

SOFORT AG

Georg Schardt, Management (Deputy Chairman)

Dr. Jens Lütcke, Management (CFO)

Rome, 21 November 2013

The success story of an innovative financial service provider.



- Founded in 2005
- HQ near Munich
- Over 130 full time employees
- Revenue 2013: about 20 million Euro
- Growth forecast 2013: round about 35% Europe-wide
- Over 25,000 e-commerce merchants use SOFORT Banking
- Every day, over 100,000 consumers use SOFORT Banking
- Payments in 2013 of nearly 2.4 billion Euro

SOFORT
ÜBERWEISUNG

SOFORT
BANKING

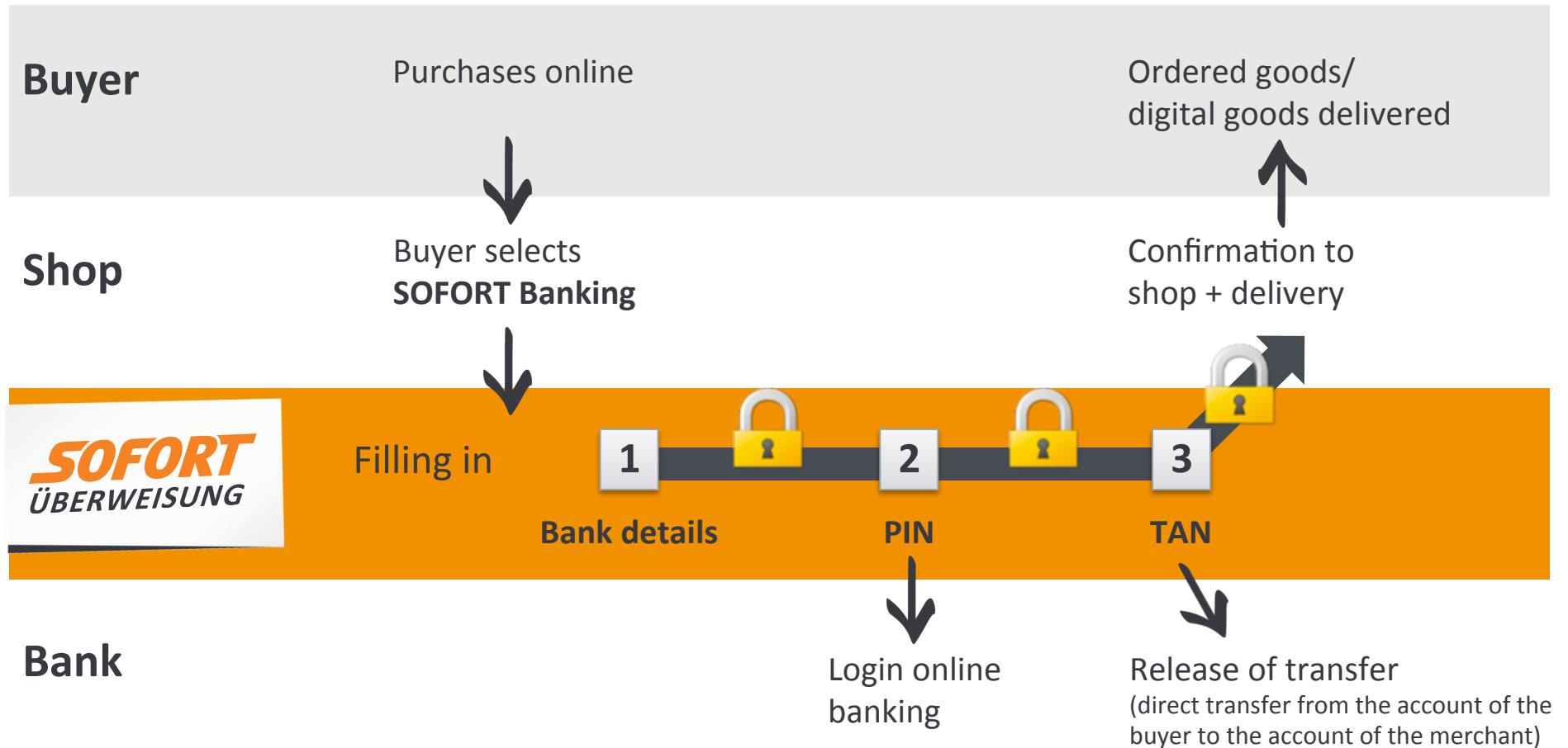


Hauptgesellschafter von SOFORT
(SOFORT AG & SOFORT Bank):
Family Office der Familie Reimann



How SOFORT Banking works.

SOFORT
ÜBERWEISUNG



Our references.

Merchants



Payments



Shop-solutions



Associations



Banks



Available in 10 European countries.

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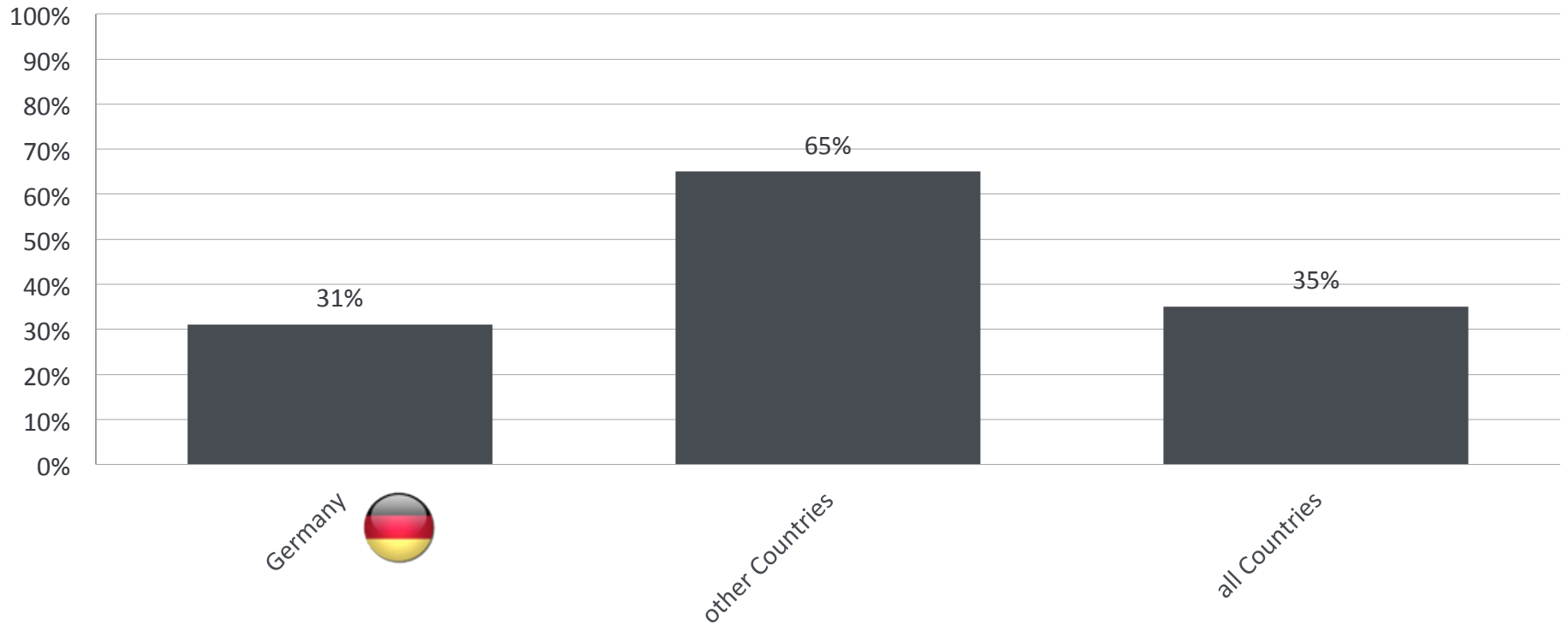
- Germany
- Austria
- Switzerland
- The Netherlands
- Belgium
- Poland
- United Kingdom
- Italy
- France
- Spain

Projected countries:
Hungary, Slovakia and Czech Republic



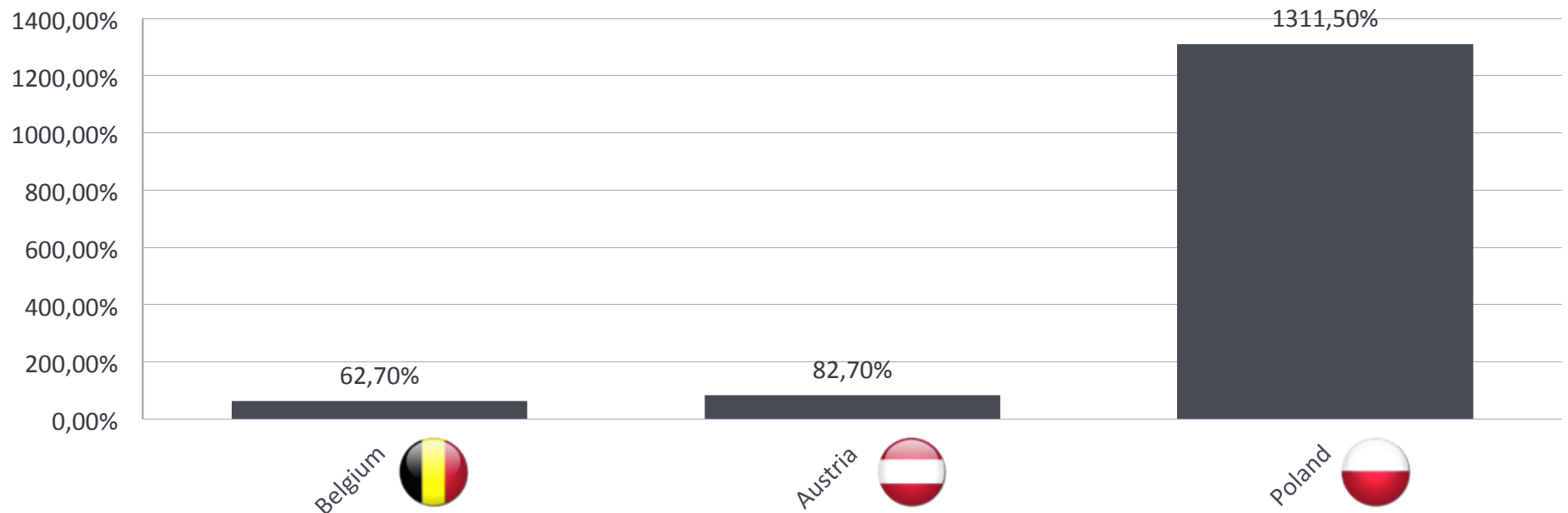
Strong growth in Europe.

Jan-July 12 vs Jan-July 13



Growth rate in selected countries.

July 12 vs July 13



Advantages of SOFORT Banking for the merchant.



Convenient, due to low cost structure and high automatisisation



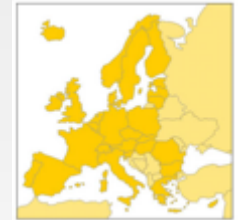
Quick receipt of money thanks to the fast processing



Higher revenues thanks to faster delivery options and good customer reach



Secure payment method and no chargeback



Internationally SEPA ready



Advantages of SOFORT Banking for the buyer.



Easy handling;
No registration,
no advertising



No debt risk,
payment only
with sufficient
cover of the
account (vs.
credit card,
instalment
credit)

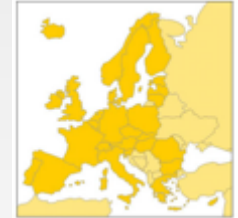


Merchants pass cost
advantage to the
consumer

- ▶ no surcharge
- ▶ discount
- ▶ free delivery



Secure payment
method: no fraud
case to the
detriment of a
user of SOFORT
Banking



Internationally
SEPA ready



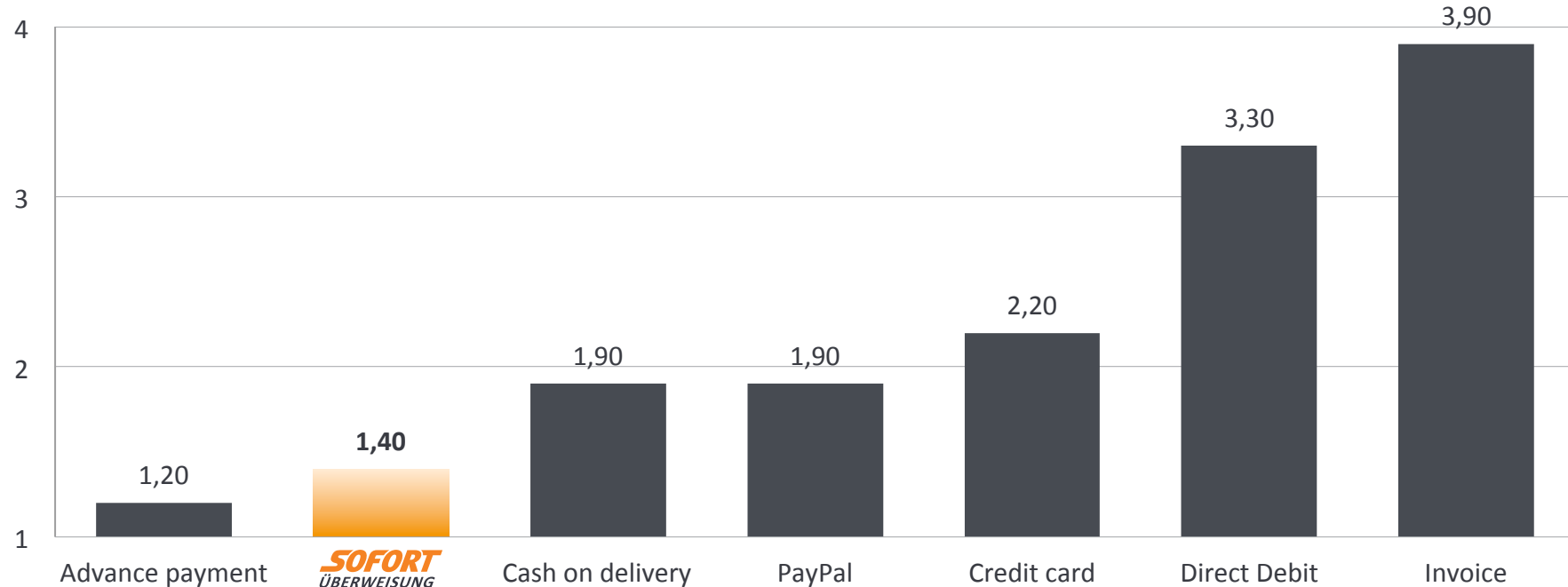
SOFORT Banking & security.

- TÜV certificates “Approved Data Protection” and “Approved Payment System”.
- Certified “Information Security Management System” (ISMS) by TÜV Süd according to ISO 27001.
- Servers work in a bank data processing centre, that has to comply with the requirements of the German oversight authority for banks.
- SOFORT AG grants every end-user using SOFORT Banking unlimited liability for any damages that result from a misuse of his data.
- No single fraud case to the detriment of a user in 8 years.
- One of the most secure payment system in the internet.
- Loss rate for the merchant is very low.
- We use the same SSL encryption as banks do.
- Login Data (PIN/TAN) are routed encrypted to the bank; they are not stored and cannot be seen by employees.
- Consumers can check the only two reliable safety criteria (URL and SSL certificate) also when using SOFORT Banking.



SOFORT Banking & security

Question: How do you evaluate the following payment methods with regards to “protection against fraud” (Merchants perspective)



(Grades: 1=very good, 6=very poor)

Source: Ibi research 2011, www.ecommerce-leitfaden.de

SOFORT is open to cooperation with banks.

- **No contract** with banks or fee for banks for the basic service: Consumers have already paid for using their bank account and should be able to access those accounts using software provided by a payment initiation service provider.
- **Cooperation** with regard to additional services (e.g. marketing) possible: SOFORT has already signed one cooperation with Austrian Raiffeisen banks and 2 further LOI with major banks.
- **Mutual benefits:**
 - PIS help banks to make the online account the central payment tool for their customers
 - Marketing activities of banks will make PIS more popular
 - Lower risk that customers move on to other, totally bank-independent payment providers such as PayPal

Benefits for the e-commerce environment.

- Cost efficient payment systems like PIS bring competition into the payment market.
- Offers the chance to build up a European payment scheme.
- More people , especially those with lower income, can use the internet for cross-border purchases.
- Banks can find their role in the e-commerce and enable additional services.
- All transactions are under the full supervision of national authorities.
- Liquidity remains in the banking environment.

In solutions like SOFORT we see a great opportunity to become independent from US-dominated infrastructure suppliers such as:

- Amazon with Amazon payments
- Ebay with PayPal
- VISA and MasterCard
- Google and Facebook

Contact us.

**SOFORT
BANK**

SOFORT^{AG}
The Payment Network

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