

# Satispay Company Profile

May 2020



## OVERVIEW

Satispay is a fintech company providing a wide range of digital payment services. Thanks to a bank account enabled platform which is totally independent from any debit and credit card networks, Satispay allows in store and online transactions, peer-to-peer payments, and an increasingly wide range of other services, such as mobile top-ups, fines, taxes payment, donations and savings. The app is easily usable by connecting it to your bank account, and it is acceptable by any merchants both online and in-store.

## SASTISPAY'S DIGITAL REVOLUTION

The company was founded in 2013 by **Alberto Dalmasso**, **Dario Brignone** and **Samuele Pinta**, with the ambitious purpose of becoming the **most used financial instrument in Europe**, by revolutionizing the world of mobile payments by setting new standards for transparency and efficiency. After a period of development and analysis of regulations and available technology, Satispay's payment system was launched at the beginning of **2015**.

After only 5 years, Satispay is today the most successful mobile payment app for cashless payment via smartphone, with more than **1 million users**, and over **100 thousand** merchants. In Italy, Satispay is the clear market leader in the segment of **mobile non NFC payment in retail**, holding a 50% market share.

As of April 2020, **Satispay raised €42M** thanks to partners and institutional investors like **Iccrea Banca**, **Banca Etica**, **Banca Sella Holding**, **Sparkasse**, **Banca Valsabbina**, **Banca di Piacenza**. Recently, prominent international investors such as **Copper Street Capital**, **Endeavor Catalyst** and **Greyhound Capital** have joined Satispay's shareholder base.

With the headquarters located in **Milan** and additional offices in **Luxembourg** and **Berlin**, the company counts over **100 employees**. Luxembourg is also where **Satispay's Electronic Money Institution** is based.

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## THE APP

### How does it work?

Creating a profile is as simple as downloading the **Satispay** app. Signing up takes only a couple of minutes and requires just your personal ID and bank account IBAN, thus allowing maximum security because it doesn't need any credit card information. Once activated, you just need to set a weekly budget that you wish to be available on the app. The Satispay account is topped up automatically from your bank account every week, allowing you to purchase in affiliated stores - online and offline -, exchange money with friends as well as many other services.

### One app, many features

Satispay can be defined as an **all-in-one-app** that aims at simplifying every aspect of everyday life by always adding **new services** to its features portfolio.

As of today, the following features are only available for the Italian market, except for the Savings and Gifts features which are already available in all the Countries where Satispay is present. All the other features will soon be released for the other markets as well.



#### Mobile top-ups

Topping-up your mobile credit is easy with Satispay: you can easily choose your phone operator, enter the mobile number you want to top up and insert the amount you prefer.



#### Slips

With Satispay you can pay your slips by simply taking a picture of the voucher you need to pay. Easy, convenient and secure.



#### Public administration

Thanks to the feature "Pago PA" you can pay for public administration services, such as social security, school tuitions, speeding tickets and alike in a smart way.



#### Road tax

Insert your plate number and pay your car tax. You can even ask Satispay to remind you when your tax is due.



#### Savings

With Satispay you can create your own piggy bank and fill it with money from your budget or cashback received from your purchases.



#### Donations

The "Donations" feature allows you to donate to a charity organisation or a project. Because doing it smart also means having a big heart and being responsible.

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### Gifts

You can easily make a gift to your beloved ones with Satispay: a smart gesture especially when you are far from them.



### Automatic payments

You can decide to set your Satispay account as an automatic payment method for your subscription services such as streaming TV and mobile sharing providers.

## SATISPAY BUSINESS

Satispay Business is available for both in-store and online businesses, thanks to its ease of integration.

As the payment platform is compatible with most devices already present in stores, adopting the new system is easy for merchants. Not only has Satispay developed the **Satispay Business** app, which is available for smartphone/tablet, or computer, but the company has also confirmed its role as first-mover by integrating with debit/credit **card readers** and **cash register softwares**. These developments resulted in the activation of tens of thousands of stores and offer a significant integration solution for large retail chains, such as La Gardère, Trenitalia, Carrefour, Auchan and many others.

Thanks to the efficiency of an independent network, Satispay can offer its service to merchants with a **pricing model** that is both cheap and easy to understand. There are no sign-up costs or monthly fees, the only charge for merchants is a fixed commission of 0.20€ which is only applicable to payments above 10€ (all payments below or equal to 10€ are free of charge).

Satispay platform can be also used as a payment method for **ecommerce** websites, thus allowing seamless and secure digital payments online through the Satispay app. Satispay integration can be implemented in the main ecommerce platforms, thanks to plugins such as Woocommerce, Magento and Prestashop. In this case also Satispay's handling fees are transparent and favourable for merchants; a 0.5% fee for transactions below 10€ and 0.5%+ 0.20€ for transactions over 10€.

For online payments, Satispay also offers the possibility to receive payments quickly through a stand-alone custom link. Merchants can thus share payment requests via social media or by email in order to receive online payments or donations. This option is particularly suitable for non-profit organisations that are thus enabled to create smarter, simpler and more cost-effective fundraising campaigns.

Lastly, thanks to an external device, Satispay recently introduced in the market a **plug-in solution** to create **smart vending machines** allowing them to accept digital payments with Satispay. This choice clearly reflects the company's strategy to boost their services in order to transform any device present in store - and not only - into a tool that can accept payments with Satispay.

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## TAKE YOUR BUSINESS TO THE NEXT LEVEL WITH SATISPAY

### Cashback

Satispay also provides merchants with a solid marketing channel for communicating to potential customers in a non-invasive way, by giving merchants the opportunity to activate personalised **Cashback promotions** to attract and retain customers. Satispay has been the first to introduce Cashback campaigns as a **performance marketing strategy** also for in-store businesses in order to improve businesses' visibility on the platform, thus contributing to increase sales.

### Delivery & Take-away

By activating the "Delivery and Takeaway" service, merchants will gain added visibility and can be found among the stores labelled with the special categories, directly in the list of stores within the user's app. Customers will be able to place orders by phone and pay the merchants directly from the app.

## SATISPAY GOES INTERNATIONAL

The company's goal is to become the **most used financial instrument in Europe**. A first step towards this ambitious goal was the **app launch in the German and Luxembourg app stores** in April 2020.

The international app is now downloadable from all the app stores in Luxembourg and Germany with the features of in-store payments and peer-to-peer money exchange. As it happened for the Italian market, Satispay wants to – in the near future - enable other services such as direct payments to government agencies and utility companies in Luxembourg and Germany. Besides that immediate donations to non-profit organisations will also be made possible.

## SATISPAY AT A GLANCE

**1M+** active users

**1,500** consumer new sign-ups every day

**100,000+** affiliated stores (both physical and online)

**42M** euros funding raised

**100+ employees**

**50%** in-store non NFC digital payments market share in Italy

Selected as one of the 250 fastest-growing fintech startups in the 2018 **"Fintech 250"** by **CB Insights**.

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