



mCards

The evolution of payment cards

Debit and Credit cards have not evolved in over 50 years. mCards are the evolution of payment cards. Designed for the next generation of consumers. mCards are mobile payment cards that remove all the limits of traditional payment cards and connect them with an ever expanding app marketplace of features and fintech services. There are no other companies operating today that can offer the kind of plug and play access to fintech services that mCards can offer.

Market Overview

mCards was born out of a need to help fintechs, brands and organizations issue their own next generation cards faster and easier than traditional systems allow. Total transaction value in the Digital Payments segment is projected to reach US\$1.76 trillion in 2022 and will grow to \$3.5 trillion by 2027.

mCards intends to target revenue streams from both existing payment cards in market as well as new cards issued via the mCards modern issuing platform. As a provider of platform services, mCards has the potential to transform a traditional credit and debit card industry into a future where mobile controlled payment cards (mCards) become the new standard for our next generations of consumers.

Economics

Traditional Cards generate revenues from 3 primary revenue sources:

- 1) Interchange Revenue
- 2) Annual card Fees
- 3) Lending Fees

but mCards introduce multiple additional revenue streams

- 4) Finetch services subscription fees
- 5) Crypto Currency Exchange Fees
- 6) Rewards and Loyalty Commission

These incremental revenue streams are foundational to the mCards platform and card offering and create cards that have more benefits and features for the cardholders, while increasing the per cardholder revenue potential from every mCard issued on behalf of the mCard issuer.

Partnerships and Sales Pipeline

Our Partner ecosystem and infrastructure allows us to roll out large scale card programs with many different features and capabilities far faster and cheaper than any other platform in the market today.

Network Partners




Processing Partners




Banking Partners




Crypto Partners




Rewards Partners




Fintech Partners

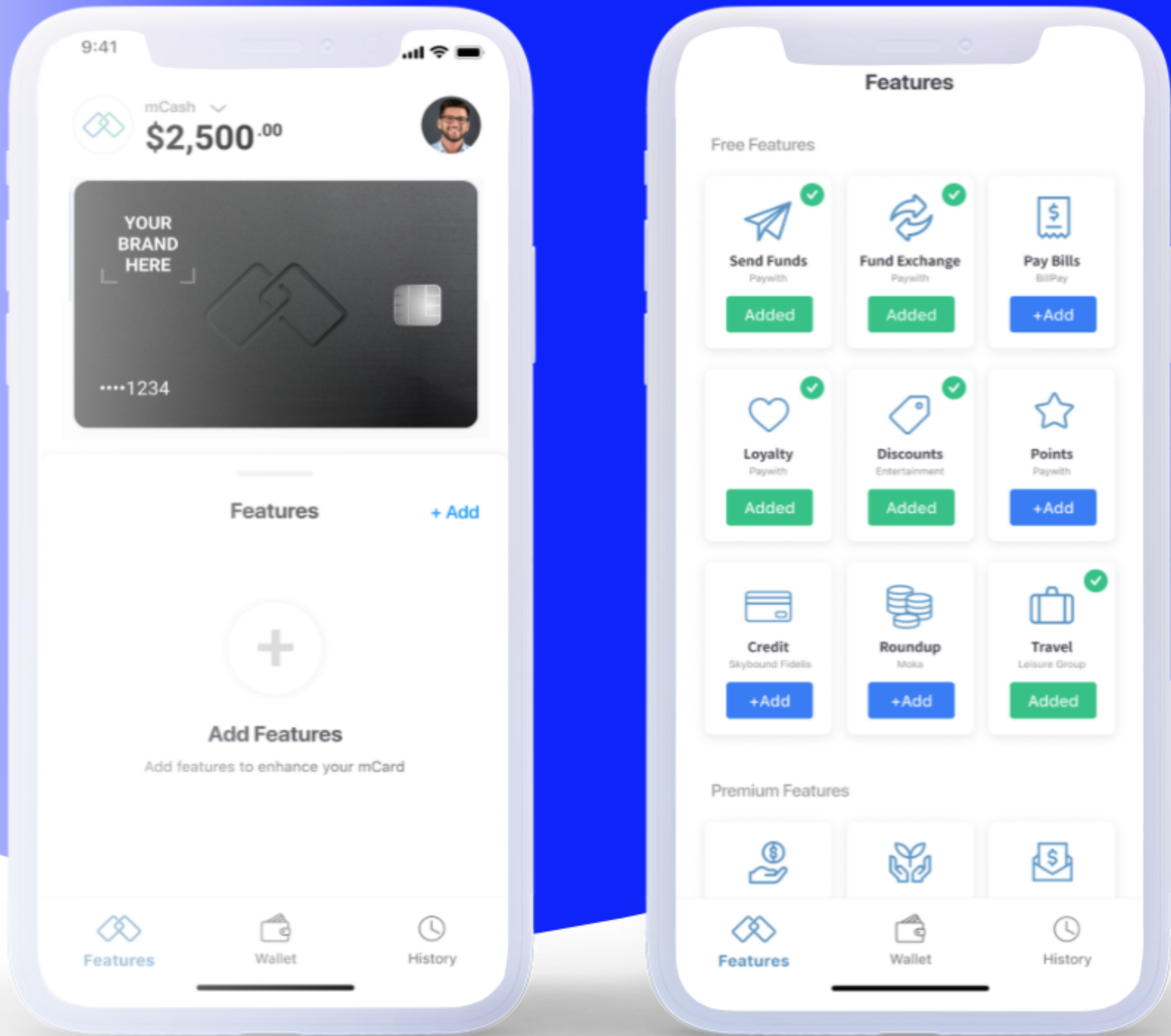
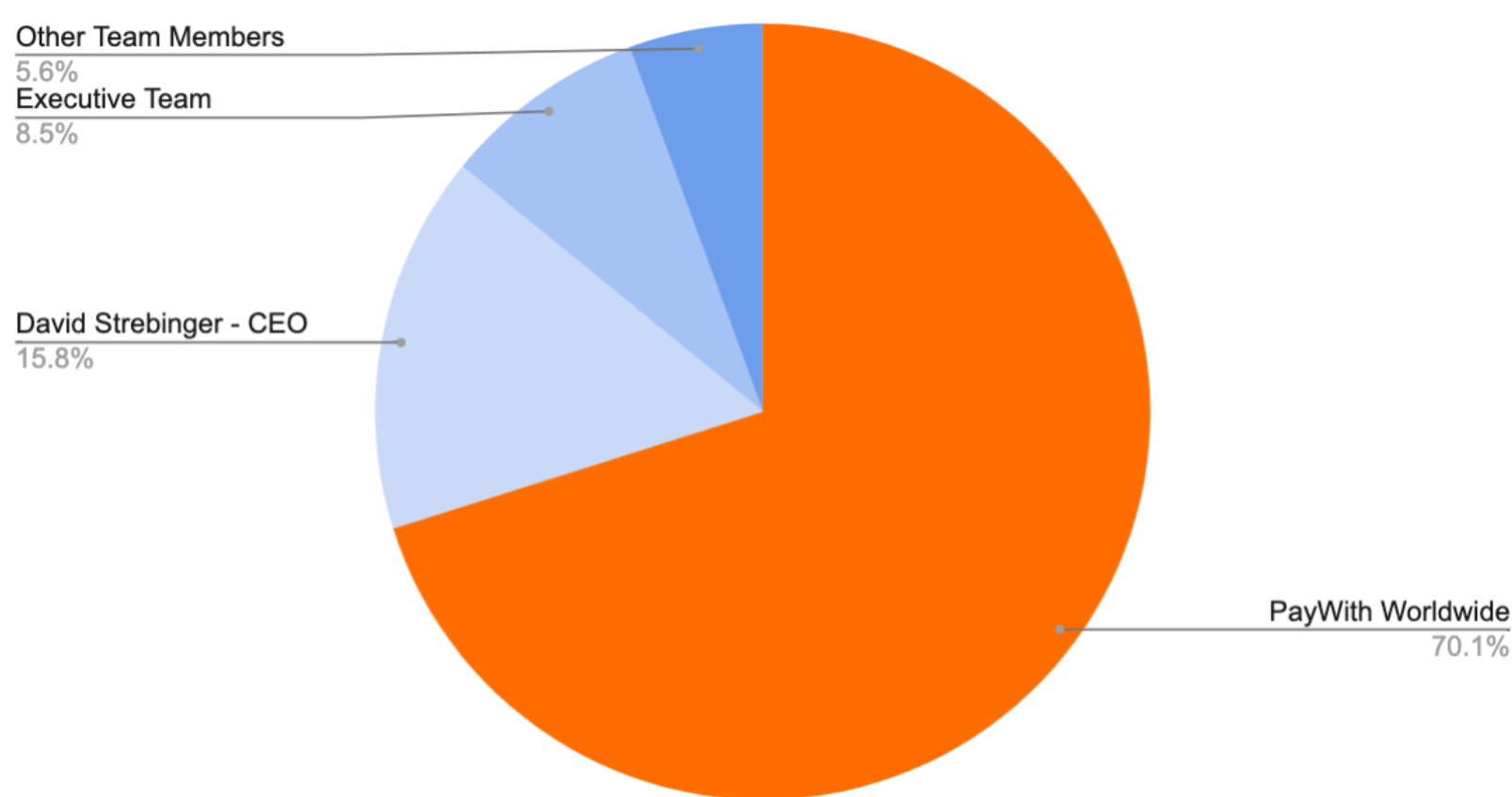



Investment Opportunity

mCards has a number of large scale card programs and opportunities looking to launch programs throughout North America. As such, mCards is raising growth financing to scale its team and infrastructure and to integrate its platform into the largest processor in North America. Our strategic relationship with Fiserv allows mCards to gain instant scale and credibility throughout the industry and opens the door to multi-billion dollar card program opportunities.

Ownership

Privately held, owned and operated by founders who have invested in the business. The team has many years of experience developing multi-million dollar card and payment programs for Banks and Rewards companies around the world.



The Game Changers:



Mobile Cards

Branded, personalized payment cards that work inside any mobile wallet. Unlike traditional debit or credit cards, mobile cards can link and associate many different accounts and features.



Programmable Payments

mCards use a revolutionary new payment processing system that allows us to consume transactional data from legacy payments infrastructure and provide additional value without requiring new hardware or software at the merchants.



Features Marketplace

Think of the features marketplace as an “App Store” for fintech services and valuable card enhancement features. Consumers simply choose the features, accounts, benefits and rewards they want and link them to their mCard. The mCard becomes a consolidator of all of the consumer’s rewards, loyalty, banking and financial accounts in a single card. Personalized features and benefits drive the consumer’s mCard to the “Top of Wallet” status.

Financial Forecast

The financial forecast for mCards is based the rapid rollout and expansion of major programs with market leading fintechs and partners in the US, Canadian and Australian markets.

	2022	2023	2024	2025	2026
Total Top Line Revenue	\$1.0M	\$14.7M	\$41.5M	\$77.2M	\$122.0M
MRR at Year End	\$0.2M	\$2.0M	\$4.5M	\$7.6M	\$11.5M
ARR at Year End	\$2.3M	\$23.9M	\$53.6M	\$91.0M	\$137.7M
Income Statement KPIs					
YOY Revenue Growth (%)	135%	269%	181%	86%	58%
Gross Margin (%)	55%	48%	49%	52%	54%
Net Margin (%)	-113%	20%	29%	31%	33%
Financial Performance					
Revenue	1.0M	\$14.7M	\$41.5M	\$77.2M	\$122.0M
COGS	-\$0.4M	-\$7.6M	-\$21.0M	-\$36.8M	-\$56.4M
Gross Margin (%)	55%	48%	49%	52%	54%
SG&A	-\$1.7M	-\$4.2M	-6.9M	-\$10.5M	-\$14.9M
Net Margin	-\$1.1M	\$2.9M	\$13.5M	\$30.0M	\$50.6M
Cumulative Programs Live	2	4	9	16	31
Cardholders / Accounts	25,800	159,675	311,775	463,875	615,975
Australia	10,800	28,800	54,400	72,000	93,600
North America	15,000	90,000	180,000	270,000	360,000
Asia	-	40,875	81,375	121,875	162,375