



Sizzle Money[™]

A product of Denarii Payments, Inc.

Using the mobile phone to connect
traditionally underserved consumers with
mainstream financial services

Denarii Payments, Inc.

- Based in Atlanta, Georgia
- Funded by prominent angel investors
- Launching in summer 2008 with *SizzleMoney*[™] brand
- Operating partners for stored value chassis
 - Central National Bank of Enid, OK
 - Postilion (Fundamo)
- Management
 - Donald H. Baggett, Chairman & CEO
 - Flex-Comp, Inc. – President
 - Over 30 years of experience in product development of insurance, financial service products and administrative software
 - Board of Directors
 - Ben J. Dyer, serial entrepreneur, venture capitalist, Peachtree Software founder



The Underserved Financial Market

- More than 20 million Americans are without traditional bank accounts
 - They deal almost exclusively in cash
 - They receive almost one trillion dollars in annual payments and wages
- US immigrant population is largely underserved financially
 - Forty million Hispanic residents – 13.7% of US population – 50% are underserved
 - 65% send money to their native country at least once a month



Opportunity

- The underserved are generally unwelcome in mainstream banks
 - Bank accounts for the poor have
 - High fees
 - Minimum balance requirements
 - Limited access to money
- *\$izzleMoney* accounts create mobile money
 - Mobile stored value accessible 24/7/365
 - Low transaction fees
 - No minimum balance
 - Low cost money transfer
 - Domestic
 - Foreign remittance



Product

- *SizzleMoney* is the first true mobile stored value product
 - Accounts are FDIC insured
 - Pooled bank account with individual stored-value account numbers
 - Denarii's core processor connects customer to money in real time via SMS interface
 - Card provided to use in retail transactions or ATM

New Account Sale

\$izzleMoney Agent



Potential Customer



\$izzleMoney Customer Service Representative



New Account Signup

1. Customer Service
2. Training
3. Initial cash load
4. Re-load cash

New Customer Service

1. Confirm data from agent
2. Create record
3. KYC Process + OFAC check
4. Temp Acct. Limit \$300 until documents received via file (PDF), Fax or mail



Starter kit

\$izzleMoney Customer



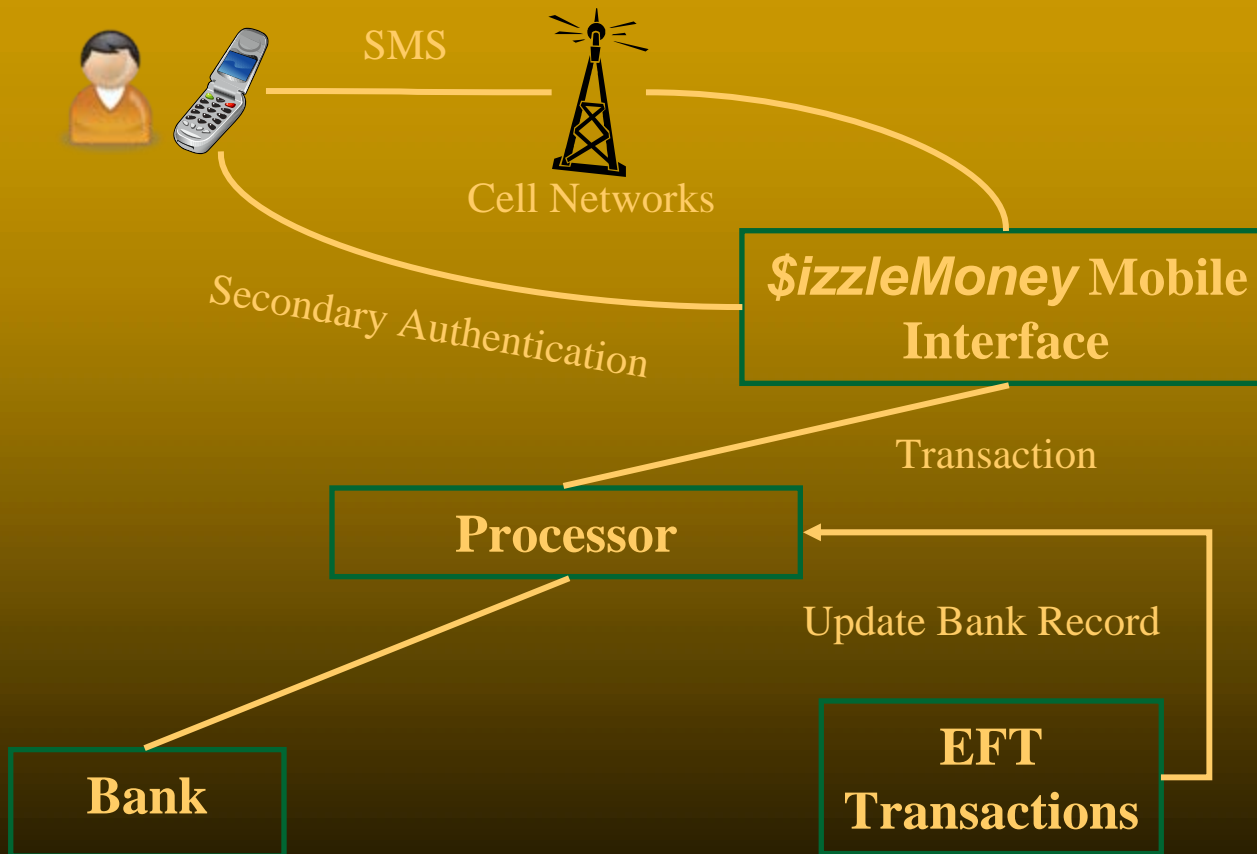
Technology

- Dual authentication Short Message Session (SMS)
 - Using any cellular handset
 - On any network
- Cell phone financial transactions
 - Balance inquiries
 - Person to person (P2P) transfers
 - Person to business (P2B) payments
 - Point of sale
 - Top offs (Pre-paid accounts)
 - Reloads (deposits)



Tech Overview

SizzleMoney Customer



Market Focus

- Underserved financial segment
 - US immigrant population
 - Working poor
 - U.S. Military members
 - High School & College students
- Product Content
 - Mobile stored value to enable
 - Money transfer – foreign remittance
 - P2P
 - P2B



Viral Distribution

- *SizzleMoney* sold through community based sales agents
 - Patterned after successful South African model
 - Young people known in their community
 - Penetrate the cultural barriers of the underserved
 - Distinct distributor programs for
 - Non-English speaking immigrants
 - Hispanic
 - Asian
 - Working poor
 - Military
 - Students



Competition

- *SizzleMoney* faces competition on three fronts
 - Mobile financial service providers
 - OboPay, PayPal Mobile, M-Via, TextPayMe
KushCash
 - Card-based vendors
 - Green-Dot, Wal-Mart Money Card, Ethos, Mio Card
 - Banks with mobile technology vendors
 - Firethorne, Sapphire Mobile, ClairMail, C-Sam

Competitive Advantage

- *Distribution, Distribution, Distribution*
 - Sales agents deliver the product to the user
 - Provide field based user training
 - Available to assist customer in the field
 - Mobile phones are ubiquitous in target population
- Low cost transaction fees
- Low cost money transfer & foreign remittance
- No minimum balance required



Regulatory Compliance

- Denarii Payments complies with all US and Foreign laws and regulations
 - Sales agents will not require licensing
 - Transactions limited to less than \$1,000 daily
 - US Patriot Act (Know Your Customer)
 - New account opening requires ID and residency proof
 - Federal Bank Secrecy Act (anti-money laundering)
 - Suspicious activity reports – transactions over \$2,000 per day per individual
 - Office of Foreign Asset Control (OFAC)
 - Interdict illicit funds transfers to blocked foreign countries



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