

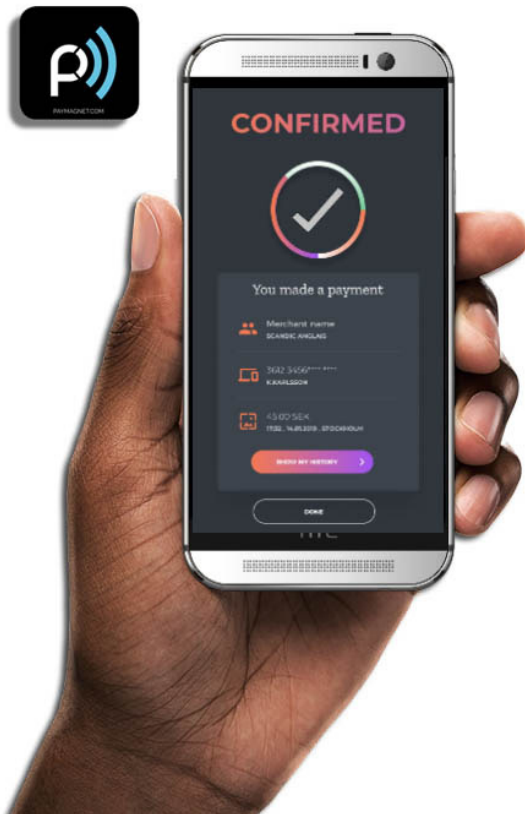


# Paymagnet PAYMT

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*Dedicated to  
revolutionize  
SME  
"merchant  
acceptance"*

*Paymagnet*  
*IN A NUTSHELL:*



Tap&Pay Anywhere.  
Smart, inexpensive acceptance

The safest, quickest way to get paid wherever you are, whenever you want – with just a smartphone and the Paymagnet app. We transform how you accept payments, improve client interactions, and boost your business.

*SMEs need to accept **cards & crypto payments**.  
The new HYBRID NFC-network enables them to get  
payed, anywhere.  
No POS-terminal required, no branded cards.*

paymagnet.com- location-based payments

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*We bridge the gap  
between crypto and small/  
medium merchants*

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*"Once SMEs can get access to simpler acceptance solutions - this will empower nations"*

PayMagnet.com; a fintech company is focused on innovation and software in mobile payments. Its innovative NFC based mobile payments solution is backed by employees and companies with years of valuable experience in the area of gaming and payments. They have developed a compliant, reliable mobile-app with security features that benefit customers and merchants alike. Small merchants, casinos, airlines can accept payments directly via the customer's smartphone with little to no integration costs. The real innovation however, lies in the tag-based infrastructure which reduces banks and POS/card payment systems overhead costs. They are eliminating it, making payments truly mobile, and independent.

Their approach is much more cost effective and simpler to distribute to merchants since it requires no external hardware, and no adapter compared to existing solutions like Square, or iZettle! This competitive advantage sets them apart from the legacy hardware-POS driven models. They tap into the multibillion dollar market, with a lightweight, cheaper, faster, and "frictionless mobile first" approach; more than any other competitor.

Today people pay merchants, who have deployed a Point of Sale (POS) terminal, in various ways:

via a tap of their contactless card at the reader, place their phone over a POS terminal, or swipe their magstripe-Visa/ MasterCard. Furthermore, the only way to pay by crypto (BTC, ETH) was to load funds to a traditional prepaid-card like TenX and use this as a payment-method at those old POS terminals. We all witnessed the issues.

Paymagnet frees the consumer from this burden, provides more flexibility, enables the customer to pay by smartphones AND they free the merchants, so that they reduce their hardware costs, plus accept crypto instantly and receive EUR/USD. They eliminate the requirement for expensive POS hardware, saving them thousands in costs and fees for an ancient infrastructure.

Paymagnet bridges the gap, to enable financial inclusion for merchants who are disadvantaged of not being able to process crypto, nor operating a crypto Node and who may not possess POS hardware at all ! This renders these merchants with the inability to use TenX, Monaco or similar cards.

Sign up, place the PayTag inside your store - done. Paymagnet settles merchants also in Fiat, to their standard merchant account. As the hybrid network approach combines the best of two worlds.



*By  
distributing  
NFC tags,  
we create our  
own network  
of acceptance  
points.*

*"We don't  
require POS  
hardware"*

*Paymagnet creates  
a new acceptance  
network which  
processes both:  
CRYPTO & CARD  
PAYMENTS*

*scale at very low costs*

*run anywhere  
even without POS  
terminal hardware*

*allowing any small  
merchant to accept  
crypto&payments  
even in rural areas*

*"The type of innovation that **disrupts** an entire industry"*

*Tap&Pay contactless user-experience*

*Pay crypto, settle in fiat  
a "HYBRID" Network  
benefit*

## HOW IT WORKS

Their approach is based on smartphones and passive NFC tags. As the technology NFC is already present in most android phones we use that to scale. They avoid selling adapters or hardware, since the phones handle the transactions. The concept is based on the principle of unique merchantIDs, which are stored in NFC tags. Everyone who scans such a PayTag - simply reads the merchant's ID. Now the user can initiate a transaction, and pay to this merchant.

Their new "hybrid network" combines the best of two worlds, traditional card payments, as Paymagnet's app, furthermore utilizes those built in NFC Sensors to read contactless chipcards like all Visa, Mastercards, ChinaUnionPay today, enabling all small merchants to turn their phone into an acceptance device, without any hardware invest, while allowing to also accept cryptocurrencies. As the user selects what "asset" or card to be used to pay, paymagnets hybrid network settles the merchant in his/her preferred way.

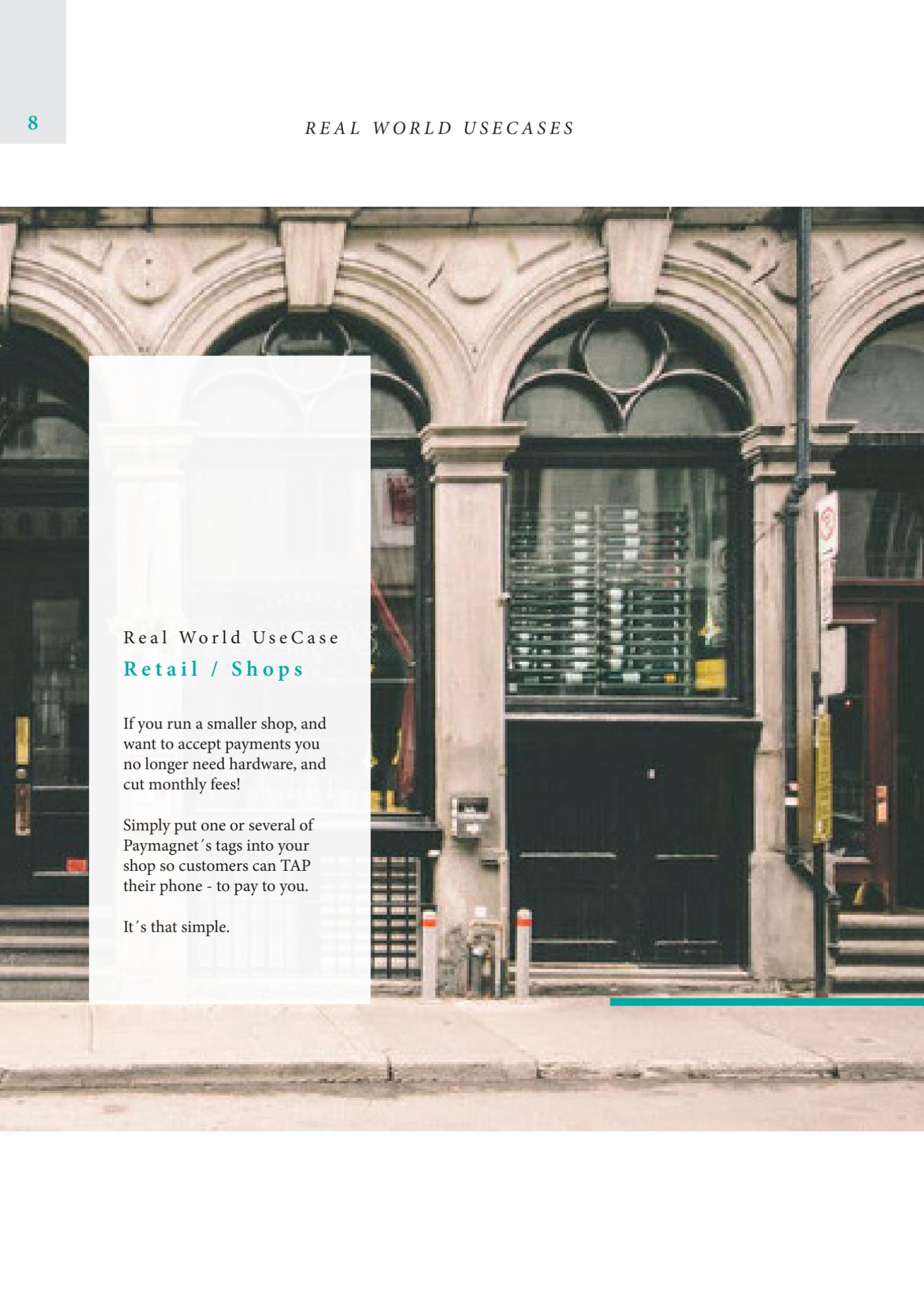
This is new mobility for a new economy. It works with cards already, and now they made it work with crypto.

Its important to hides the complexity.

Spending crypto at any merchant is still a nightmare only paymagnet is able to offer the superior simple Tap&Pay contactless payment experience - already embraced by millions of people. Its important that people are not forced to "learn" a new way how to pay, if they have ever used any contactless payment like EMV, ApplePay or AndroidPay via their phone, it feels exactly the same: tap, confirm, done.

What are those NFC Tags for ?

The tag contains a unique merchant ID, and is placed physically in stores, restaurants, cabs... the system knows exactly who shall receive the consumer's funds. Frictionless! To start a transaction without typing any MerchantId or PayPal-address - simply tap to pay!

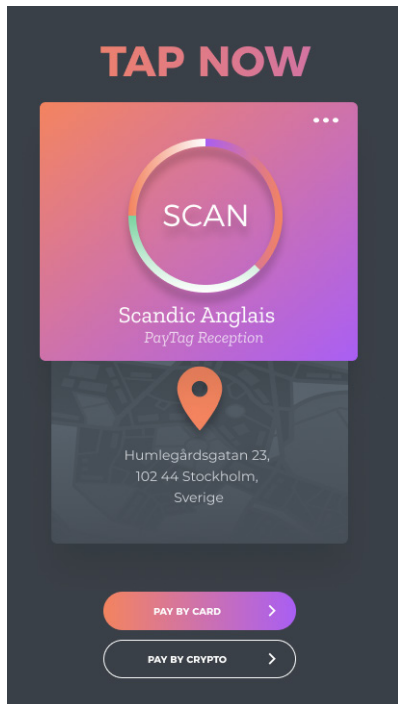


Real World UseCase  
**Retail / Shops**

If you run a smaller shop, and want to accept payments you no longer need hardware, and cut monthly fees!

Simply put one or several of Paymagnet's tags into your shop so customers can TAP their phone - to pay to you.

It's that simple.

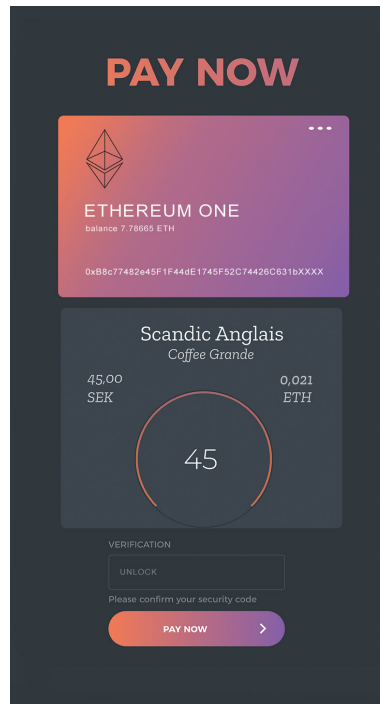


## Step 1

**SCAN for 2 sec.**

The app scans a TAG via the already built in NFC sensor. Your phone handles the transaction and facilitates the payment.

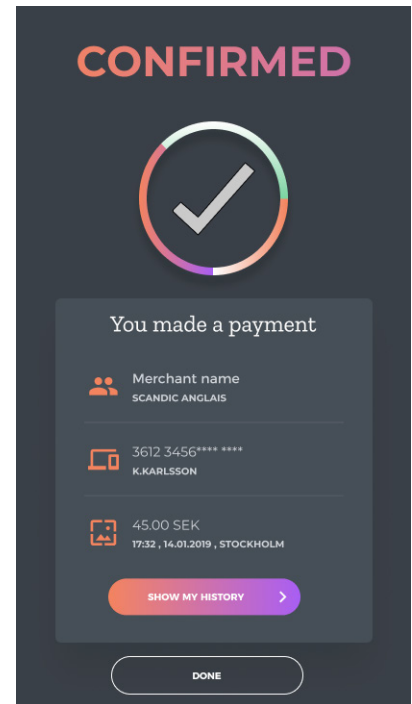
The PayTag tells your device which merchant needs to be paid.



## Step 2

**Pay via phone**

Just confirm the amount and provide your OK via fingerprint - confirming it's you and not someone else using your mobile. Simple & secure. Click pay.



## Step 3

**Confirmation**

Now here is a confirmation on your screen while the merchant receives an instant notification at his device.

*works anywhere*  
*NFC Tags scale*

*customer*  
*authentication*  
*super easy UI*

*instant*  
*confirmation*  
*for both sides*

## We create our own payment network

The most radical change is that Paymagnet eliminates the need for traditional POS hardware. They shift the process 180 degrees, allowing clients to pay a merchant by using their OWN smartphone and Paymagnet app.

No matter where you go, consumers will potentially find one of those tags inside small shops, retailers, gas stations, now they simply tap at this Tag, to pay to this merchant. Done.

Paymagnet ignites the adoption by creating “interaction points” scaling out tags to as many retailers/merchants as possible.

+PayTags require no batteries, no power outlet or voltage,  
+no POS hardware, are water and dust resistant;  
+perfect for rural areas, and emerging markets

The network effect will take hold once the tags become ubiquitous across several industries such as cabs, airports, trains, as well as shops, small retailers and hotels. The consumer simply taps anywhere, a truly universal approach.

## Scale to mio of tags at very low cost

Considering that the company purchases and manufactures the NFC Paytags at a very low cost, the rollout is very cost effective making it perfect for rural areas & emerging markets. This reduces the costs of merchant-acquisition down to a level where even bigger banks will soon realize that there is a significant saving potential.

Around 40 percent of the world's population have rapid internet access through a mobile device.



1.9 billion

SMARTPHONE USERS

574 mio

CHINA

184 mio

USA

167 mio

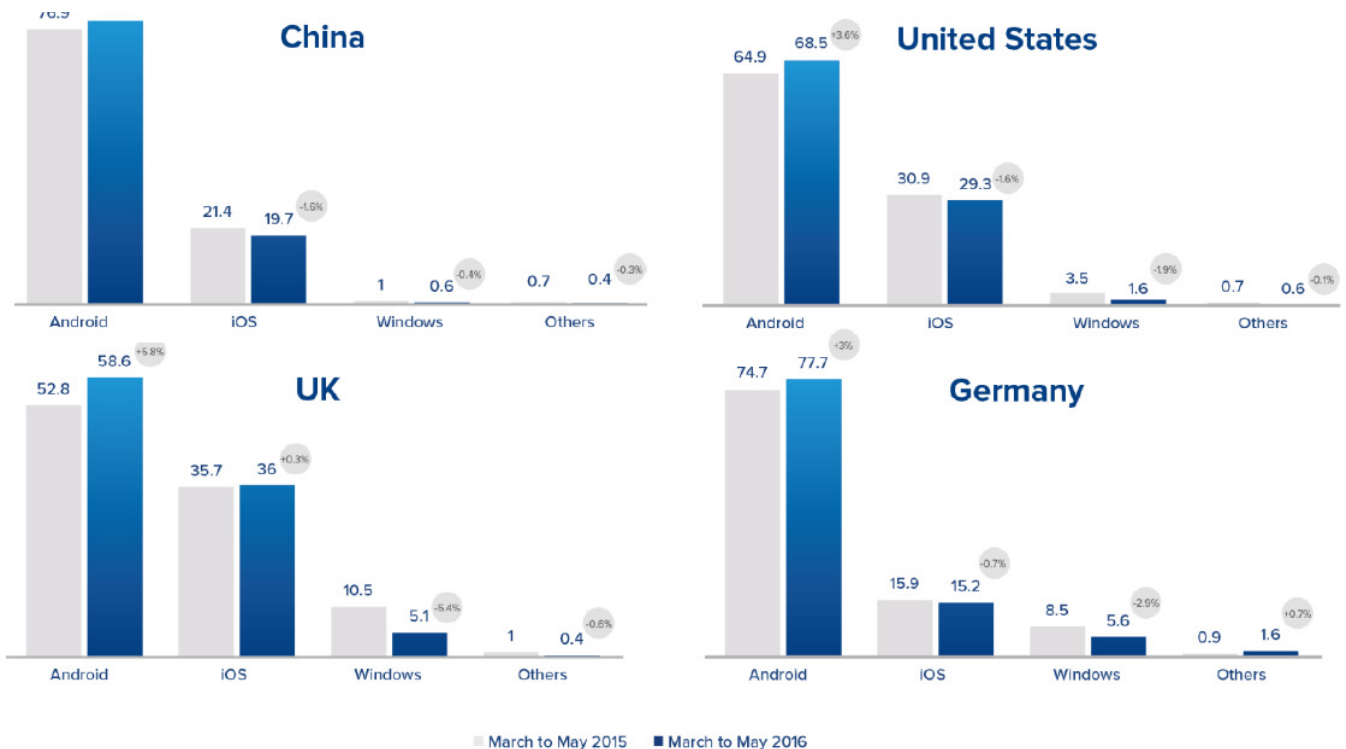
INDIA

## MARKETS

## Success factors in key markets

Adoption is based on two factors, smartphones and NFC. The market is in Paymagnet's favor. With around 574 million users, China has a significant lead in the booming smartphone market followed by the United States and India ; an exponential growth opportunity for Paymagnet.

Another important influencing factor for Paymagnet is the market share of Android systems, where the five leading markets in Europe (Germany, France, UK, Italy, Spain) rose to 76,5%, while in the USA to 68,5% and in China to 79.3%



Smartphone turnover by operating system 2015 vs 2016

*"While most worlds are divergent,  
"payments" is moving towards  
a unified global omni-system "*

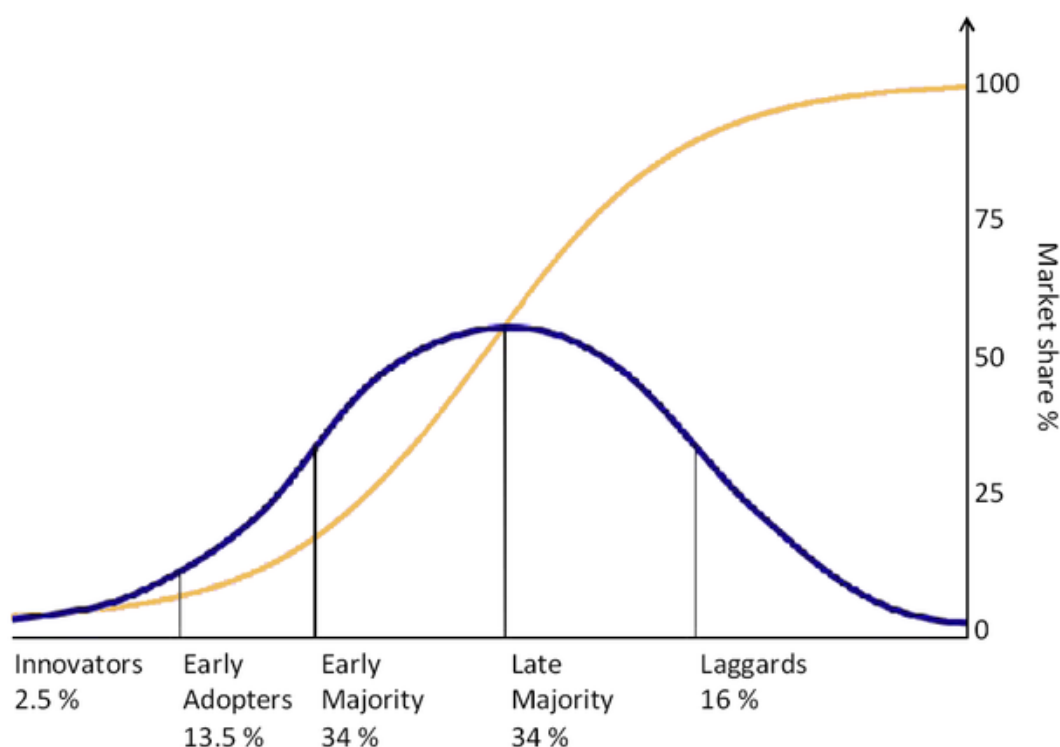
PayMagnet.com will push the usage of contactless crypto by NFC (Near Field Communication) while they embrace Ethereum and blockchain concepts no matter which algorithm is used or the proof of stake/work. They believe that a future of networks is in reach, which can achieve far more than today's online-transactions.

They enable the true potential in cryptocurrencies to be used in their daily lives, no obstacles, no converting to cards, no prepaid, no friction and most important no geth command-line skills required. Paymagnet simplify the process so it will be very easy to use and also to receive the funds, independent from today's payment infrastructure.

It's important to understand that from a merchant's perspective it must be cost effective and settle them in their preferred way, USD/EUR/HKD. Beside the monetary aspect, the solution must be fast, not complicated and must not require another payment terminal hardware.

From a customers perspective, the payment must feel good, be private&secured by fingerprint or code, and shall allow the freedom to pay by different assets like ETH, BTC, and yes credit-cards! Why not allow both in one app ? That's why we run the hybrid network.

## Adoption is key



Positioning Paymagnet in existing markets drives adoption

Paymagnet is a radical change in the payment's landscape, a modernization of old legacy rules. But every change needs adoption, and with that Paymagnet doesn't wish to change or distract businesses from doing what they do best: sell. The process to purchase with crypto must be the same, as conducting a contactless payment today.

For compliance they will “onboard” (register) the merchants as usual, but provide “an acceptance point” inside their business/cab/store by distributing NFC based PayTags.

Furthermore, it's important to settle their funds with a system based on trust, security, and transparency - which Paymagnet provides through their network. Just like card payments today, a merchant will be able to monitor incoming transactions in real time, and create reports of all payment-flows, no matter if they operate one store with one PayTag, or a large retail corporation

with hundreds of PayTags mapped to stores, restaurants, tables, trains, cabs, airplanes...

Change is hard, forced change is even harder, but a smart process which eliminates friction and removes barriers, is king.

Paymagnet satisfies a demand of an already existing mass of SMEs, small and medium entrepreneurs which are already present in all regional markets.

Ultimately, Paymagnet will finally bring a crypto acceptance solution to payments, no prepaid, no cards, which works in retail.

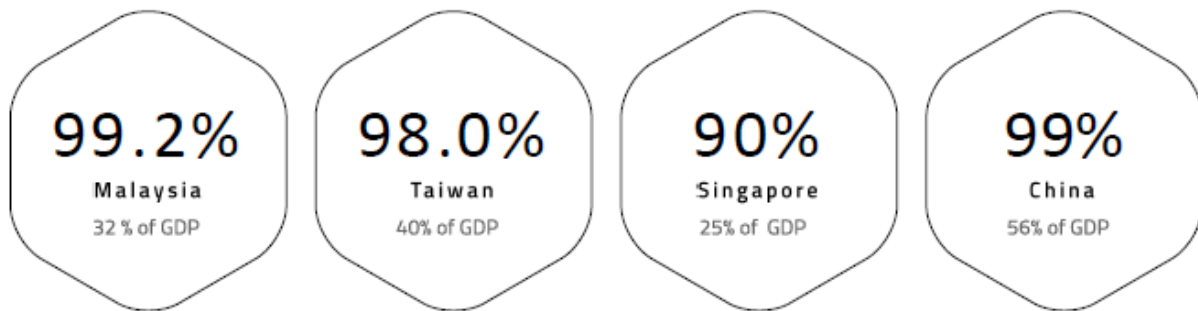
The goal is to transfer the power to the people and to the merchants, to enter a relationship on the hybrid network, and at the same time allow them to participate and enjoy the benefits of crypto without the need to become a crypto expert, as most merchants don't know and care about blockchain tech-stacks at all.

“It's time to make things simpler and provide every merchant the option to accept crypto by removing the barriers”



*"When I walk  
through the  
streets,  
I see  
opportunity  
at every corner"*





5.6 mio

**SMEs in the UK**

99.3% of all

**private sector  
businesses**

£ 2 TRILLION

**combined annual  
turnover**

**Paymagnet**

## SMEs ARE GLOBAL

Paymagnet has already identified SMEs as the main market segment which will contribute to rapid growth. It is important to understand that their system isn't just another online payment method, but supports location based, in-store interactions in a low-cost, easy to scale system.

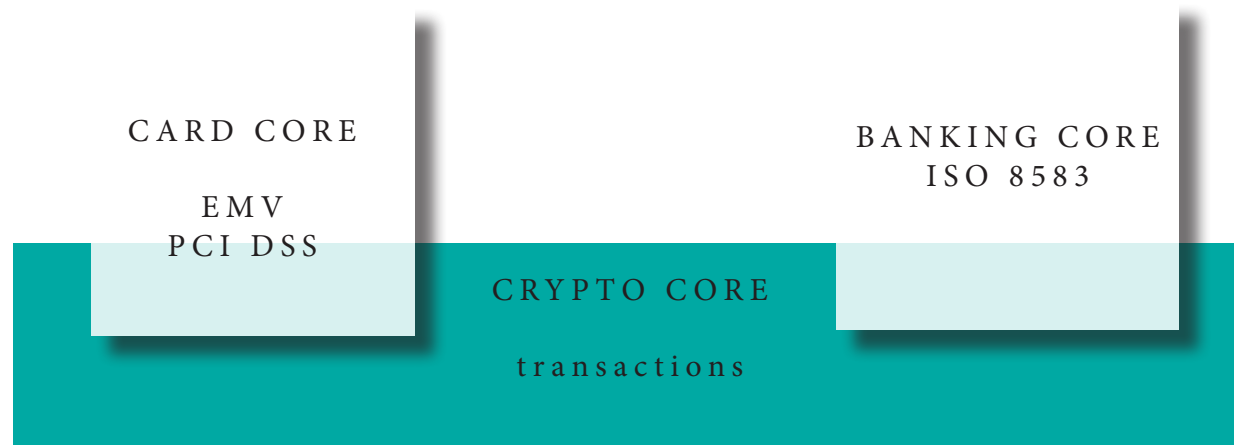
Their rollout plans are therefore focused on enabling those use cases first for a segment of SMEs in regions where the merchants benefit from a low-cost acceptance solution, and demand is high, rather than competing with fintechs in the old over-saturated POS terminal sector. There are millions of small merchants who have no access to EMV, card acceptance, nor crypto or even traditional POS terminals, we change that.

The "PAYMT" coin drives the *hybrid* payments network

The core of paymagnet is called HYBRID network. It was built as endpoint to the app and certified to process regular card payments today, and is connected to banks in Europe serving merchants with payments and settlements in EUR. In parallel they have based it on a protocol which enables to process both, crypto and cards on the same system, in one app

The architecture of the HYBRID system consists of micro-services in cloud-based redundant nodes, and masternodes to handle crypto, while currency-conversion is handled via FX & 3rd party exchange partners able to provide liquidity. For instance, their Kraken Tier4 validation enables a fully automated conversion for crypto to fiat at the time of a purchase.

The crypto-module is powered by their open source crypto-currency PAYMT focused on fast private transactions while cutting transaction fees. PAYMT utilizes a proof of stake protocol setup and masternodes, therefore no mining activity is required, the ecological footprint is very low. Running a masternode secures the networks reach and stability while providing a source of constant revenue stream as a % share of the nodes processed transactions.



## Revenue based on transaction fees.

A processed real-world transaction will be subject to a fee, so a merchant today pays such fees known as interchange++ or acquiring costs, to the processing network.

This results in merchants owing Paymagnet about 1% to 2% of their total transaction volume. Until today merchants settle these costs in EUR, USD, HKD. Transactions which occur on the hybrid network are facilitated using the PAYM coin, it's masternodes to process them and the settlement services. As masternodes naturally must stake coins in order to become functional, this increases demand for PAYMT and creates a natural scenario for growth, sustainability and demand for PAYMT utility coins. While from a merchant's perspective the math is simple, save up to 40% on fees by using PAYMT to set or pay the full sum in fiat. What would you do?

## Masternode Strategy

The masternodes secure that a portion of the available PAYMT will be locked/staked in those nodes for constant demand, and reducing the risk of fluctuations. Every masternode which joins the system, enables PAYMT to scale faster and reach more merchants in new regions.

## Scale via community

PAYMT is designed to provide an incentive for the community, where people help the company to grow. People can distribute the PayTags and onboard merchants in their area and receive PAYMT tokens as a commission. This structure helps then grow significantly faster than competitors, instantly and organic, becoming a global giant processing company.

While  
blockchain  
is designed  
to change  
finance,  
PAYMT  
will boost  
SMEs.

*Those who can see tomorrow  
are tomorrow.*

*We don't promise an unrealistic or surrealistic utopia  
but a solid business model transformed by a firstmover in  
blockchain based on the invention of a new network.*



This small tag has the power to disrupt "merchant acquiring"

## TOTAL SUPPLY

There will be a total amount of 6 billion PAYMT generated of which 70% will be released to the market. Another 30% will remain within the PAYMT fund to be used by, and to incentivize, rollouts and merchants on a global scale, allowing further expansion and growth within the next years.

## VESTED

Team and Advisor contracts are secured with a vesting period of 12 month and a 6 month cliff assuring that tokens cannot be dumped after the sale. We enhance investment protection by having major advisor board of industry experts but also from banking, investment brokerage and asset management validating our approach, backed by business-contracts and partnerships existing today.

## PRE ORDER ONLY

Early contributors to our coin can place pre-orders during the pre-order period to secure the right to participate as the first-served in the distribution phase., everyone else can obtain PAYTM on regular markets afterwards.

# KEY POINTS PAYTM OFFER

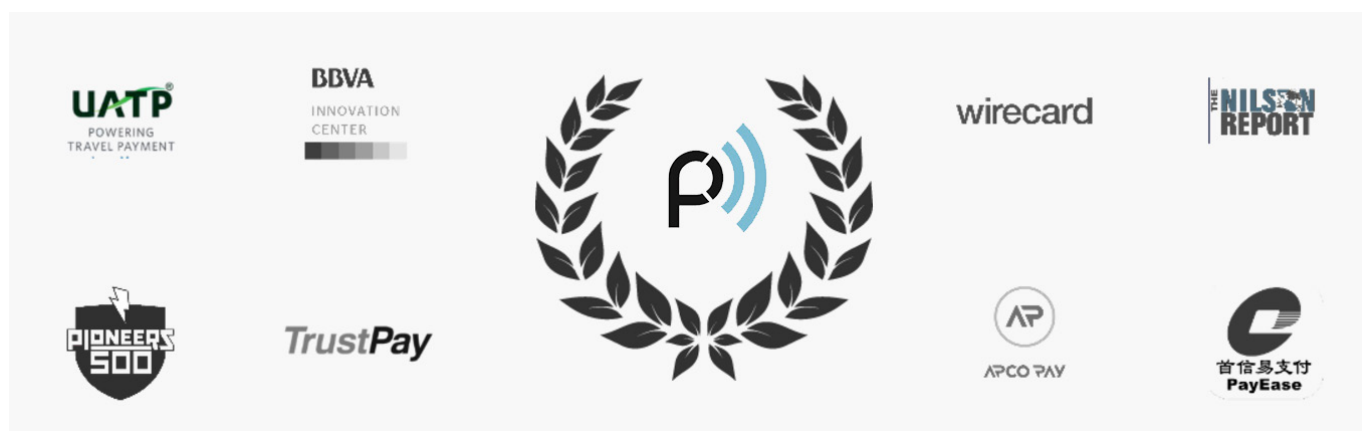
- EU regulated compliant
- Token Name: PAYMT
- Token issued: 6 billion
- Run in Europe
- Personal Order Limit: 5%
- KYC process
- AML process

## A FINTECH COMPANY NOT JUST AN IDEA

The concept is tailored to work in today's business landscape "right here, right now". They are a PCI DSS compliant payment service provider based on the concept of contactless payments via smartphones. They scale on cloud services, and developed all systems inhouse. They invented and patented the TAG payment infrastructure model. Their distributed NFC tags at merchants are prepared to accept crypto. Paymagnet was featured by a number of the most important clients and fintech events throughout the world.

- Featured in TheNilsonReport Q42016
- Signed global partnership with UATP
- Signed Partner of Wirecard Bank, DC, ApcoPay, TFFAsia Hong Kong
- Registered and run in the EU
- Top 3 Fintech by Pioneers500
- Top 20 Startup worldwide by BBVA

The business model can be compared to Stripe or Paypal without the requirement of an API nor any implementation. It is not designed for IT developers, but small merchants. In terms of the "onboarding process", it must be as quick and easy as possible. Goal: one hour or less to sign up and be live. A smooth "workflow" which is structured, and automated is key.







**Martin Glettler M.Sc.**  
**CEO**

Former Senior IT Management Consultant and Security Agent with positions in OeKb, Santander, Austrian Ministry of Interior, and Federal Chancellery.

Active in F&E, IT businesses in central Europe.

Founder of Paymagnet



**Thorsten Guggenberger M.Sc**  
**COO**

Chief Operations, Senior IT Expert with positions in Dinersclub, Airplus, Alcatel, T-Mobile, Experienced in running a 40 FTE IT business in central Europe. Extensive Negotiation skills

Founding partner of Paymagnet



**Johann Grabner M.Sc**  
**Head of Compliance & QA**

Senior IT Expert, SE-Quality Assurance and compliance, Longterm strategic partner with previous positions in Porsche Informatik,

PhD, Technical University Vienna  
Decentralized systems enthusiast

THE CORE TEAM

---

**Dr. Christian Reinisch**  
Technical Coordination  
Payment Products

Senior payments executive with a solid track record in R&D projects and finance across CEE and central europe, as shareholder and equity partner, He holds a PhD degree of Technical University Vienna.

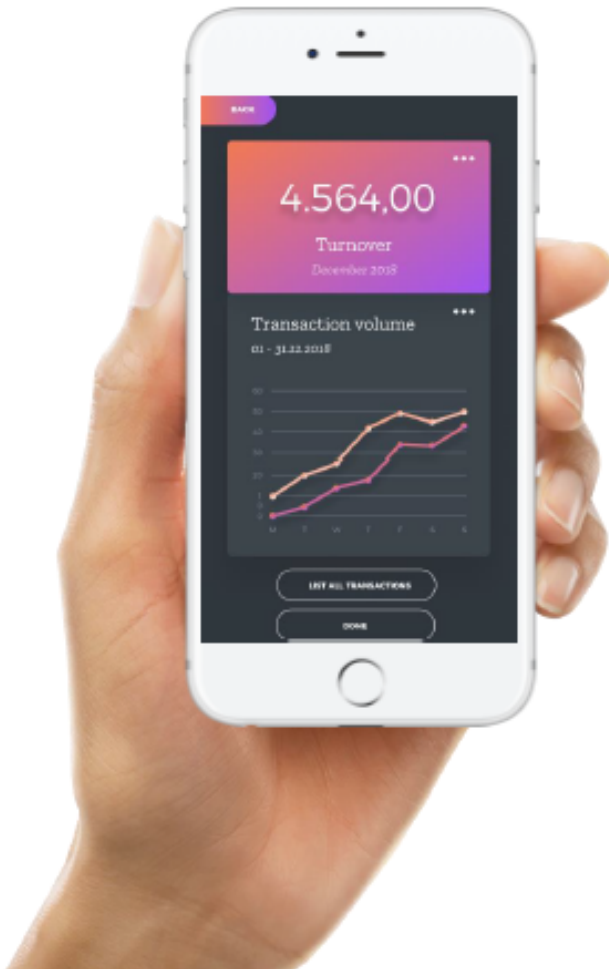
**Christian Zöchmann**  
Head of IT

Senior software engineer, long term founding member of paymagnet. Involved in nationwide projects managing HLDs and requirements, his main focus is on product enhancement an prototyping. He holds a bachelor degree of Technical University Vienna.

**Sakaar Bhatia**  
Head of Blockchain

Senior Blockchain Expert, experienced in Solidity / Smart Contracts on Ethereum. Deployed 5 ICOs successfully, like Veritaseum or Chronologic. Manages the tokencreation, security aspects, pre-and ICO functions of paymagnet's crypto contracts.

## FINAL PRODUCT



PAY BY CARD



PAY BY CRYPTO



BIOMETRIC  
SECURITY



REPORTING



ENCRYPTED  
TRANSACTIONS



INSTANT  
NOTIFICATIONS

100%

**DIGITAL  
ONBOARDING**

Hello everyone!  
You don't ever need to visit a  
branch again.

99.8%

**INVEST REDUCED**

We reduce the up-front  
investment for small  
merchants next to ZERO

100%

**SCALEABILITY**

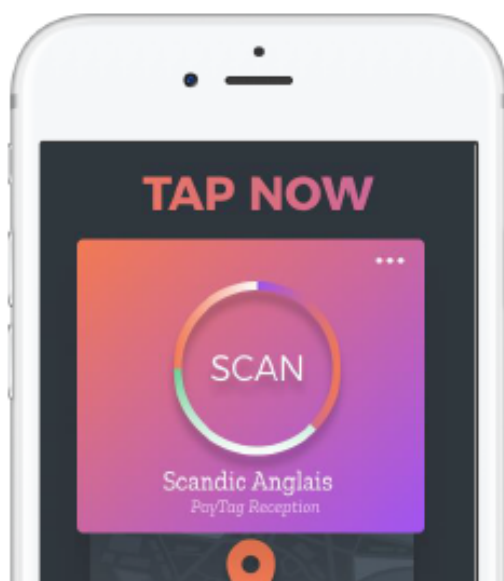
Provisioning to merchants  
is simplified to downloading  
an app, even in rural areas

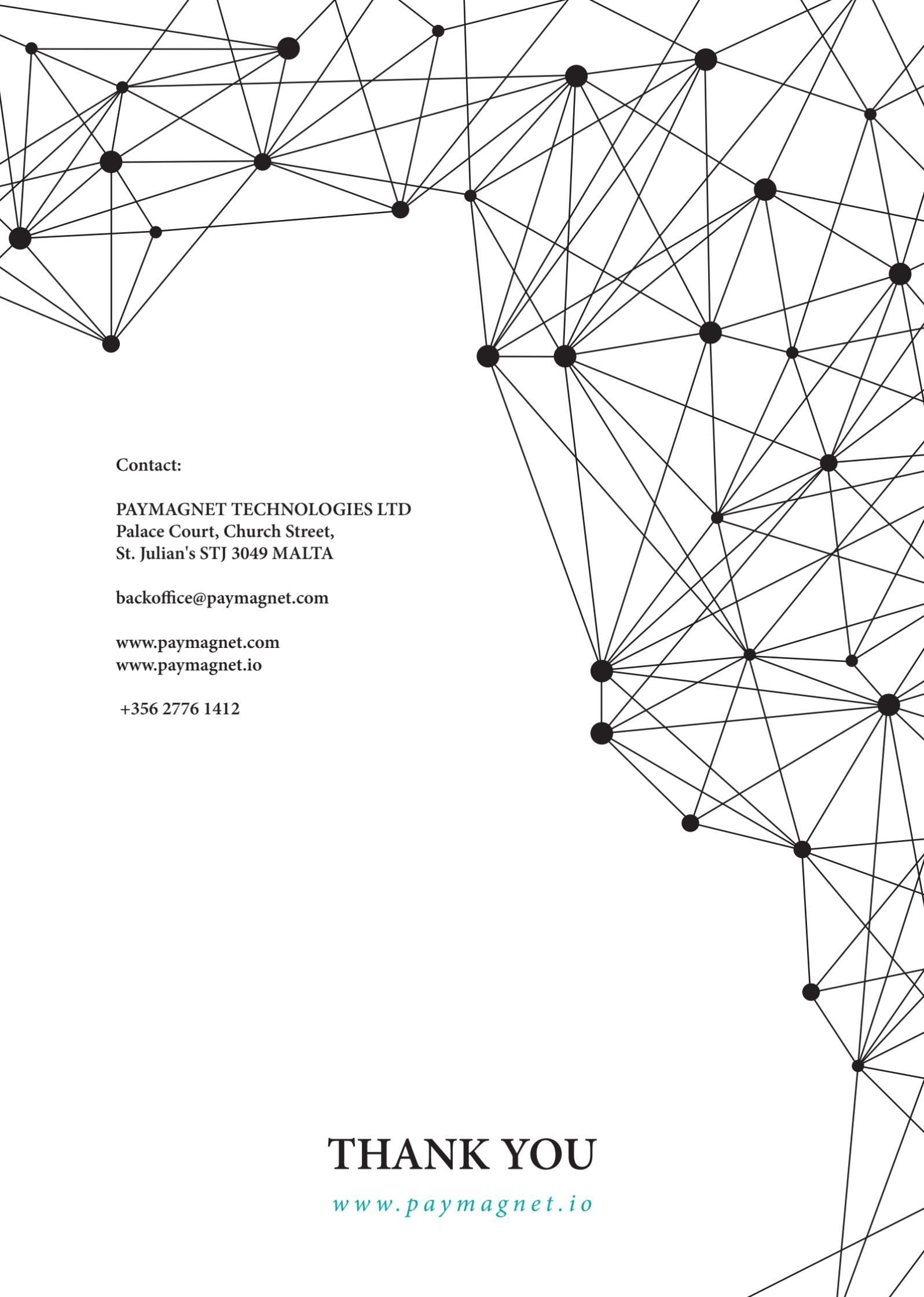
## ONE App , One WORLD

Our app is the **frontend** to SMEs, free to download, easy to manage, simple.

Customers choose to use cards or crypto to pay...

we settle the merchant.





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**THANK YOU**

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