



# NetCents Technology

Pay. Your Way.



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## THE TRANSACTIONAL HUB FOR ALL CRYPTOCURRENCY PAYMENTS

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NetCents offers merchants, partners, and users an entire cryptocurrency ecosystem by providing full payment integration, Instant Settlements, and security while giving users access to over 40 million merchants worldwide.

# Cryptocurrency Payments

## The Problem

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- Merchants have been slow to adopt cryptocurrency as a method of payment
- Cryptocurrency holders have nowhere to spend their cryptocurrency

# The NetCents Opportunity



Validating a \$228 Billion market by providing liquidity and eliminating volatility, increasing merchant and user adoption.

## **MISSION**

To be the underlying technology that powers ALL cryptocurrency transactions.

# NetCents Delivers

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## Provides Merchants

- ✓ Low transaction fee (savings of 3 to 9%)
- ✓ Ability to be indifferent to accepting fiat, credit card or cryptocurrency
- ✓ Cryptocurrency agnostic, ability to process any cryptocurrency
- ✓ **eCommerce plugins and POS integrations**

## INSTANT SETTLEMENTS

- ✓ **Guaranteed sale price for merchants, setting the fiat/crypto exchange rate at the time of the transaction**
- ✓ Crypto-to-crypto or crypto-to-fiat settlements
- ✓ **Protection against market-volatility and illiquidity associated with processing crypto**

## Provides Cryptocurrency Holders

- ✓ **Cryptocurrency credit card that pulls directly from their NetCents wallet that can be used anywhere Visa or MasterCard are accepted**
- ✓ Multiple merchant locations to spend cryptocurrency
- ✓ Ability to pay from any eWallet

# Business Model

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## TRANSACTIONAL BASED REVENUE MODEL

- ✓ Merchant fees
- ✓ Revenue share with Payment Industry Partners
- ✓ Interchange Fees
- ✓ **F/X spot rate**
  - Fees + arbitrage
- ✓ Exchange fees

# Pipeline

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## SIGNED

- ✓ MindGeek - Subscription-based services & advertising company. Largest adult entertainment company in the world.
- ✓ WildBunch Gaming
- ✓ Cryptocurrency Credit Card
- ✓ Bleu POS (FIS, Exadigm, Dejavoo, Visa)
- ✓ Caribbean Licensing Agreement
- ✓ HubNet Media
- ✓ eGifter

## PENDING | ADVANCED

- ✓ Payment processors with combined 1,000,000 + merchants
- ✓ Multiple POS terminal companies
- ✓ Major online travel companies
- ✓ eSports companies
- ✓ Thousands of merchants in the pipe

# Markets

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## INDUSTRY SECTORS

- ✓ Payment processing
- ✓ Gaming
- ✓ Wagering
- ✓ Adult
- ✓ Tourism

## GEOGRAPHIC

- ✓ North America
- ✓ Europe
- ✓ Asia
- ✓ Caribbean with 28-country licensing deal

# Marketing

## OBJECTIVES

- ✓ Merchant onboarding
- ✓ Brand awareness and user acquisition

## TARGET AUDIENCE

- ✓ Current cryptocurrency owners
- ✓ Merchants looking to accept crypto
- ✓ Payment processors

## MESSAGE

- ✓ **Spend your cryptocurrency anywhere  
Visa or MasterCard are accepted**
- ✓ Accept cryptocurrency with no risk

## GOAL

Convert current cryptocurrency holdings into purchases with NetCents merchants and credit card, driving company profitability.

## CAMPAIGNS ▶

- **Blockchain Superstars**
- Digital advertising
- Public relations
- Influencer marketing

- Content marketing
- Referral and loyalty program

Merchant and user loyalty rewards program to increase spend and engagement per customer through incentives.

# Experienced Executive Team

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## Clayton Moore

### FOUNDER & CEO

- Over 15 years' experience in developing innovative electronic payment platforms in a variety of industry sectors
- Experience in the gaming space implementing payment platform solutions for some of the world's largest poker sites.

## Gord Jessop

### PRESIDENT & COO

- Over 25 years' of Senior Management experience with major Canadian lending institutions and start-up/small cap companies
- Extensive management experience in a variety of sectors including: Banking, Payments, eCommerce, Energy Technology, Mining, and Consumer products.

## Christopher Cherry

### CFO

- Over 14 years' of business experience in the areas of finance, corporate accounting, and audit experience
- CFO and Board level experience with both publicly held and private corporations from startups to large organizations in various industries

## Jenn Lowther

### CRO

- An award-winning Marketing Strategist with over 12 years' of experience devising and implementing innovative marketing and advertising campaigns
- Has worked with some of North America's top digital agencies, developing and launching results-driven marketing campaigns

## Mehdi Mehrtash

### CTO

- Over 15 years' experience in leading teams in complex development environments
- Conversant in future technologies related to Blockchain Technology and mining as well as the deployment of SAP applications on a large scale basis





**netcents™**

**Pay. Your Way.**