



Tinaba Deck

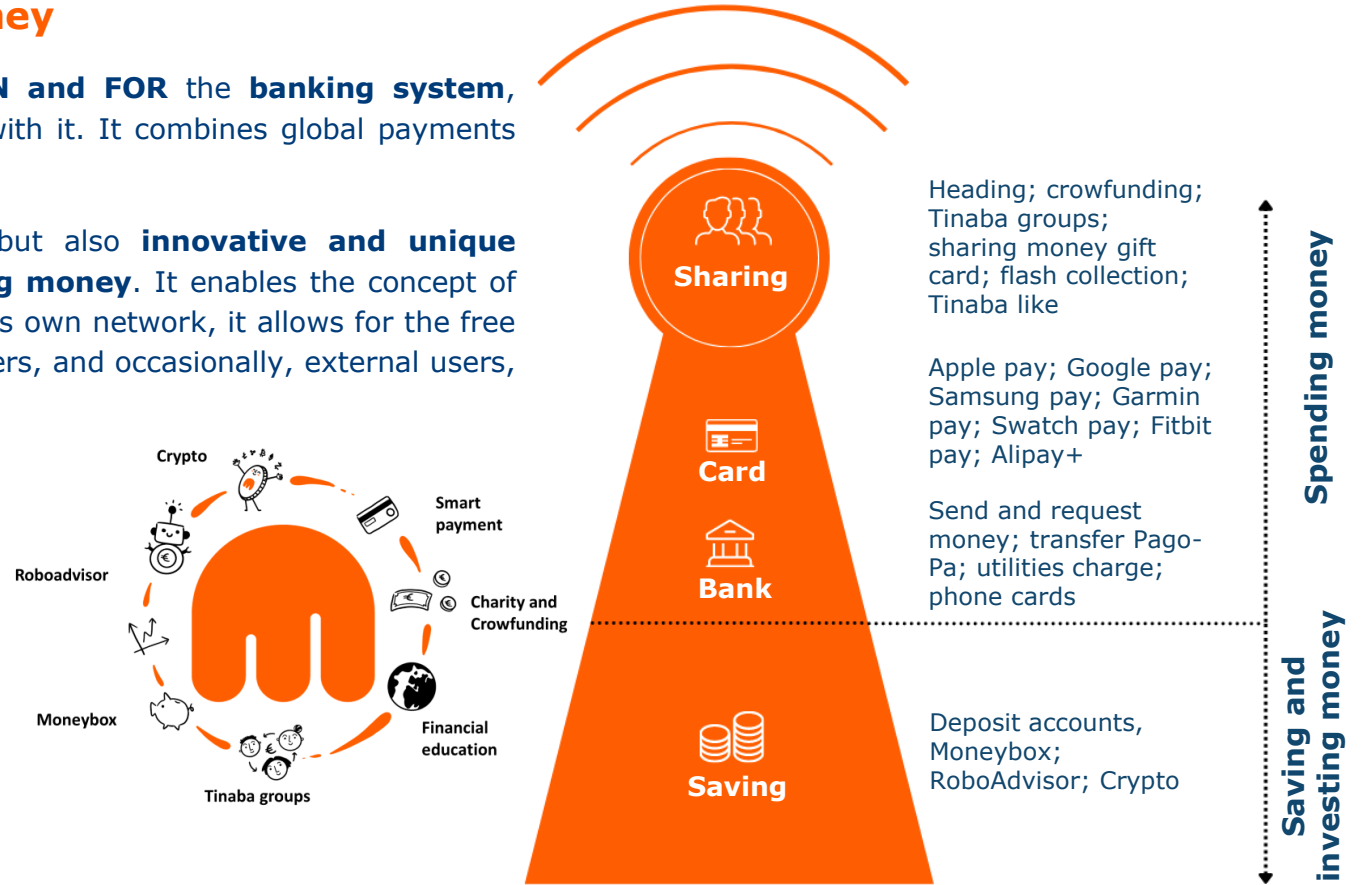
Overview

May 2024

Our concept of money

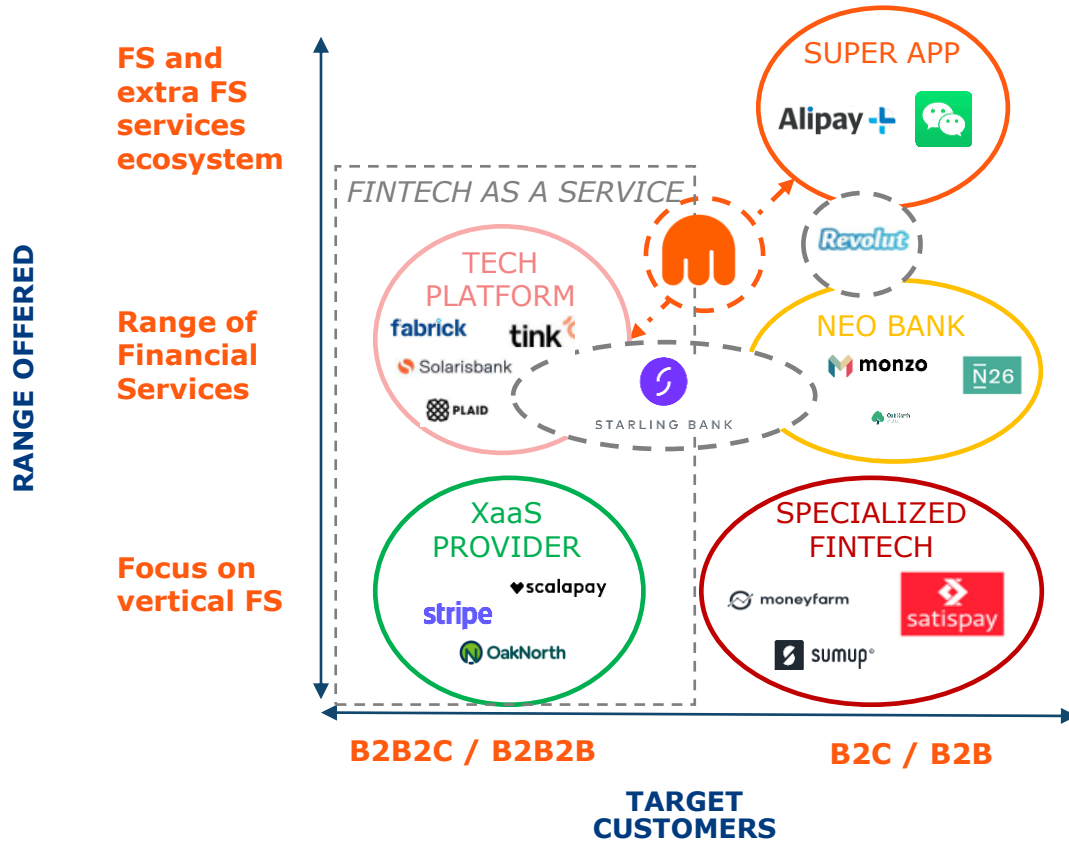
Our concept of money

- ✓ **Tinaba is the pioneering Italian Fintech** created **IN and FOR** the **banking system**, adding value and technology to it instead of competing with it. It combines global payments with new digital banking services.
- ✓ The App offers not only traditional banking services but also **innovative and unique services for spending, sharing, and saving/investing money**. It enables the concept of community and collaborative money in real-time. Within its own network, it allows for the free movement of money, collaborative sharing among App users, and occasionally, external users, with absolute security and transparency.
- ✓ **A fintech enabler of territorial services** – for example, charity & crowdfunding, ethical purchasing groups, and schools with the goal of **enhancing the economic, social, and cultural value of the entire community**.
- ✓ An integrator of a **global digital payment ecosystem through a partnership with Alipay+**, enabling cross-border payments directly from the App.
- ✓ Among the first **financial education** portals in Italy
- ✓ A platform which offers **“Fintech as a Service” (FAAS)** allowing any bank to enrich their offerings with innovative value added services



Market positioning

Tinaba is a Fintech solution that seamlessly **INTERCONNECTS** with the world of traditional banking. It offers a versatile **ecosystem**, going beyond a fixed-perimeter app, to facilitate a wide range of monetary transactions. Tinaba covers various areas, including Wealth & Investment, Payments, Crowdfunding, and Retail Banking. **It operates in strict adherence to banking legislation, with a particular focus on compliance and anti-money laundering regulations.**



Distinctive features:

- 1 Tinaba enables the unrestricted movement of money within its system, making **collaborative** and real-time money sharing effortless. Users can easily share funds with others, allowing for seamless collaboration and instant transactions in real time.
- 2 Tinaba embraces a **Universal** approach by being open to integration with various systems and products.
- 3 Be natively **interconnected with the banking system**;
- 4 Be a FINTECH solution that enhances the **local territory and community**;
- 5 Collaborate with specialized **third parties** for value-added services:

Distinctive features and Tinaba's philosophy

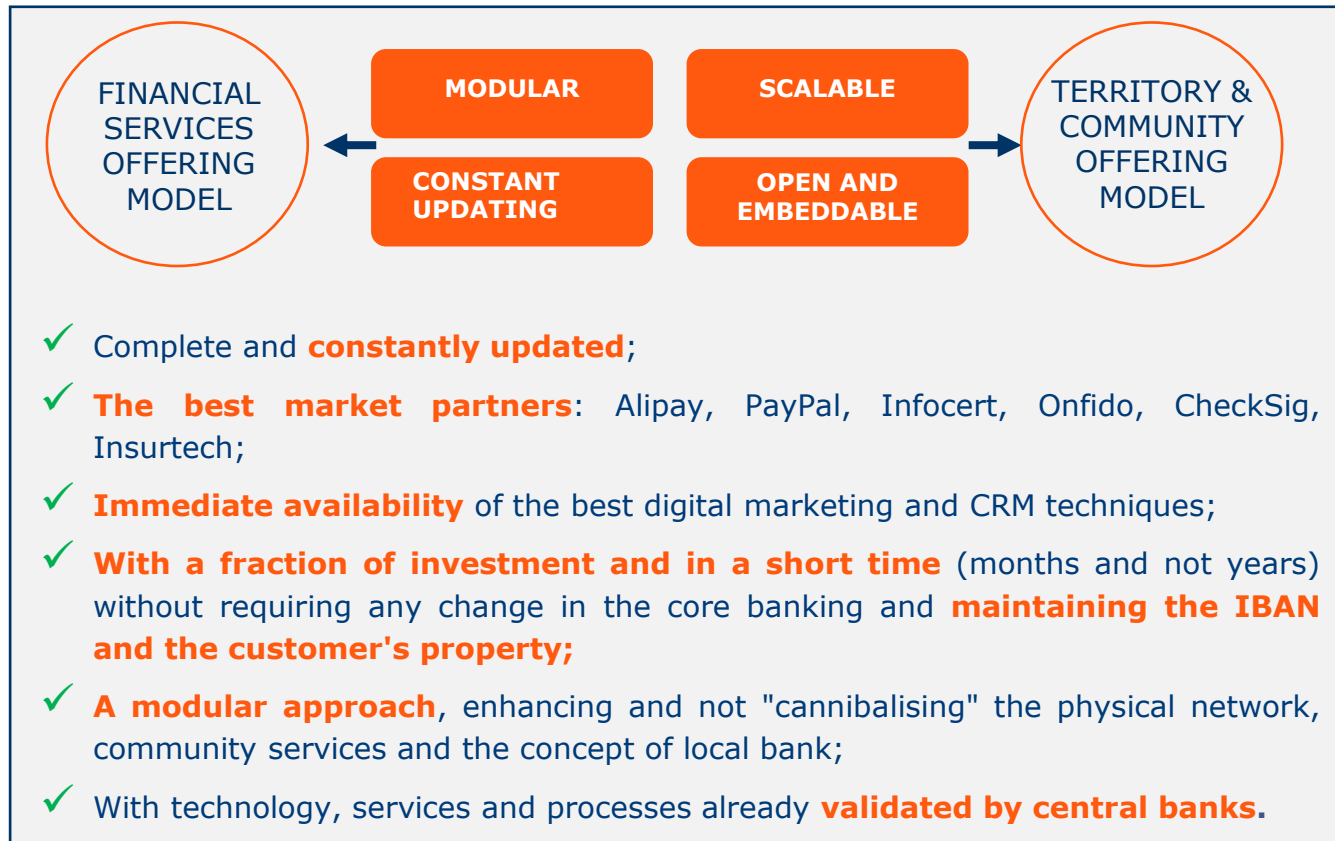
- 1** The Fintech solution **INTERCONNECTS** with the world of traditional banking. Tinaba makes any monetary transaction easier. As an **ecosystem** (rather than a fixed-perimeter app), it includes Wealth & Investment, Payments, Crowdfunding, and Retail Banking, **operating in accordance with European Central Bank legislation**, particularly in compliance with anti-money laundering rules.
- 2** Tinaba enables the free movement of money within the system, streamlining **COLLABORATIVE** and real-time money sharing. Unlike other solutions based on binary logic, where money is either categorized as mine or yours, Tinaba allows for the **allocation of money into common wallets** and among thousands of people.
- 3** Tinaba is **UNIVERSAL** as it is compatible with other systems and products, including traditional current accounts, Alipay and Alipay+, Paypal, MasterCard, Apple Pay, Google Pay, Fitbit Pay, Garmin Pay, Swatch Pay, and other third-party payment and mortgage systems. It stands out among other Fintech apps for being **non-proprietary** and readily available for white-label use.
- 4** **Tinaba goes beyond the concept of fiat money** by implementing **OMINCHANNEL** capabilities. In the technology layer, it enables seamless recognition of online buyers in offline settings and vice versa. In other words, Tinaba emphasizes the importance of the individual, irrespective of the payment method used, rather than focusing solely on the means of payment.
- 5** Tinaba has evolved into a **SMART FINTECH CIRCUIT**, bringing value and advanced technology to partner banks. Its primary objective is **to enhance engagement** among both existing and new digital customers. By leveraging Tinaba's capabilities, partner banks can offer improved services and experiences to their customers, fostering stronger relationships in the digital realm.

Tinaba's main highlights

KPI	Dic 2023	Δ
Full Banking customers	160,000	+18% YoY
Acquisition cost per customer	40 €	-3% YoY
Direct and indirect Deposits	About 150 mil. €	+94% YoY
Revenues	> 7 mil. €	+96% YoY
Net ARPU (Average Revenue Per User) <i>to be divided with the partner Bank</i>	31,4 €	+227% YoY
EBITDA	- 1,9 mil. €	-42% YoY
Total investment	45,4 mil. € <i>since project start-up</i>	
Requests / day	about 1 mil.	
Failure transactions rate	0,016%	

Fintech hub for digital bank development: offering model and distinctive elements

Tinaba's technology enables **any bank** to provide its customers with a **comprehensive suite of innovative services that are continuously evolving**. Importantly, this is achieved while **preserving customer ownership** and adhering to several distinctive and unique features of the offering model: **REDUCED TIMES; LOW COSTS; MODULAR** based on partner bank requirements and **INDEPENDENT** of the partner bank legacy system.



Bank of Italy declares that In Italy «*there is a fragility in the medium-small banks that cannot meet the challenges of technological innovation*», mainly referring to the digital world (Assiom Forex convention).

FintechFT Technology sector

Small banks provide big opportunity for fintechs

« ... Small US banks have proved particularly agile during the pandemic with the help of fintechs ... » Financial Times

Tinaba stands out by **providing traditional banks with a unique opportunity to enter the fintech space** without the need for substantial setup costs or investment in legacy systems.

This distinctive advantage enables a quick go-to-market strategy, allowing banks to swiftly leverage fintech opportunities and stay competitive in the rapidly evolving financial landscape.



Digital Banking: market solutions

Today, there are **three different partnership solutions available on the market** to build a Digital Banking strategy:

1 – BANK AS A SERVICE

The partner acquires the bank's customers and directly manages the provision of services to them.

THE BANK "LOSES" OWNERSHIP OF THE CUSTOMER AND THE IBAN

2 – CIRCUIT

The partner provides the bank with a coordinated and autonomous network. This model ensures complete autonomy from third-party products or services, while at the same time offering a greater variety of services and digital evolutions.

THE BANK RETAINS THE IBAN, OWNERSHIP OF THE CUSTOMER, AND DOES NOT CHANGE THE CORE BANKING SYSTEM



3 – PLATFORM

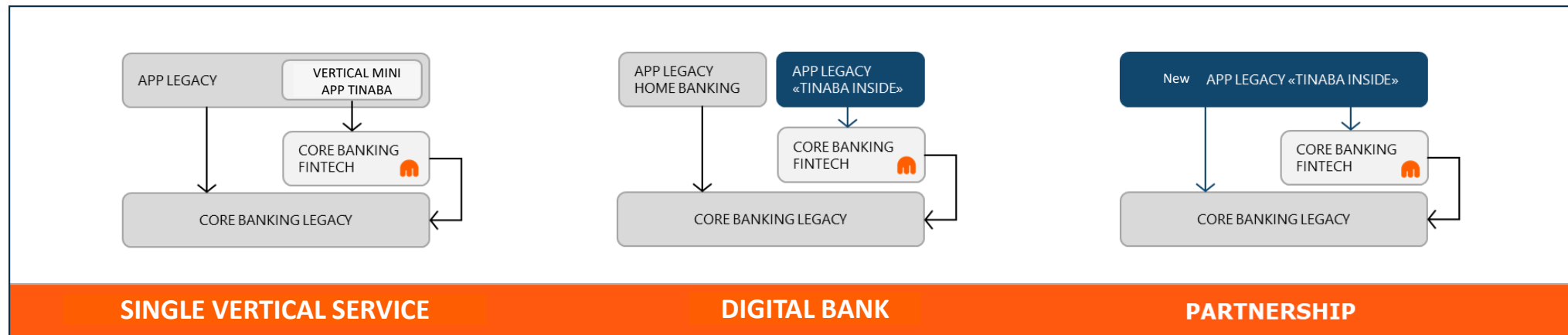
The partner develops a technological platform/core banking system and sells it to the bank for autonomous management.

THE BANK CHANGES CORE BANKING SYSTEM

Different integration models

The "**Smart Fintech**" proposal offered by Tinaba enables medium and medium-small banks to achieve rapid **digital and innovative development with minimal costs**. Importantly, this can be achieved **without any change or investments to the existing legacy systems, allowing banks to preserve their current infrastructure**. By leveraging Tinaba's Smart Fintech solution, banks can enhance their offerings and offer **best in class solutions to their digital customers**.

THREE DIFFERENT INTEGRATION MODELS FOR PARTNERS



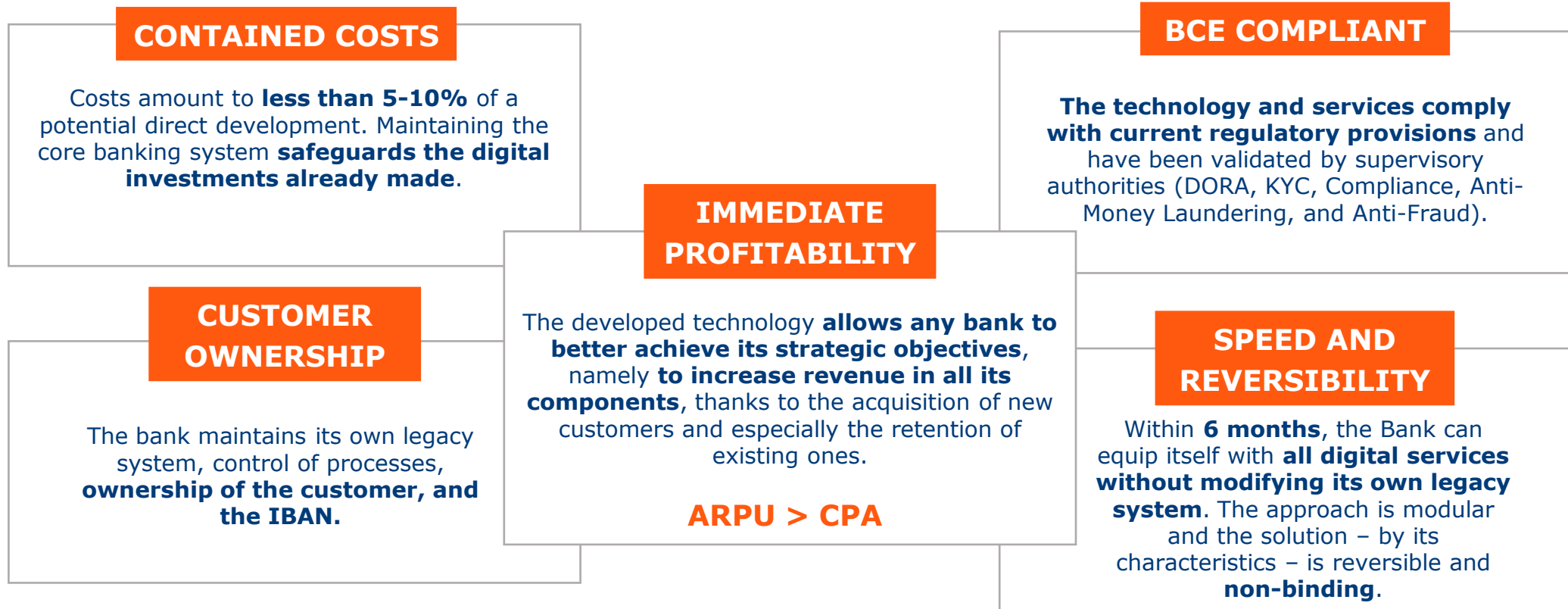
- ✓ For all customers
- ✓ **Reduced lead time**
- ✓ Only for **single verticals**

- ✓ For **specific target customers** (e.g. students, digital)
- ✓ **Cost and time efficient**
- ✓ Continuous evolution of the **partnership**

- ✓ Suitable for the digitisation process, **maintaining the expertise within the Bank and reducing operational risks**
- ✓ Medium and long-term **strategy**

Tinaba white label solution

Tinaba technology **allows any bank to access a suite of Fintech services and worldwide partnership** without changing the core banking system, with a modular and gradual approach.



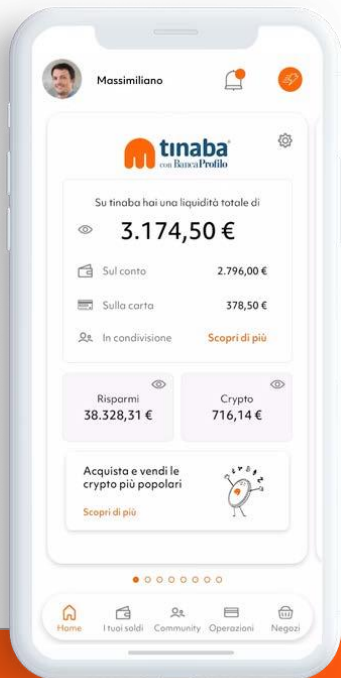
Strategic value for retail banks

KEY FACTORS:

- ✓ **Increase in digital/young client, especially in the 20-40 age group where the offering of new services is greater and crucial, enhancing their participation in the group's innovation journey. 57% of Tinaba's current customer are between 12 and 35 years old.**
- ✓ **Tools to emphasize the local vocation and the concept of a "community bank", for example through: services for the youth, families, and collaborative money; ethical purchasing groups; charity & crowdfunding; the Alipay+ service for tourism and travelers; services to communities and Web 3.0.**
- ✓ **Ensure speed in innovation and in the offering of digital services achieving immediate results (a "worm-hole" effect) creating a competitive advantage in the overall digitalization journey of the group.**
- ✓ **Continuous updates through worldwide partnerships (e.g. Alipay+ issuing and acquiring, Onfido, Checksig, Blackrock etc.)**
- ✓ **Increase in revenue in its main components, interest margin and fees, resulting both from the acquisition of new customers and from the ability to sell innovative fintech services to all existing customers.**
- ✓ **Consistent with the guidelines of the Bank of Italy and the ECB regarding the development of new technologies and the outsourcing of significant services.**

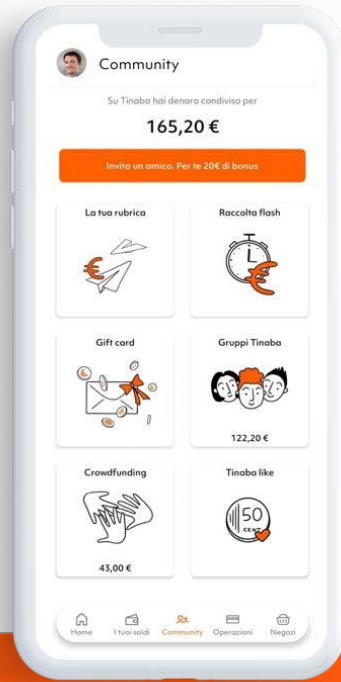
The app: a complete ecosystem of standard and value-added services

BANKING



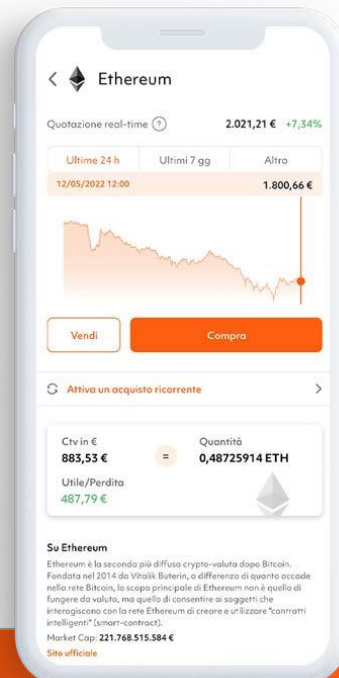
- ✓ Bank account with IBAN (from 12 years)
- ✓ Mastercard with e-wallet ; american express
- ✓ Bank services (SDD, instalments, salaries etc)
- ✓ Premium services

COLLABORATIVE



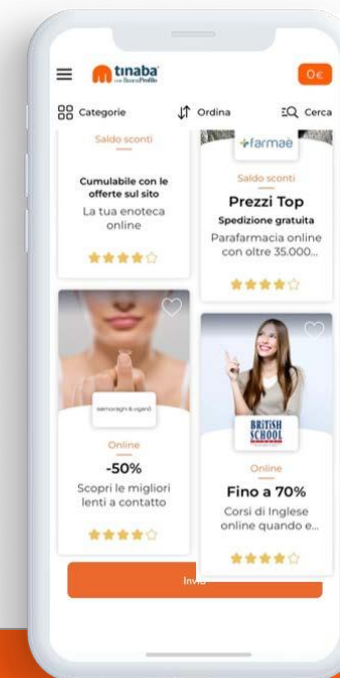
- ✓ Crowdfunding
- ✓ Charity
- ✓ P2P in real time
- ✓ Tinaba groups
- ✓ Flash collections
- ✓ Gift card (euro or crypto)
- ✓ Power

INVESTMENT



- ✓ Moneybox
- ✓ Deposit Account
- ✓ Crypto
- ✓ Roboadvisory
- ✓ PAC
- ✓ Financial Education

REWARDING



- ✓ Cashback
- ✓ Discount portal
- ✓ Gamification
- ✓ Store in app
- ✓ QR code

B2B2C

COMMUNITY MERCHANTS BUSINESSES

+

SMART FINTECH

+

ID AND COMMUNITY TOKEN

Worldwide partnership

The partnership started in 2018 as an acquirer. Since June 2023 Tinaba is the **first European wallet** enabled for cross-border payments at global merchants supported by the Alipay+ network, thus allowing direct access to the largest payment network in Asia.

EUROPE

Recently open payments for Tinaba users also in Italy (including other acquirers – e.g. Nexi), United Kingdom, France, Germany, Switzerland, and Spain.



CHINA

The next major milestone will be the opening of payments in over **80 million** stores in China.



✓ MINIPROGRAM

Opening as the first and only European operator to international and cross-border mini-programs according to a **lifestyle app** and super app concept, thus including non-financial services such as transportation, food, travel inside the App

✓ EVENTS

Alipay+ is the official sponsor of the **UEFA EURO 2024** event, and marketing initiatives will also involve Tinaba customers and merchants (discounts, contests, enhancing the attraction and transportation sectors).



*Tinaba is the only fintech integrated since its inception with an ECB-supervised banking intermediary (the Bank of Italy).
Its activity complies with the strictest European and national regulations.*

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