



*Mobile Payments & Money Transfer
for the Unbanked*

Bill Barhydt, CEO



And about **12%** of households have used one of these products in the past 30 days

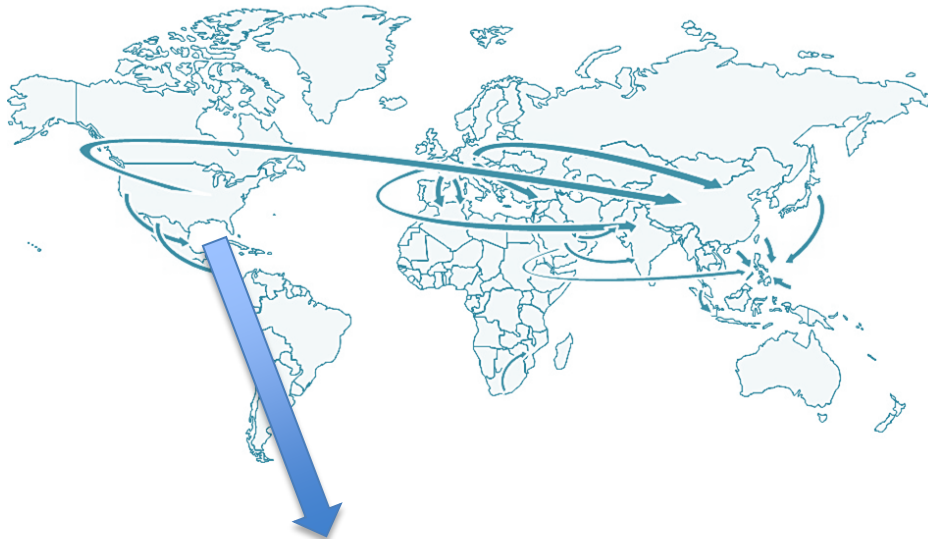


More than **13,000** non-bank financial services companies operate nationwide (double the number of US commercial banks)

Annual Transaction Volume of US AFS Industry

Alternative Financial Service	Transaction Volume (In Billions)
 Buy-Here-Pay-Here (BHPH) Loans	\$90
 Check Cashing	\$50
 Payday Loans	\$48
 Remittances	\$46
 Prepaid Cards	\$39
 Refund Anticipation Loans	\$26
 Money Orders	\$17
 Rent-to-Own Transaction	\$7

Popular AFS Products Used By Under-Banked Households In The Last 12 Months

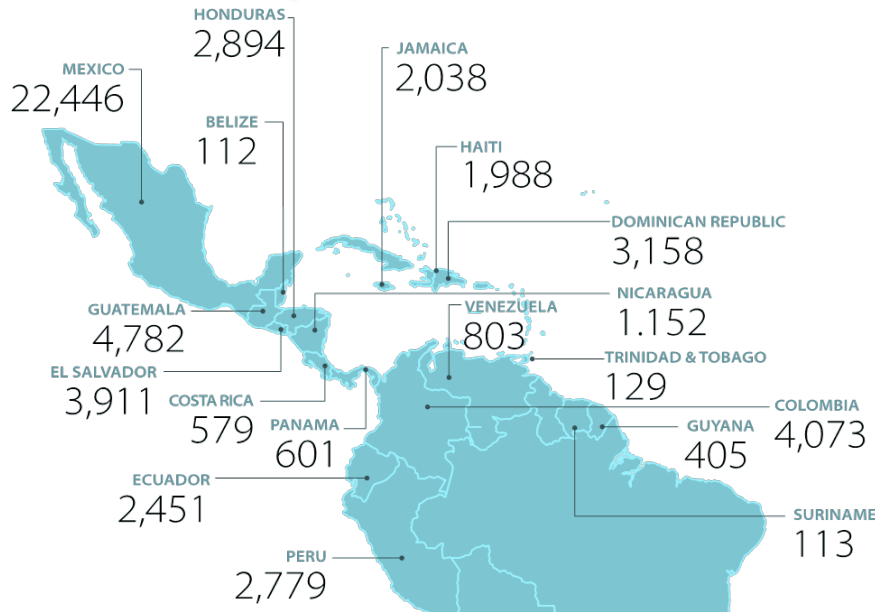


Money transfer costs on average 7-10% of transfer amount

Theft is rampant in recipient markets

Average travel time to pick up cash – 2 hours

Average sender does 2 transfers per month for \$12.50 per transfer



US Check cashers generate over \$9B in fees annually

Horribly deceptive advertising

Advertise 1% but often charge up to 6%

> Moneytree here in Denver - 5.9%

Walmart largest check casher in US

Generates no savings and no electronic payment options





Why buy a Prepaid Card:

- ✓ Make a purchase online
- ✓ Travel without cash
- ✓ Airline/Rail ticket requires plastic
- ✓ Purchase protection



Prepaid card fees can be deceptive:

- ✓ ATM Fees: \$2 per withdrawal or higher
- ✓ Cash load fees: \$4.95 per deposit
- ✓ Pin debit purchase fees \$1-2

Impossible to do cross border money transfer or real-time check cashing to existing prepaid cards

"The adoption of the mobile phone is the most important development in human history."

Mohamed Yunus
Nobel Prize Winner, Founder Grameen Bank

"The mobile phone is the single most transformative technology for human development."

Jeffrey Sachs, Columbia University
economist and emerging markets expert



Mobile Money is Working. In Kenya??

M-Pesa means “Mobile Money” in Swahili

Start: Domestic Money Transfers
> Today: Banking & Payments

20 Million participants
75% of adult population

40,000+ agents

Holds ~50% of country's savings
Processes 25% of GDP



Why does m-Pesa work?

Solved a real problem

- > Money transfer

Easy to use and Inexpensive

- > Any airtime agent (40k+)

- > Any phone

- > Low transaction Fees

Now owns market for payments

Can this be repeated in the US?



Boom is on a mission to be the most consumer friendly, socially responsible financial services company servicing the needs of the unbanked consumer.

We make it safe, simple and inexpensive to save, share and spend funds regardless of geography or financial status.

Boom is an innovative mobile payments and money transfer company

- ✓ Global bank account - with local regulatory compliance
- ✓ US Visa card for ATM withdrawals and purchases
- ✓ Domestic & International money transfers
- ✓ Cash withdrawal or purchases at Boom merchants & international agents
- ✓ Money load at over 50,000 U.S. retailers
- ✓ NCUA Insured Deposits at Self Help Credit Union (US)



CONTROLLED

Transfer money in your pj's...
you just need your mobile phone.



IMMEDIATE

The money arrives instantly to the
receiver's account.



SEND

Send money to your loved ones
anywhere in the US or Haiti directly
from your mobile phone.



SAVE

Don't pay for each and every
transaction you make.



SPEND

Get a **Boom Visa Prepaid Card**
and use your money confidently.



SECURE

Manage your money safely.

Fee Structure

- ✓ \$9.95 per month
(Free option for non Money Transfer users)
- ✓ Free – Boom Visa Card
- ✓ Free - ATM Withdrawals
- ✓ Free - P2P Transfer Fees
- ✓ Free - In-store cash load
- ✓ 2.5% - Real-time check cashing

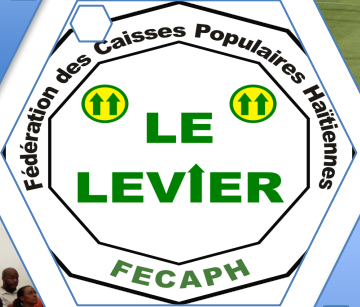


Local Events



International Agent Network

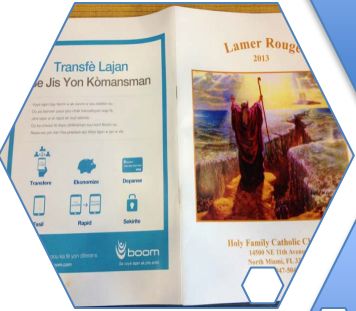
Retail



Banking Partnerships

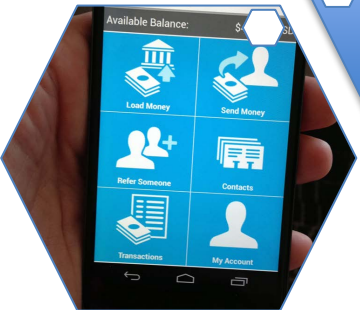


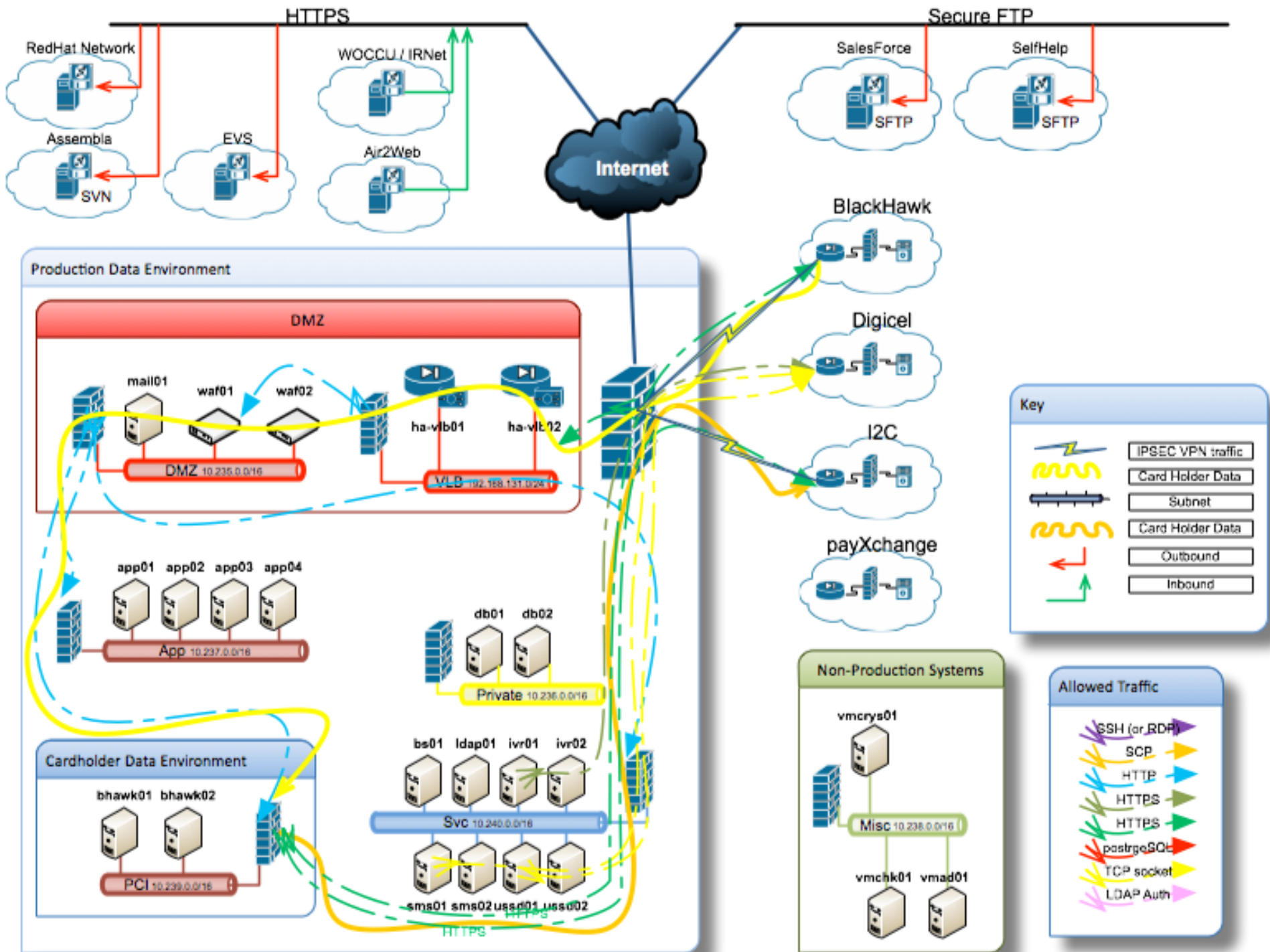
Field Sales



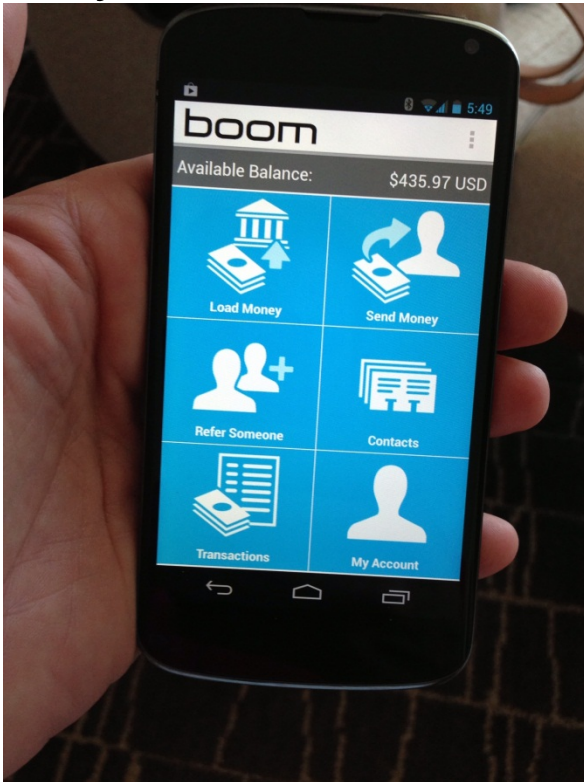
Community Outreach

Mobile Technology

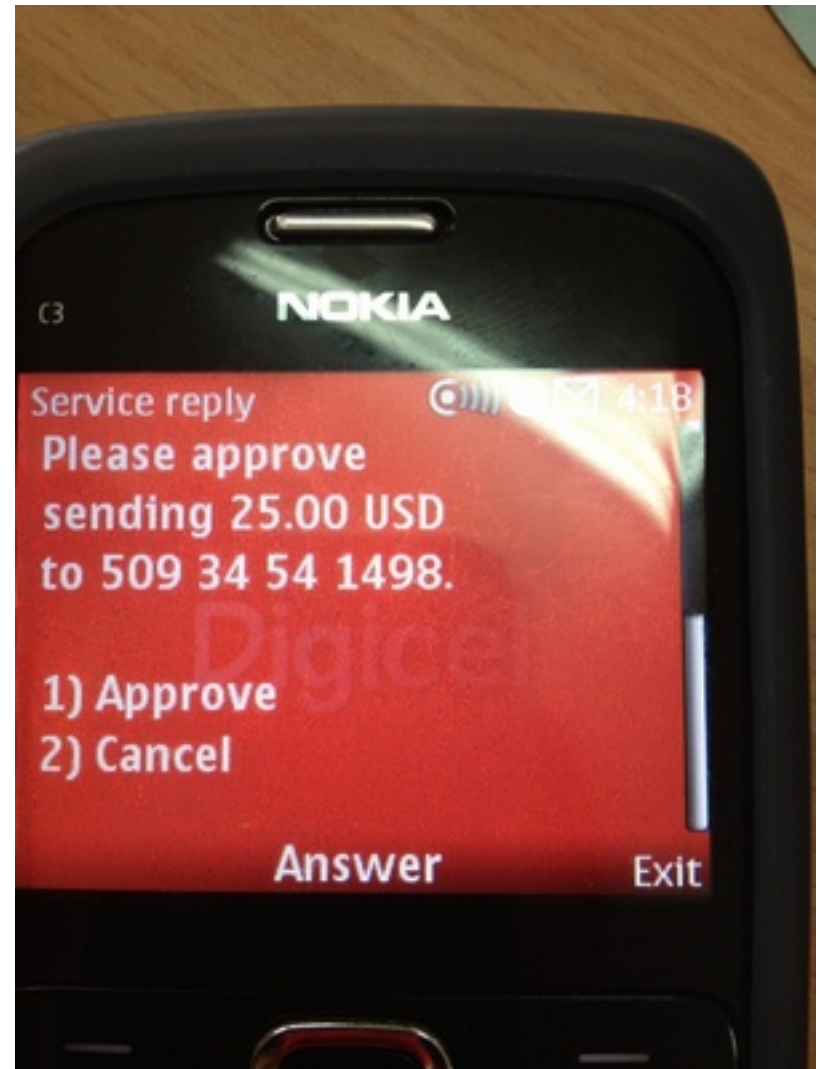
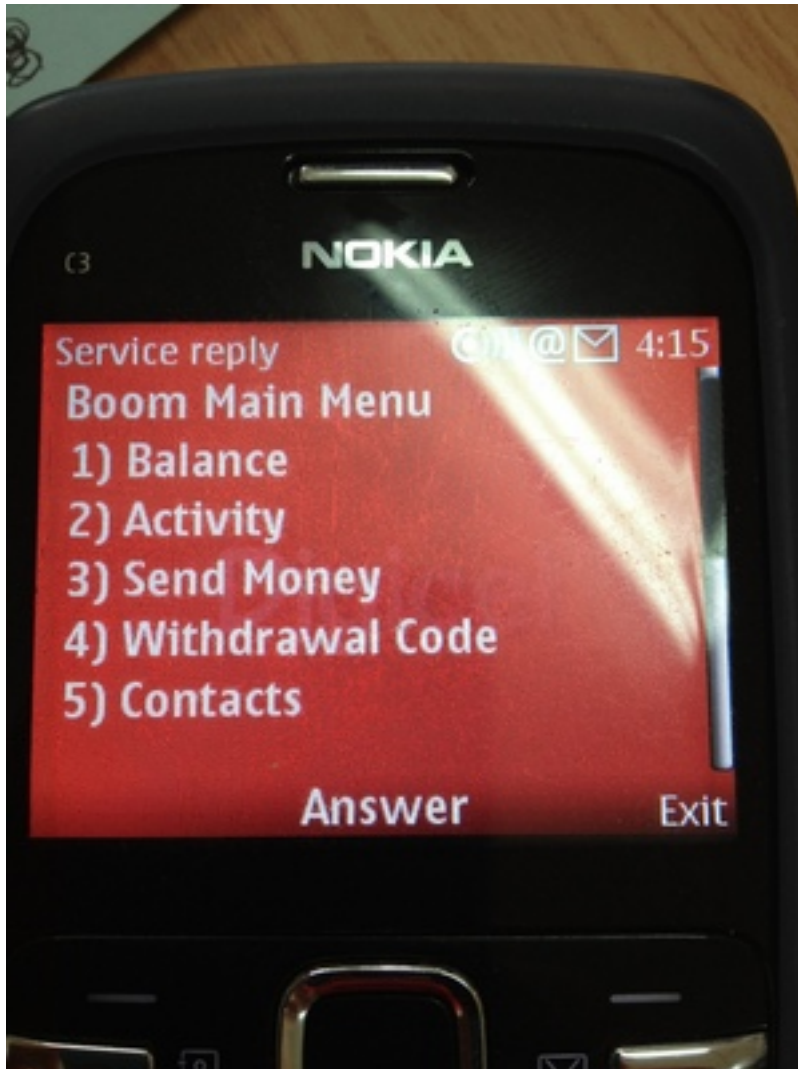




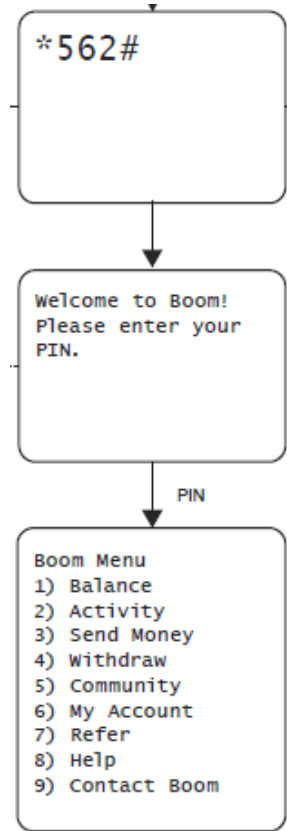
By bringing banking to the mobile phone, we enable people to save, spend and share their money in a way that is safer, more convenient and far less expensive than any service on the market.



International Carrier: *562#

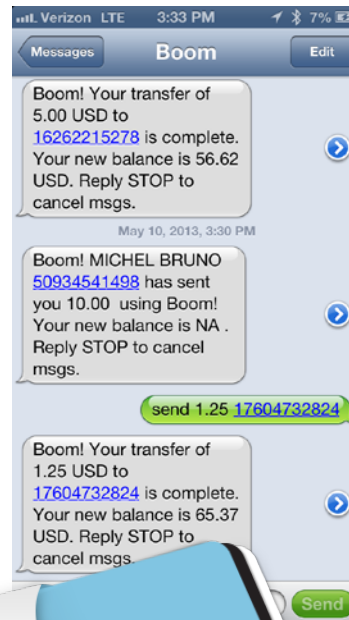


Carrier Support

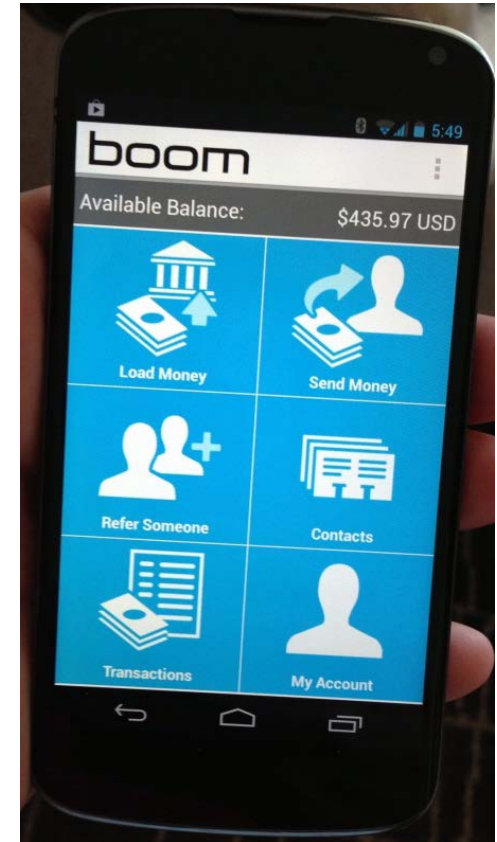


SMS

balance
Load <Amount> <10 digit Load Code>
send <Amount> <Recipient PhoneNumber>
refer <PhoneNumber>
help



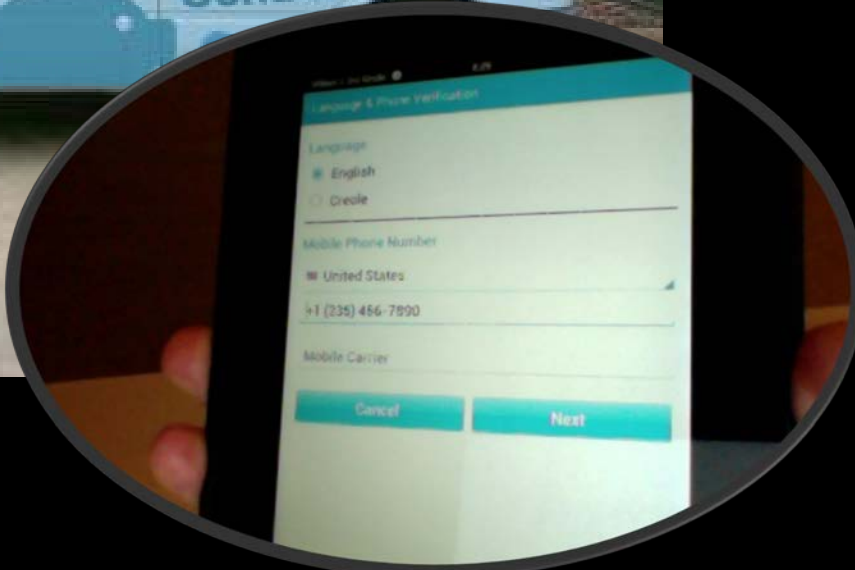
Smartphone

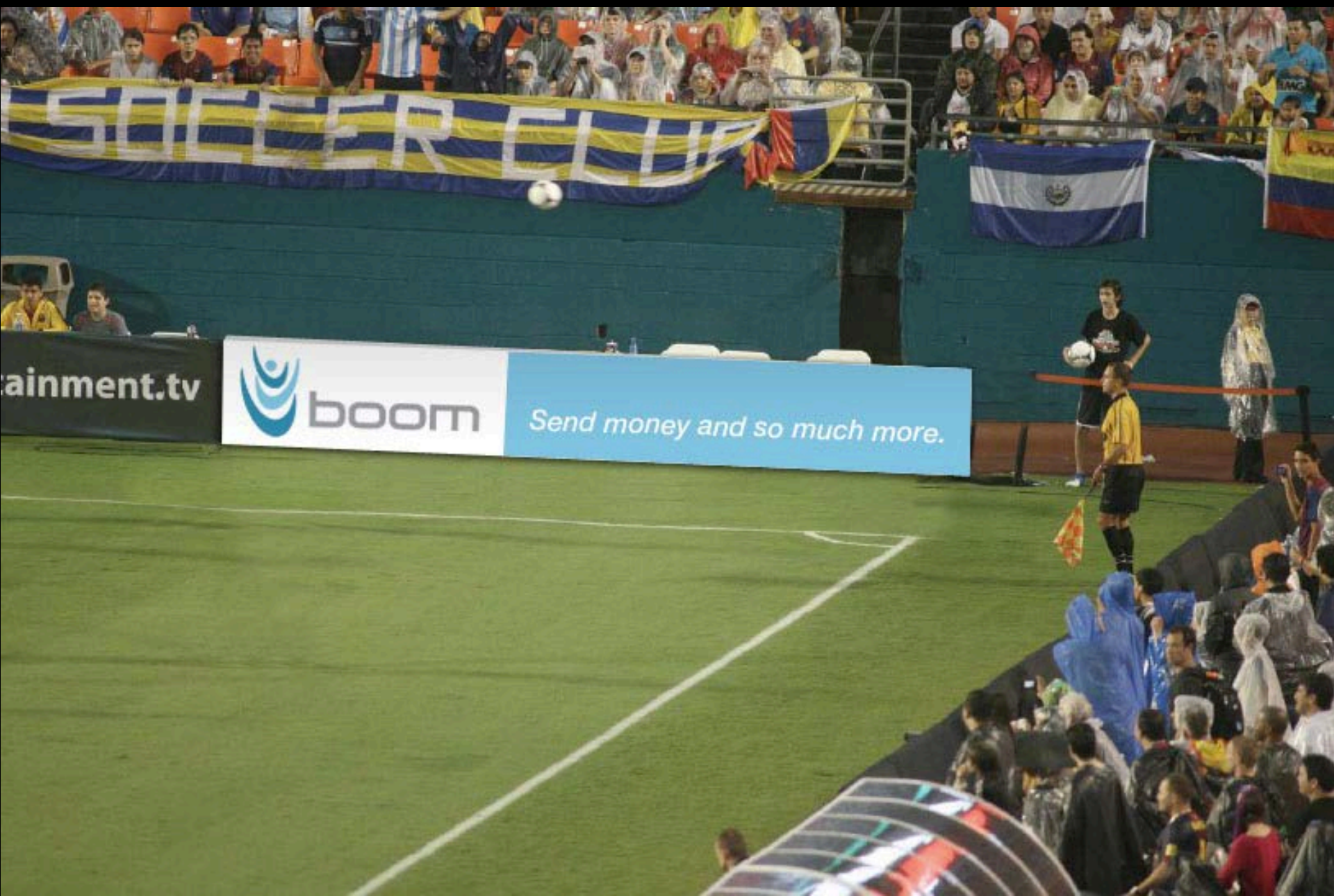




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SOU kont ou te v
You save things



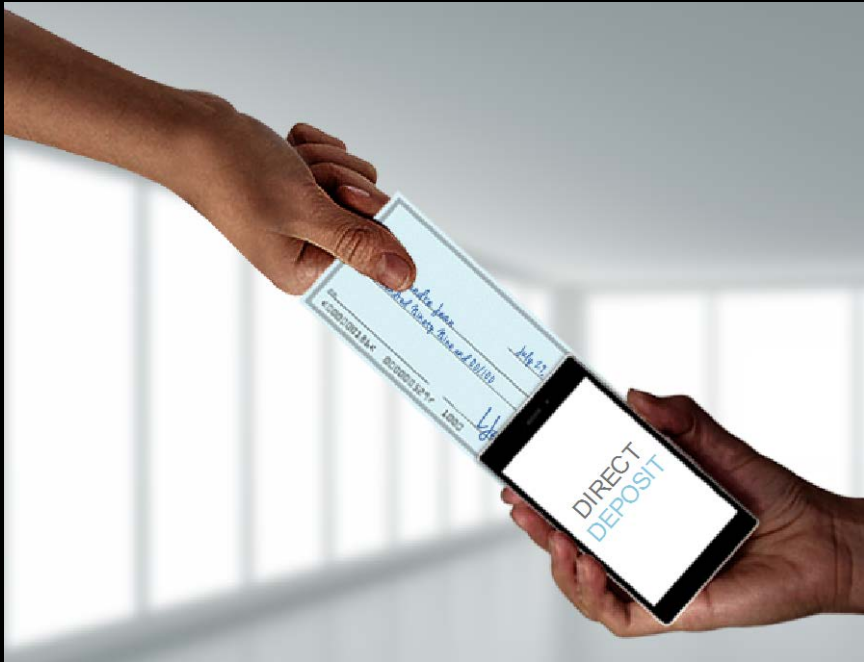


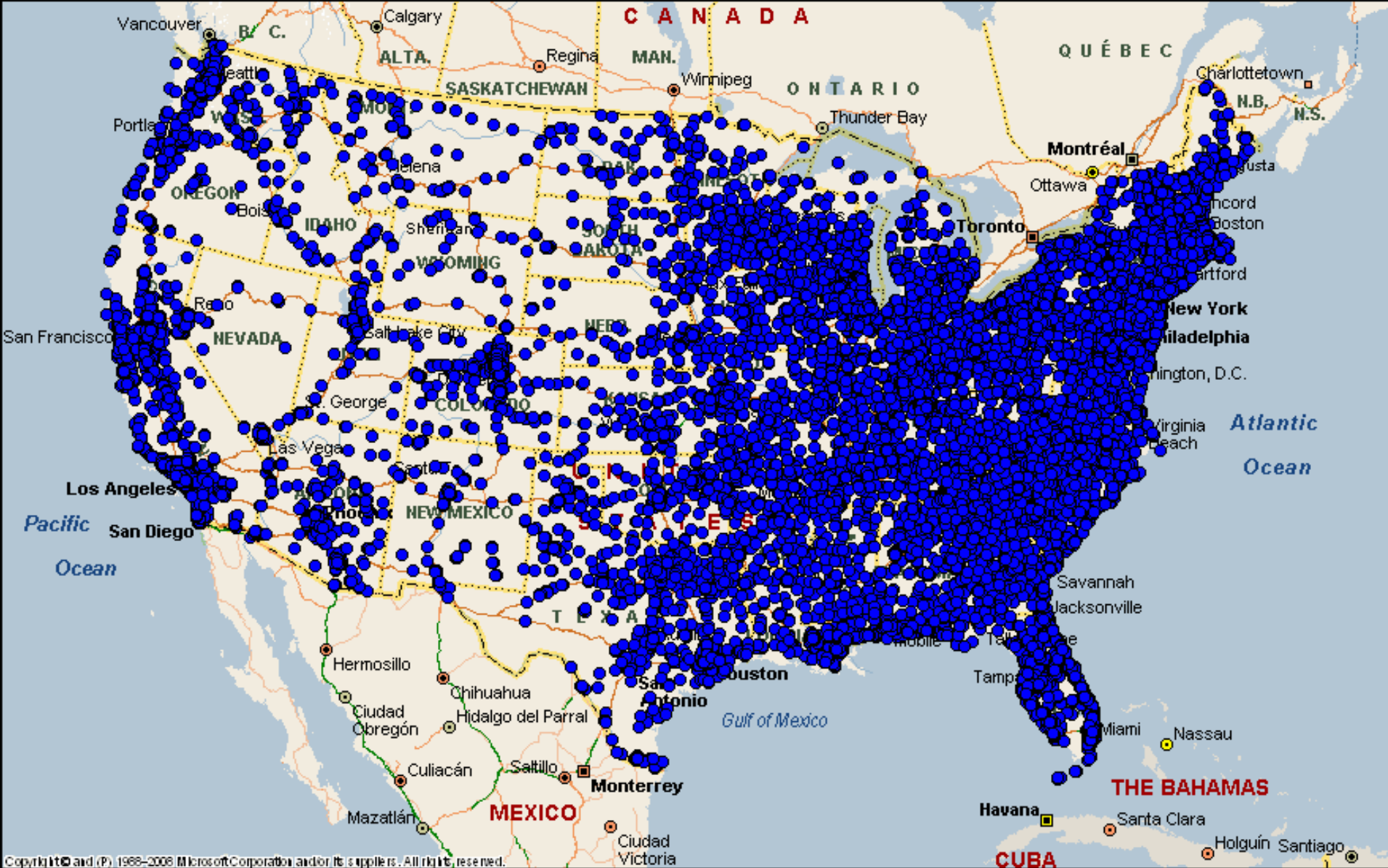
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Send money and so much more.





Partnership with US Department of State, USAID & Univision

- Boom has formed a new organization with the State Department called, IdEA – International Diaspora Engagement Alliance
- IdEA is helping Boom target hundreds of Mexican, Haitian and Guatemalan communities in the U.S. with the Boom product via community centers and home town associations (HTA's)



UNLEASHING
IdEA





Thank you!

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