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Payments challenges in an integrating world

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1999	year of establishment
350 000	online customers
6 259 493	transaction 2017
13%	of all POS transaction in Bulgaria according to BNB

Easy Pay

2300+ offices

6 000 000+ payments monthly

2 000 000+ customers monthly

2500+ merchants

What is the real challenge?

The Ballance!

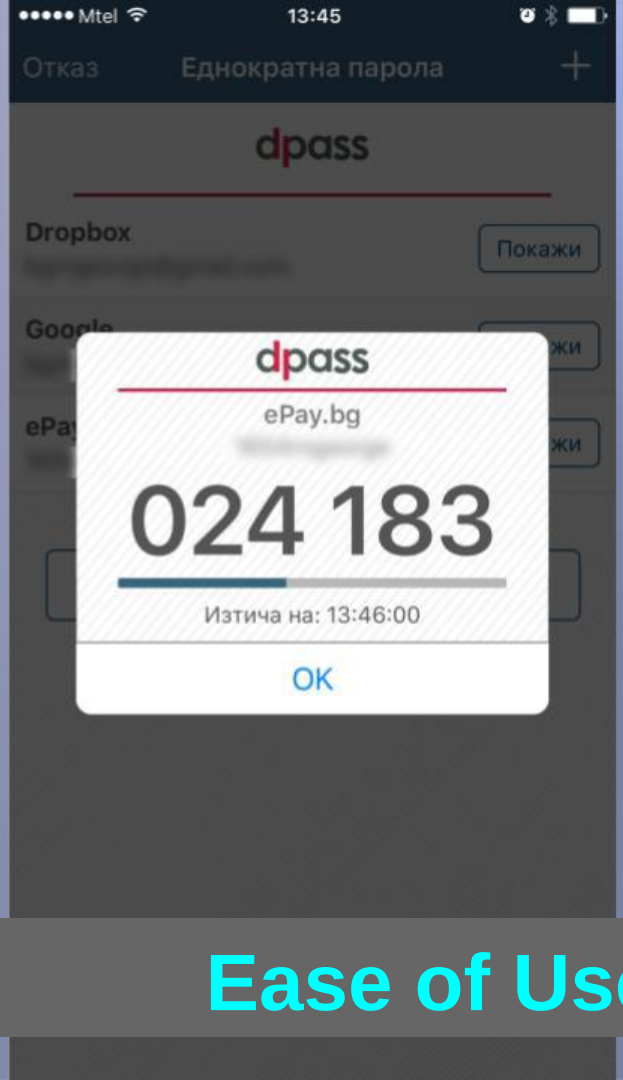
Find the Ballance...

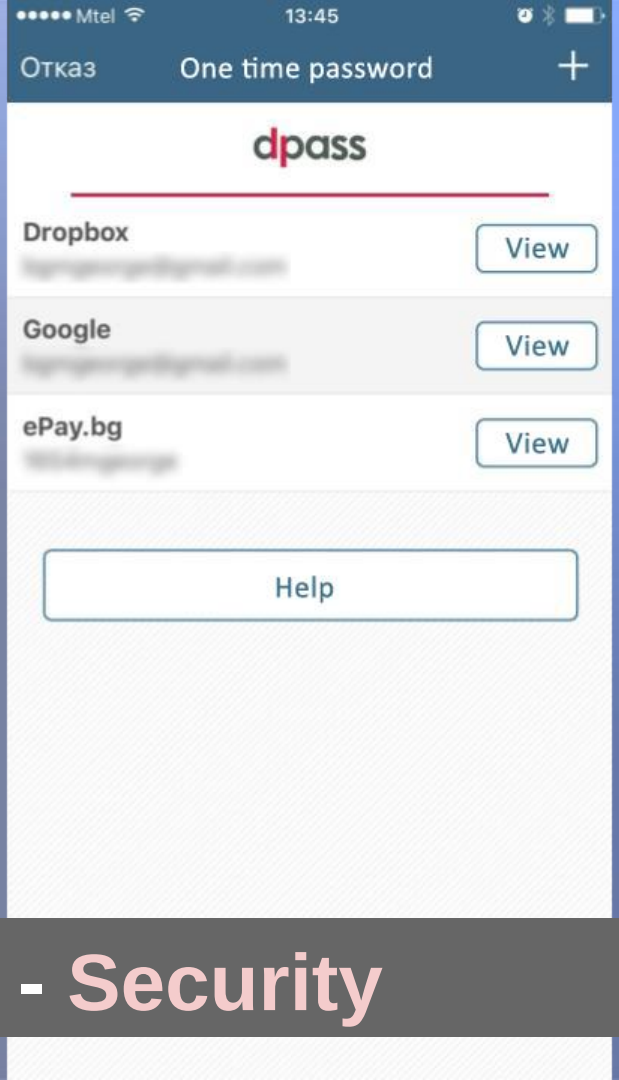
Ease of Use	Security
Simple Service	Full Functionality
Fun Experience	Regulatory Compliance
Traditional Services	New Revenue Streams

Ease of Use -

- Security

dpass



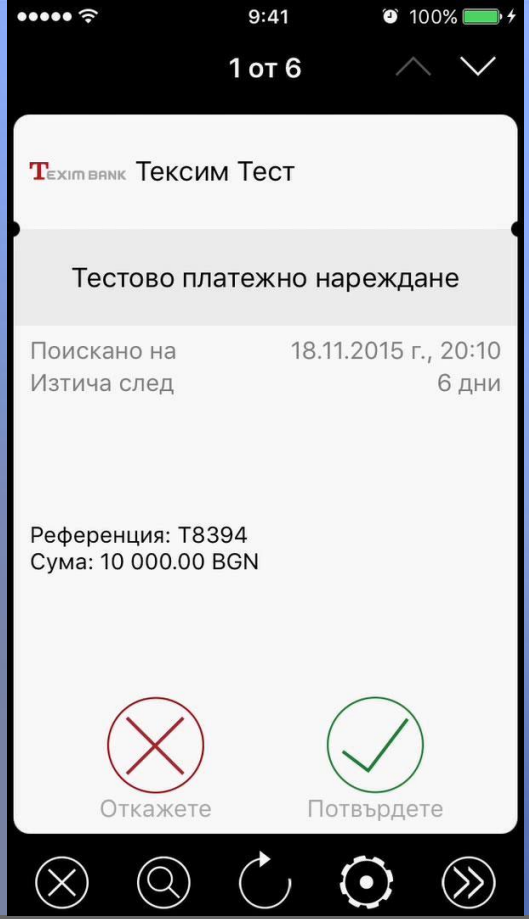


Ease of Use - Security

Approver

Yes

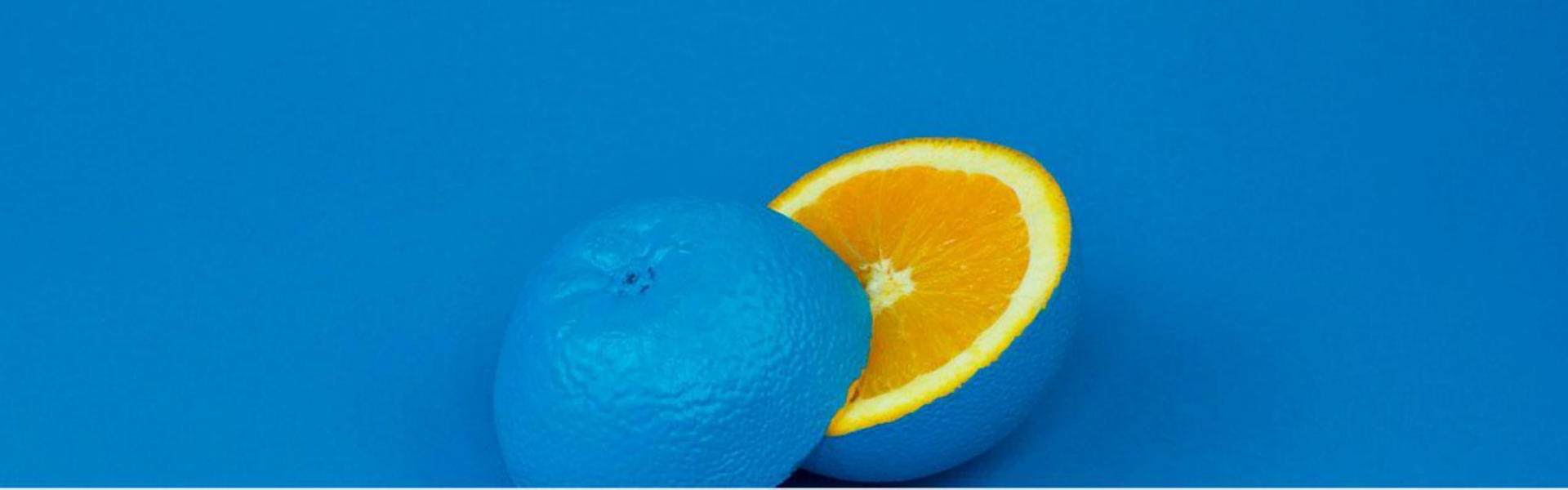
No



Ease of Use - Security

Biometry

Ease of Use - Security



Simple Service -
- Full Functionality

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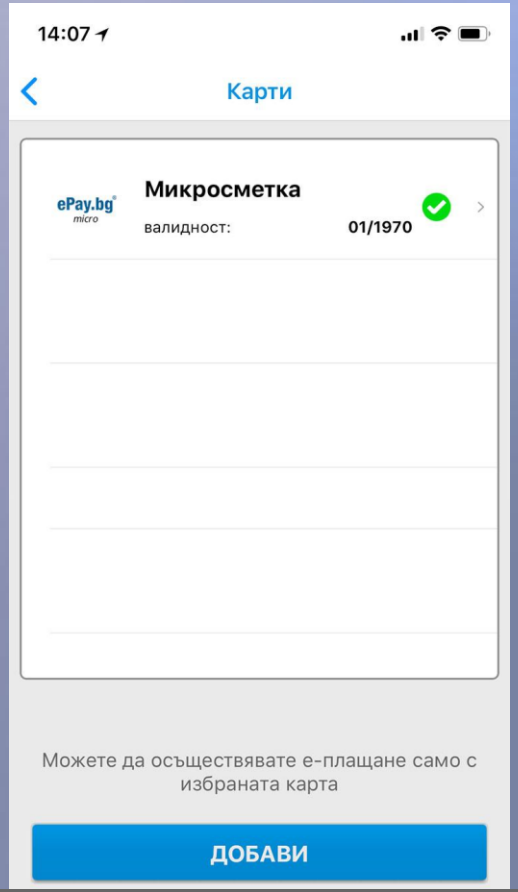
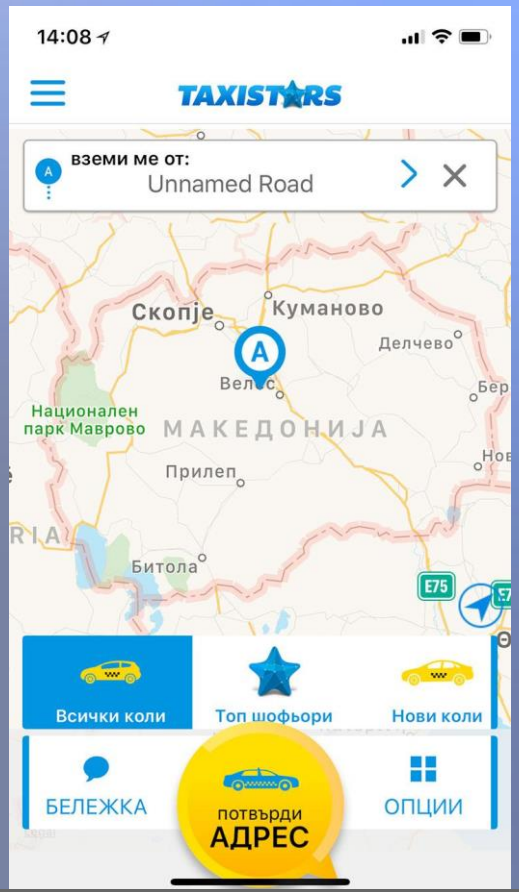
ONE TOUCH





Simple Service - Full Functionality

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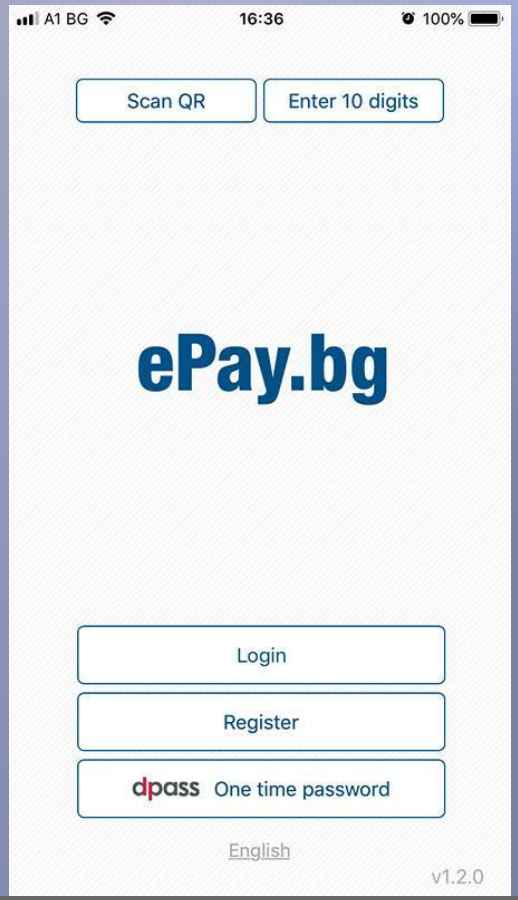
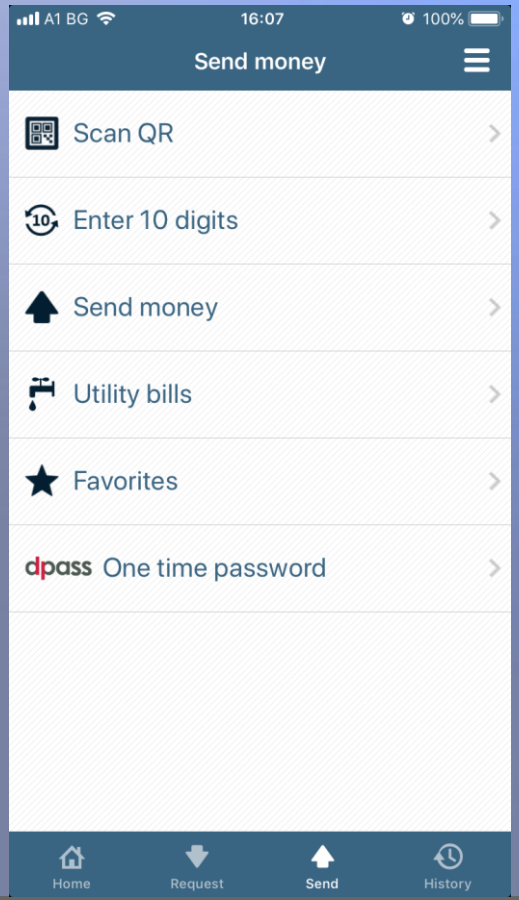
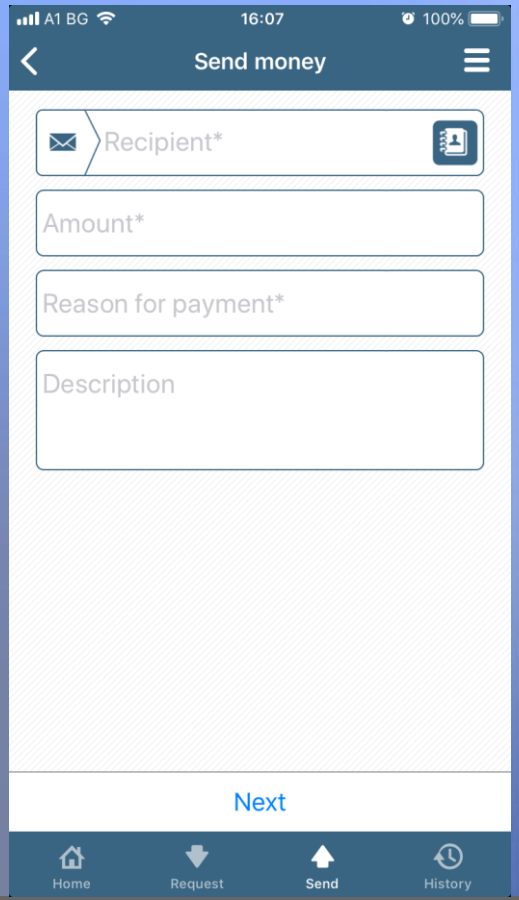
mobile







Simple Service - Full Functionality

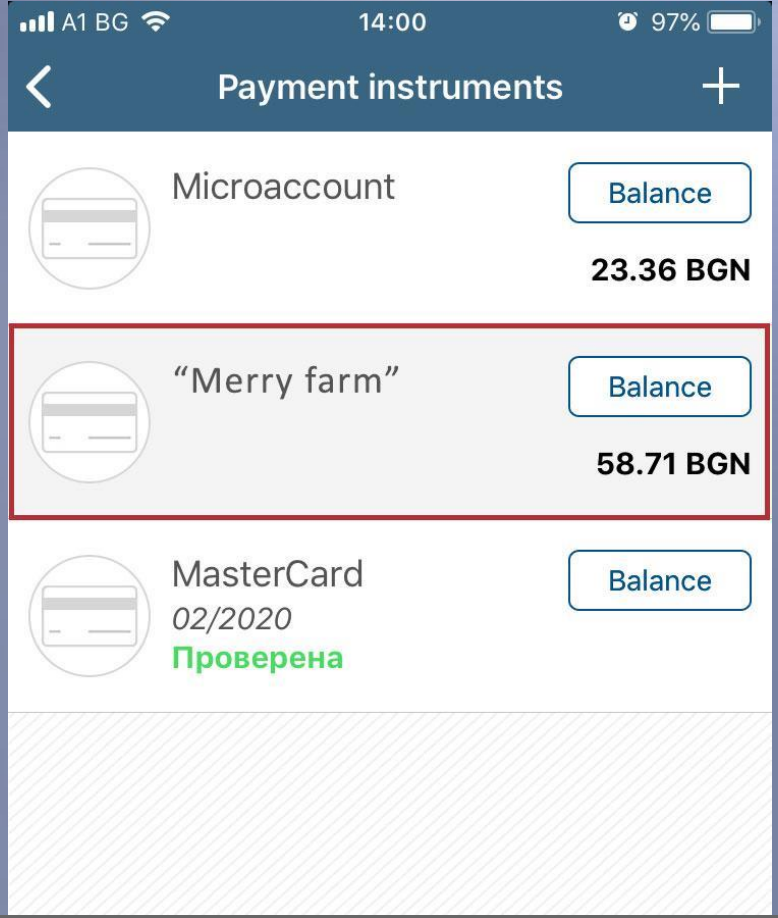
Fun Experience -

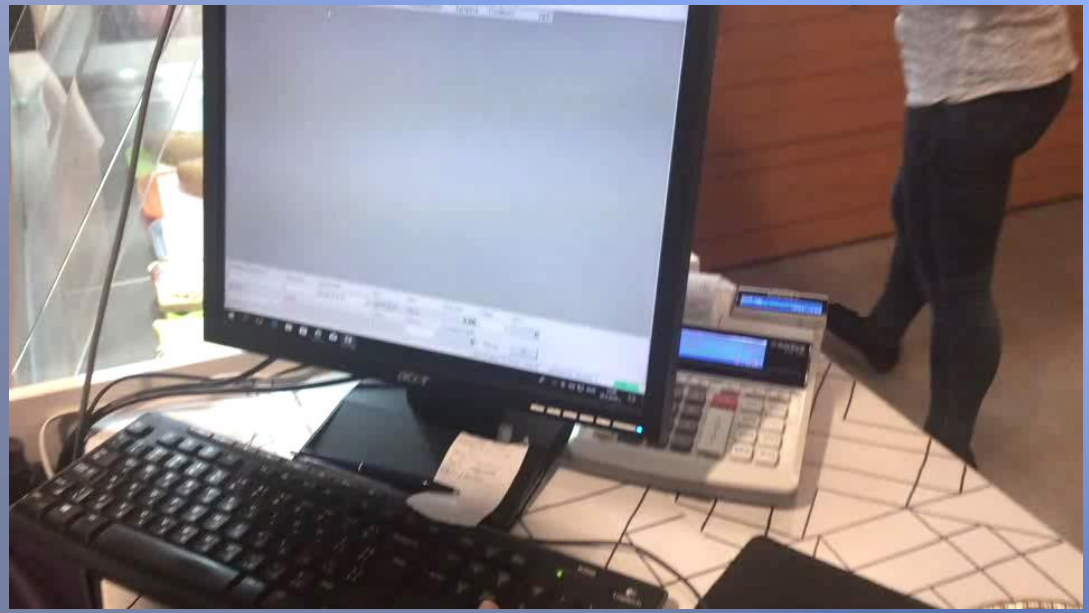
- Regulatory Compliance

Speed.Bar

Fun Experience - Regulatory Compliance

Traditional Services -
- New Revenue Streams





Traditional Services - New Revenue Streams

PayFly

Billing and Instant Payment

Traditional Services - New Revenue Streams

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Thank you!