

PimPay: a low-risk financing service for E-commerce industry



E-commerce – 10% of global retail market



USD 2 498 bn

2017F

USD 4 178 bn

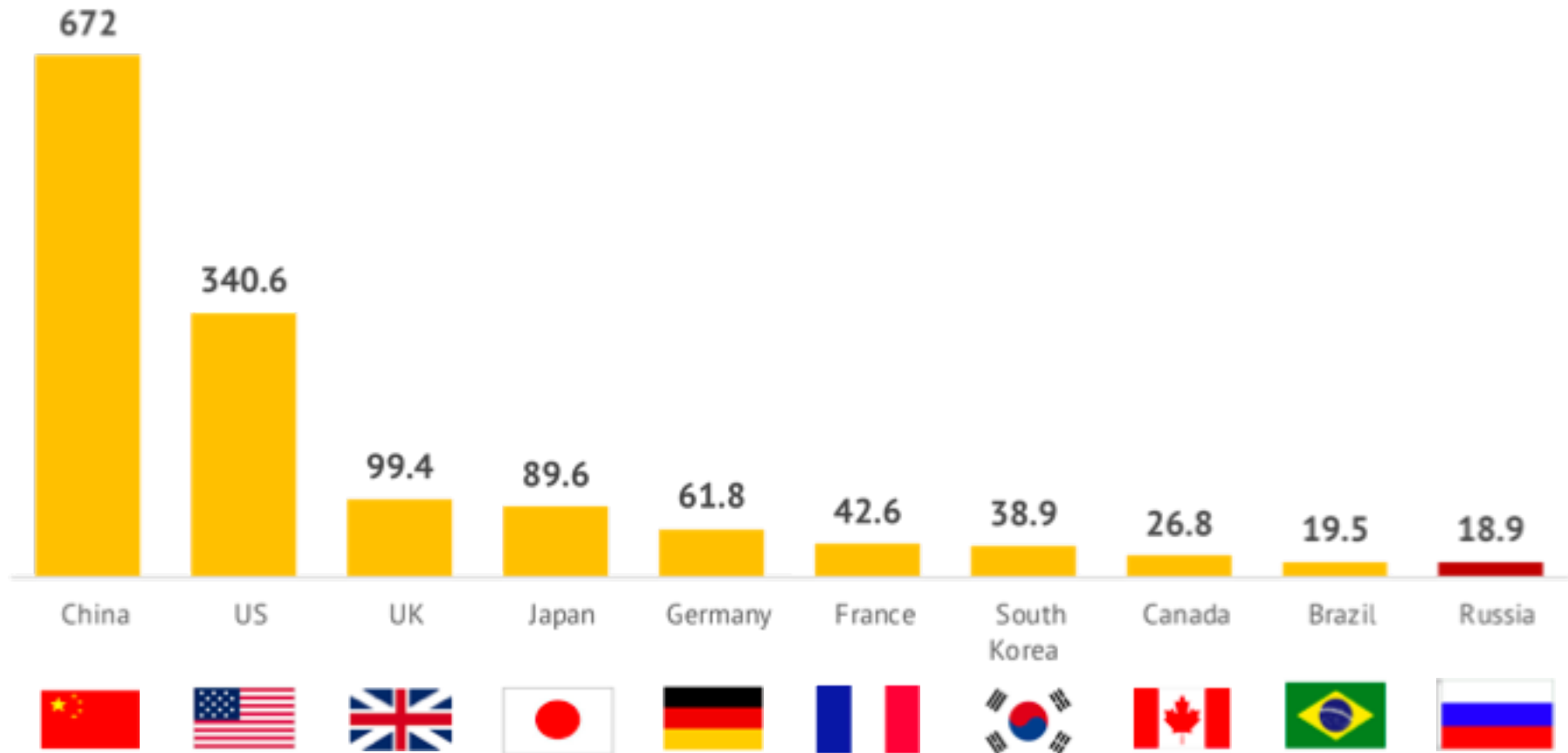
2020F

By 2020F total E-commerce market is supposed to reach USD 4.2 trillion

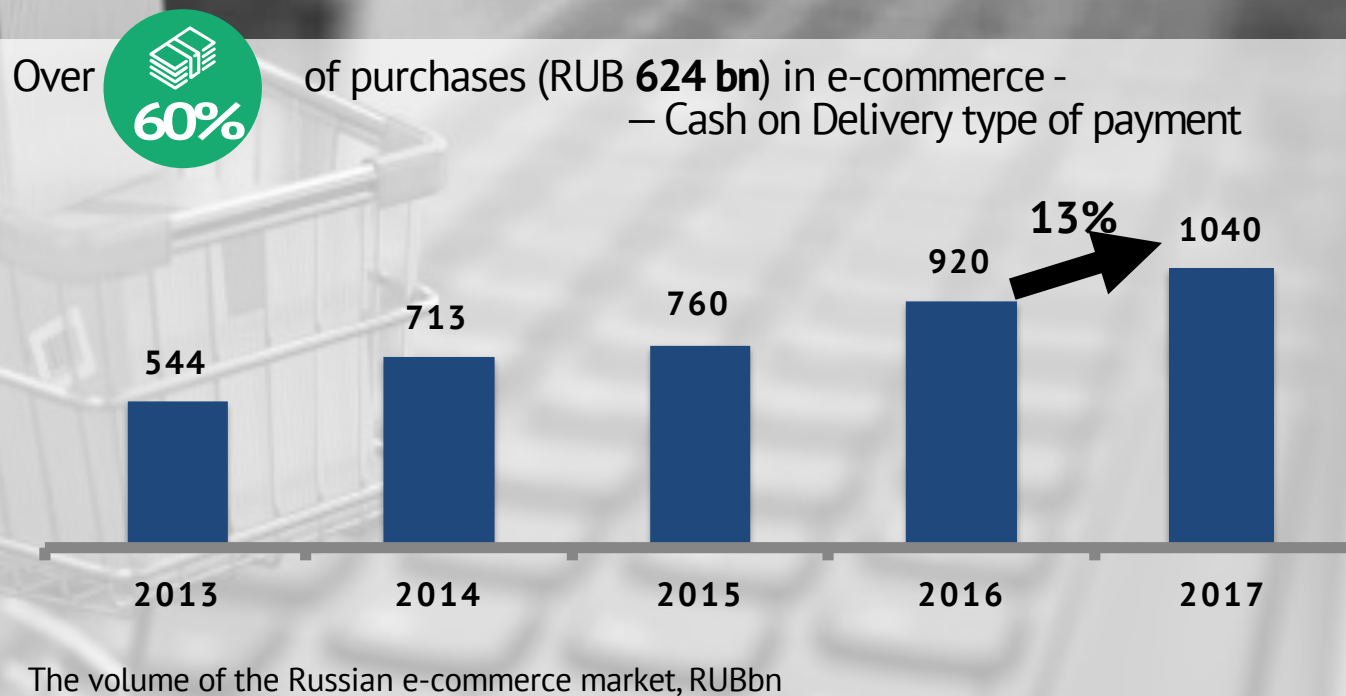
Russia is 10th largest E-commerce market globally



Market size, in USDbn



Russian E-commerce market



Cash on Delivery – the issue for Online shops



Issue with Cash-on-Delivery and e-Wallets

e-shop should **WAIT** for delivery before receiving payment

Cash GAP
for
E-shops

**up to
28
DAYS**

The background image shows a close-up of a person's hands. The left hand holds a green pen, poised to write on a piece of paper. The right hand holds a US dollar bill. In the foreground, a calculator and some coins are visible, suggesting a financial or accounting context.

Cash BEFORE Delivery

E-shops get payment
right after they ship
merchandise to customers

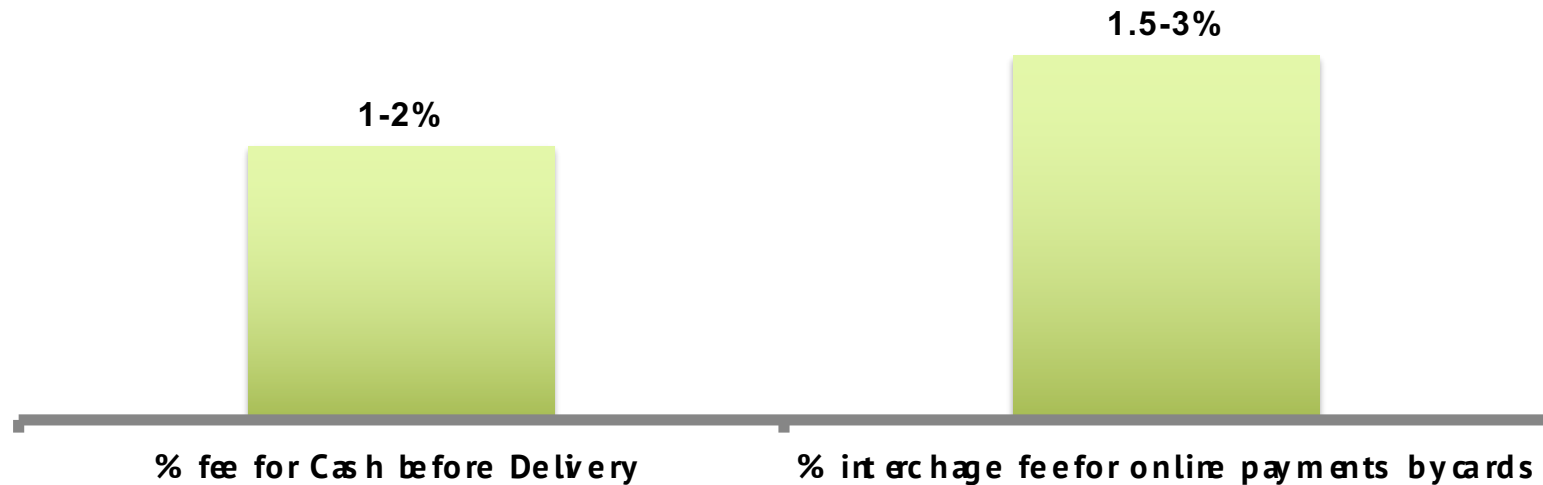
Cash Before Delivery: how it works



Cash before Delivery: Cost for online shops



Cost of Cash before Delivery vs standard Interchange fee in E-commerce , % of turnover



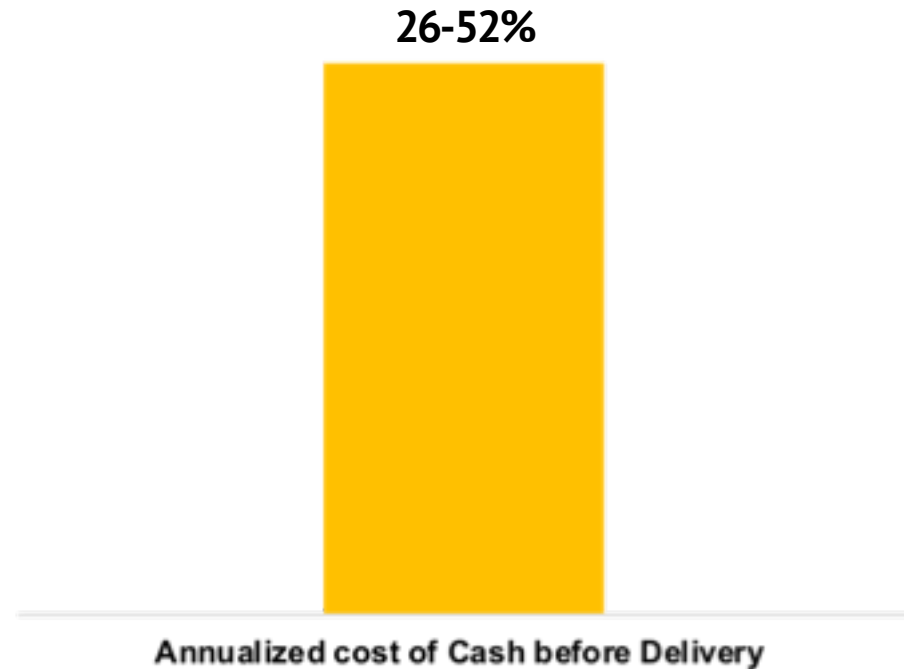
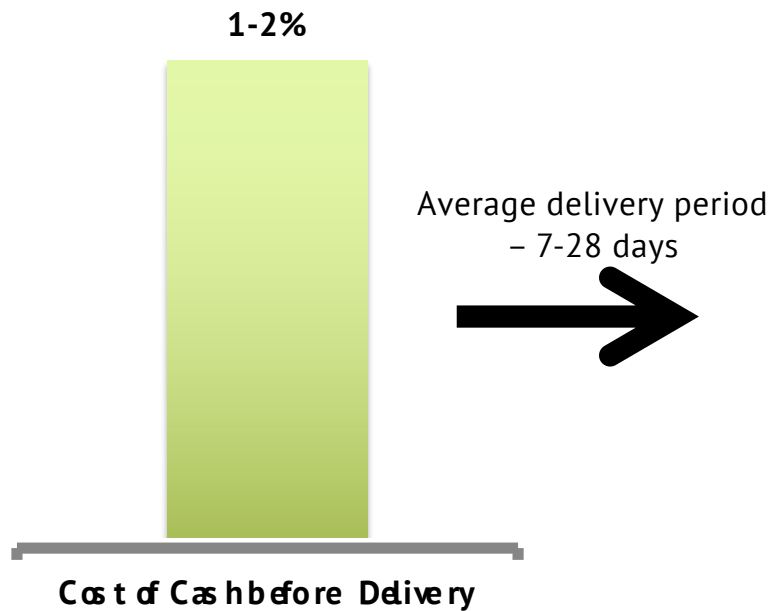
Fee is lower than current interchange fees for online payments

Cash before Delivery: returns on investments



Cost of Cash before Delivery,
% of shop' turnover

Annualized cost of Cash before Delivery and
return for investors, % p.a.



Key features of the Cash before Delivery product



Key processes



PimPay integrates with Couriers which provide their cash-on-delivery payment collection services to online shops.



Data about all parcels of online shop are uploaded to **PimPay** from Couriers



Based on this data **PimPay** intellectual platform makes scoring-assessment of buyout ratio for parcels of each shop on online basis



On the basis of parcels' buyout ratio **PimPay** immediately transfers money to the account of online shop: shop receives Cash before Delivery for its parcels



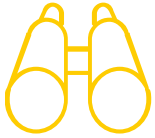
Upon payment collection for bought out parcels Couriers transfer money to the account of **PimPay**



PimPay automatically retains all earlier provided Cash before Delivery + its commission and transits remaining money to shop's account

Underlying technologies

- API – integration based on proprietary PimPay designed and patented secured API protocol
- GPG keys with asymmetric encryption
- Auto-tracking of delivery statuses of all parcels
- Proprietary auto-scoring model based on parcels and buyout's history, parcels statuses, shops types, types of couriers etc
- Automatic scoring and automatic transfer of Cash before Delivery
- Automatic distribution of collected moneys by shops and parcels – proprietary technology
- Automatic calculation of Cash before Delivery repayments and fees repayments
- Automatic payment orders for transit moneys
- Generation of electronic cash flow statements and accounting data for online shops



PimPay.Control — PimPay monitors each parcel of online shops and in case of any issue (delay in delivery, loss etc) PimPay fulfills automatic claim work with respective Courier



PimPay.Accounts — Order accounting for online shops (detailisation of all receipts from Couriers by online shops' orders)



Founded in **2013**



Proprietary software – online cabinet for online shops, cabinet for Couriers and ERP for processes management and control



Over **3 500** integrated clients – online shops

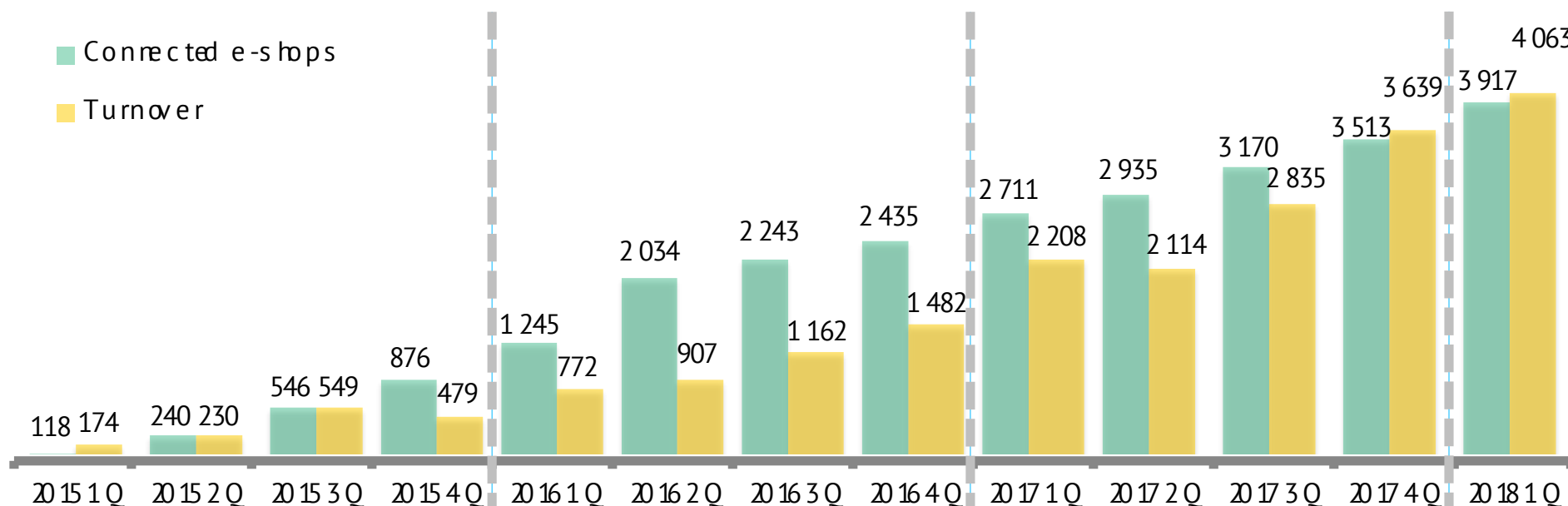


API integration with **25** Couriers

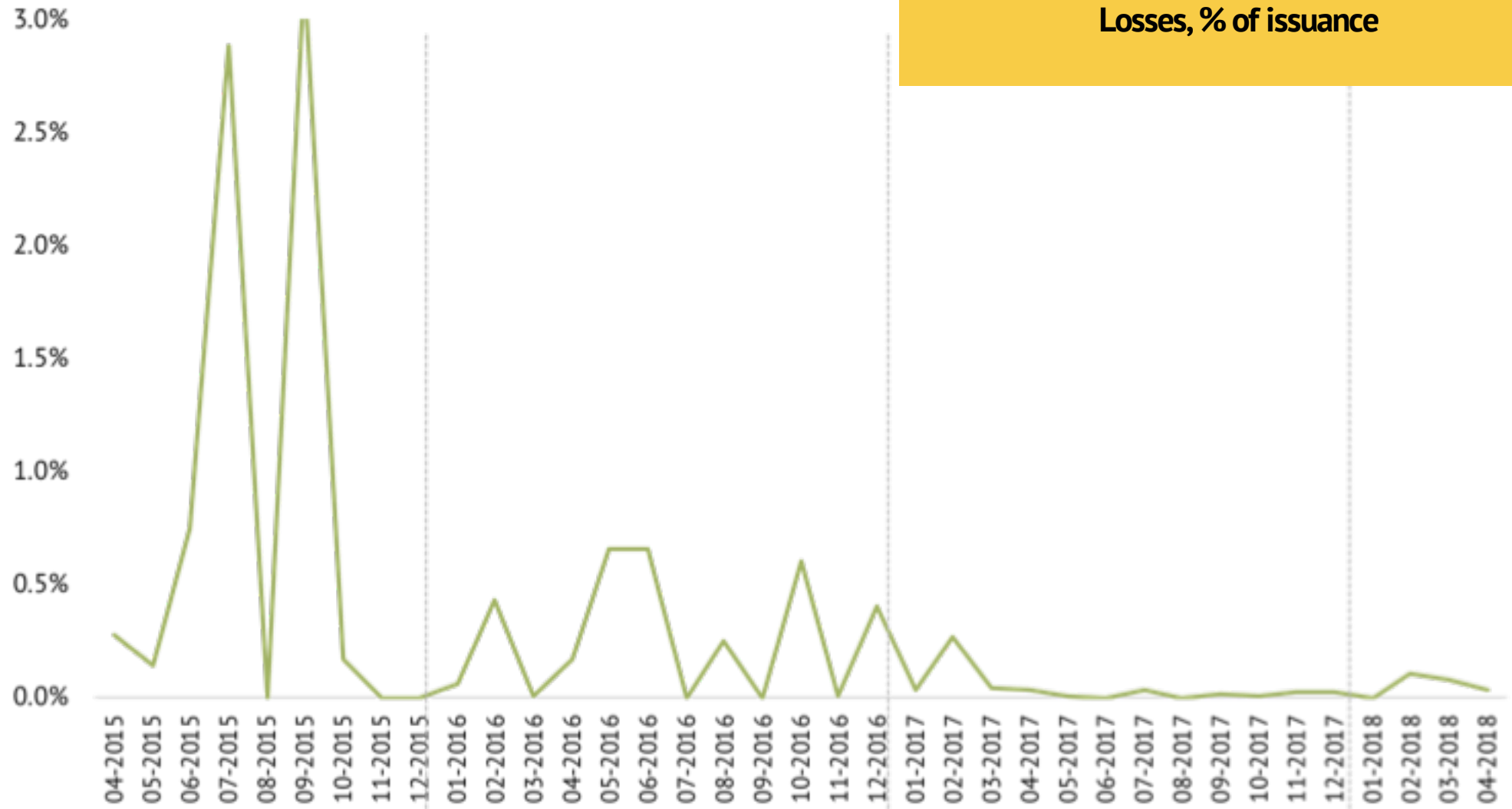


Young talented team consisting of over **60** highly devoted specialists

Number of connected PimPay clients and turnover of customers through PimPay (RUBmn)

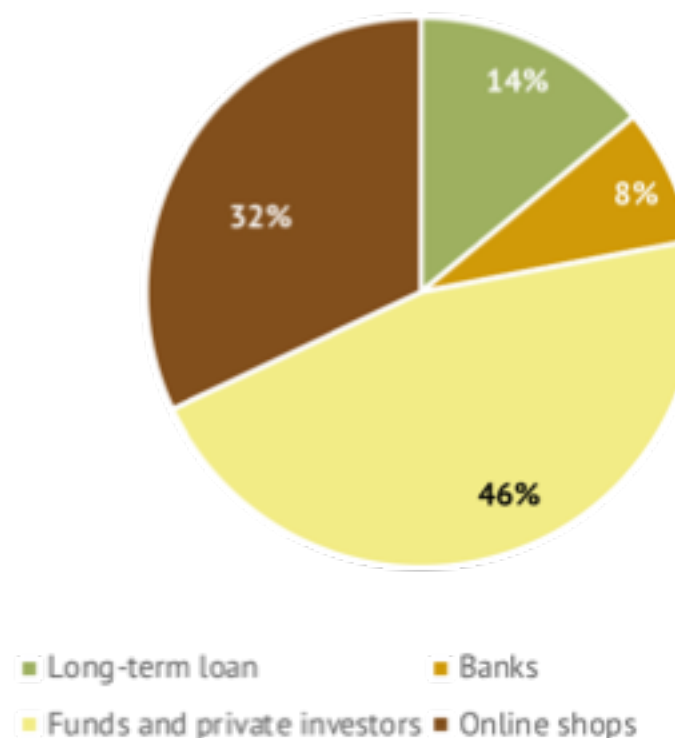


NPL history: improving scoring model and low risk



- PimPay has developed diversified investor base consisting of:
 - Long term loan from financial investor maturing in 2H 2019
 - Local bank funding
 - Loans from investment funds and private investors (including crowd funding)
 - Online shops

Funding structure, as of 1H2018



* Online shops funding – part of revenues of online shops which they can leave in PimPay and earn interest



Evgeny Chernov,
Chief Executive Officer

One of shareholders in PimPay

- Evgeny graduated from Novosibirsk State University with specialty in mathematics
- Background in banking industry: Evgeny worked as deputy CFO and HR director in Sovcombank (top-20 bank in Russia by total assets) and as CFO in the bank “Regional credit”
- Before that Evgeny worked in E&Y, specialized in services for financial companies and banks
- Was one of shareholders in MultiShip company which was sold to Yandex in 2013



Dmitry Savoschenko,
Chief Financial Officer

One of shareholders in PimPay

- Background in banking industry: Dmitry worked as CFO in Sovcombank (top-20 bank in Russia by total assets)
- Before that worked in E&Y, specialized in services for banks



Sergey Umentayev,
Chief Project Officer

One of shareholders in PimPay

- Sergey was graduated from Moscow Institute of Physics and Technology with specialty in applied mathematics
- Background in private equity industry in 2007-2015: worked as Director in Quadro Capital Partners and Associate in Neva Rus private equity firm
- Before that worked in Strategy Partners, a consulting firm, and as software engineer in Forecsys, company engaged in development of software for recognition and forecasting

- Multiple focused services for E-commerce
- Over **3 500** integrated **online shops**
- **25** API integrations **with Couriers**
- **Over 5 million** parcels with Cash on Delivery pass through PimPay system p.a.
- **8 bn. rubles** p.a. – online shops turnover through PimPay
- We **know everything** about online shops' parcels at any moment in time
- PimPay secures **low risk** thanks to turnovers from independent Couriers, developed scoring model and automatic control and repayment mechanisms
- We have **great team**, capable to develop multiple products in efficient way

Sergey Umentayev
+7 926 728-66-46
sergey.umentayev@pimpay.ru

