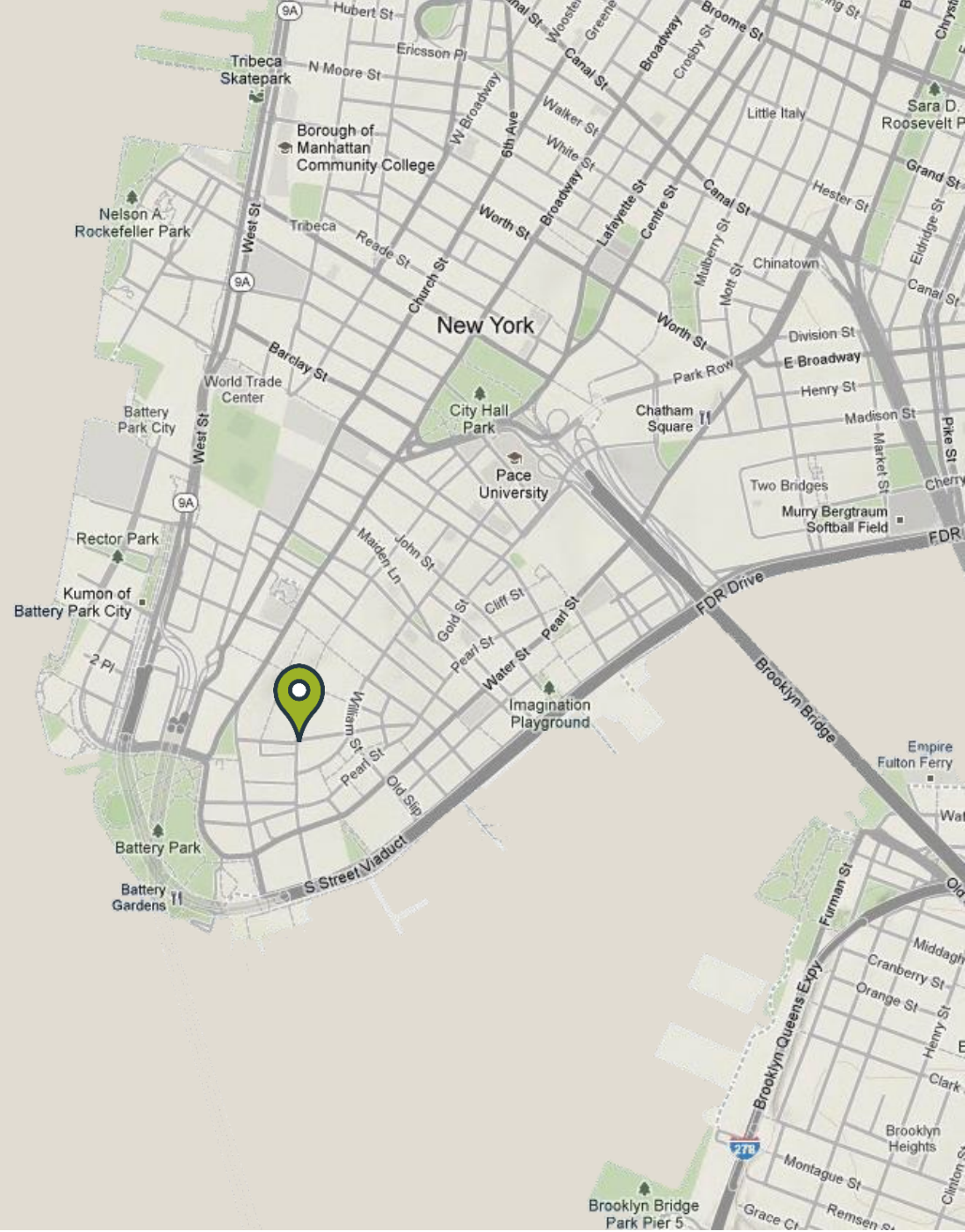
A la carte menu of services for choice of functionality and progressivity of features



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