

The background is a solid teal color with numerous small, multi-colored confetti pieces (pink, orange, yellow, blue) scattered throughout, giving the impression of falling confetti.

ePay.bg

Payments challenges in an integrating world

George Marinov CEO DataMax, Sofia Bulgaria

1999



year of establishment

350 000



online customers

6 259 493



transaction 2017

13%



**of all POS transaction in
Bulgaria according to BNB**



2300+



offices

6 000 000+



payments monthly

2 000 000+



customers monthly

2500+



merchants

**What is the real
challenge?**

The Ballance!

Find the Balance...

Ease of Use

Security

Simple Service

Full Functionality

Fun Experience

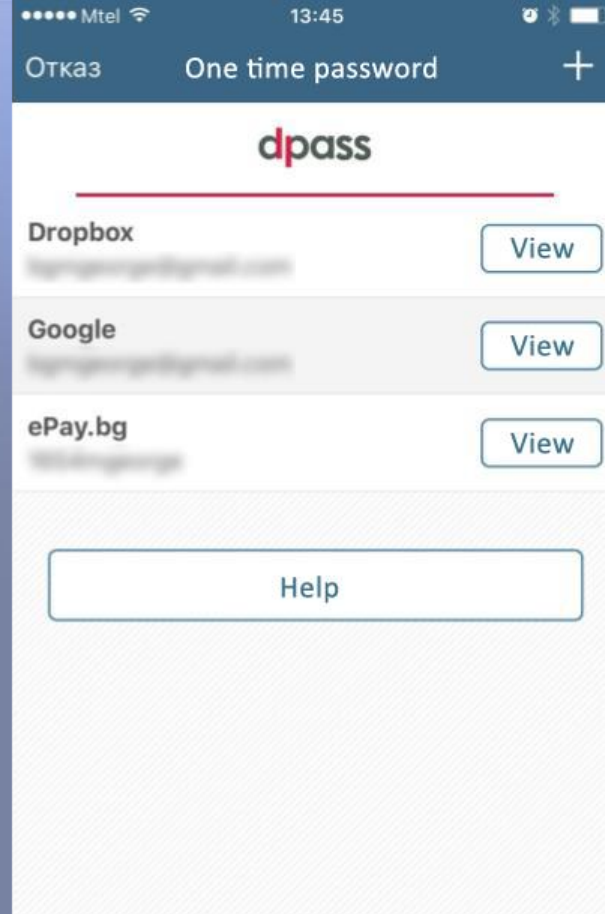
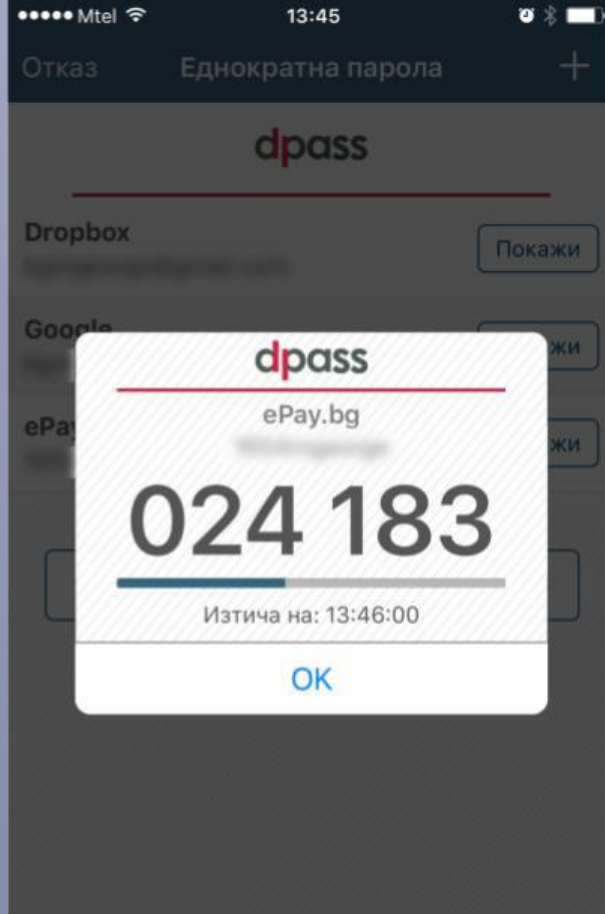
Regulatory Compliance

Traditional Services

New Revenue Streams



Ease of Use -
- Security



Ease of Use - Security

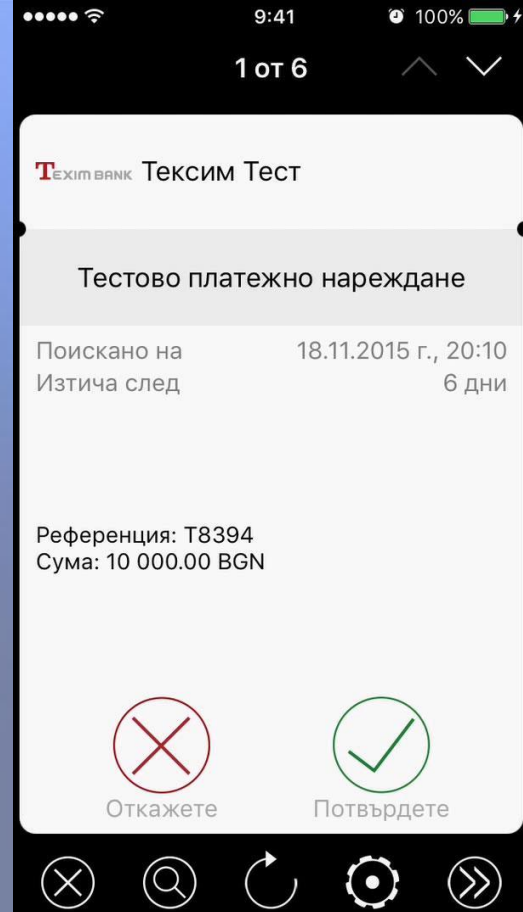
Approver



Yes



No



Ease of Use - Security

Biometry

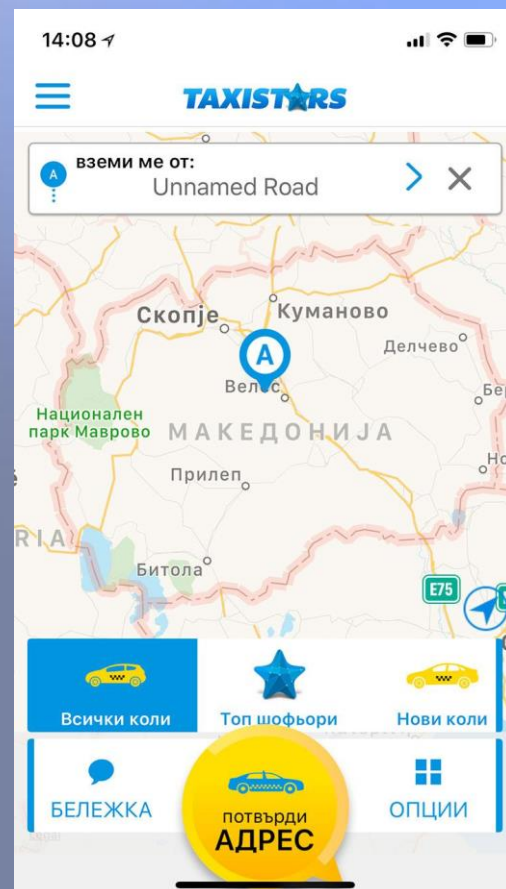
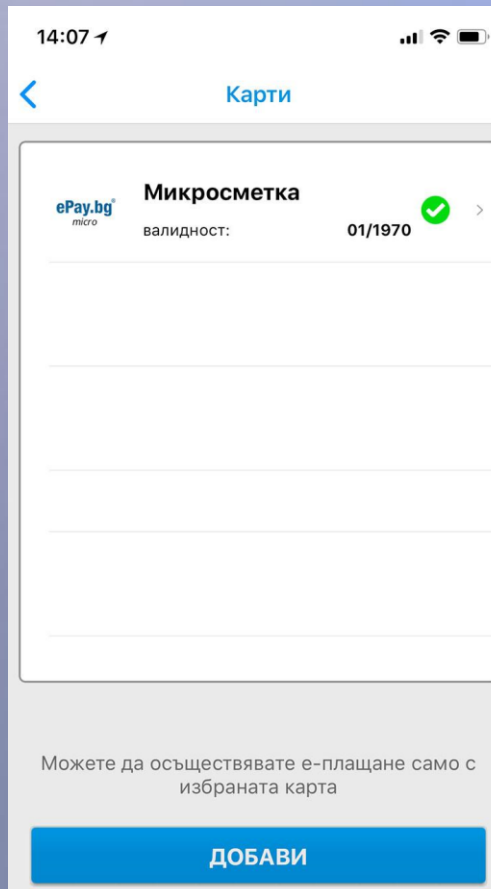


Ease of Use - Security

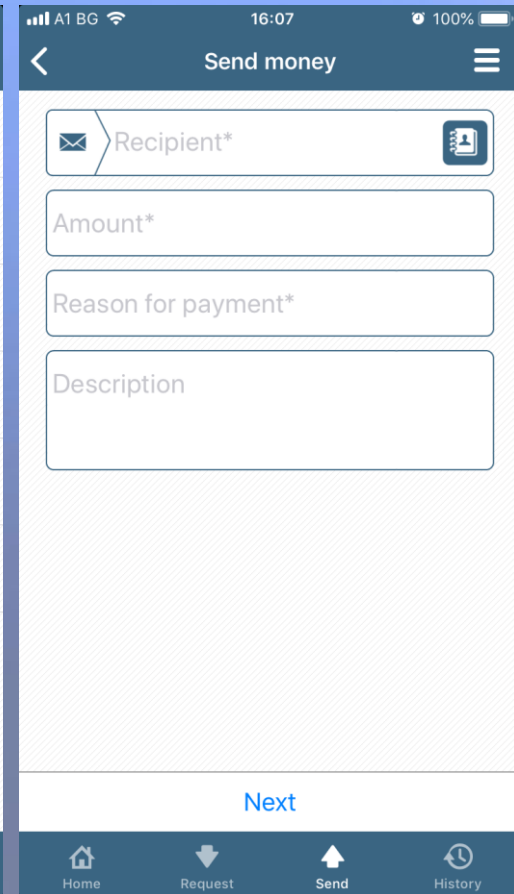
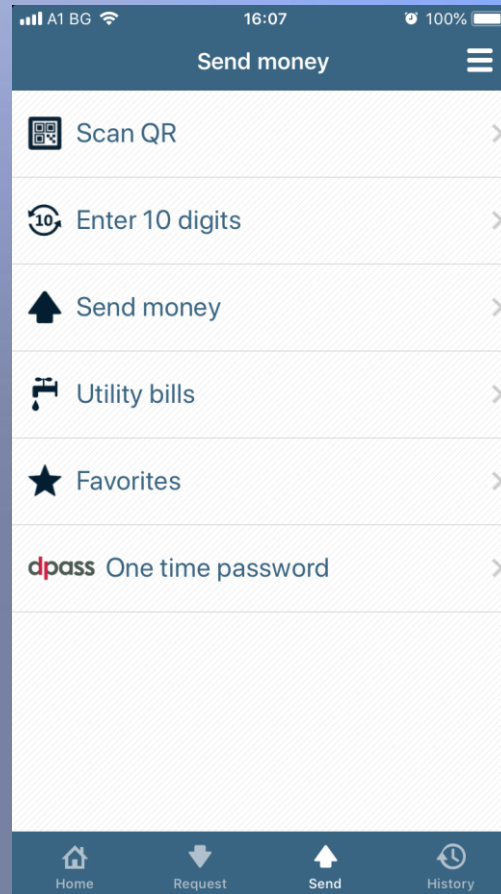
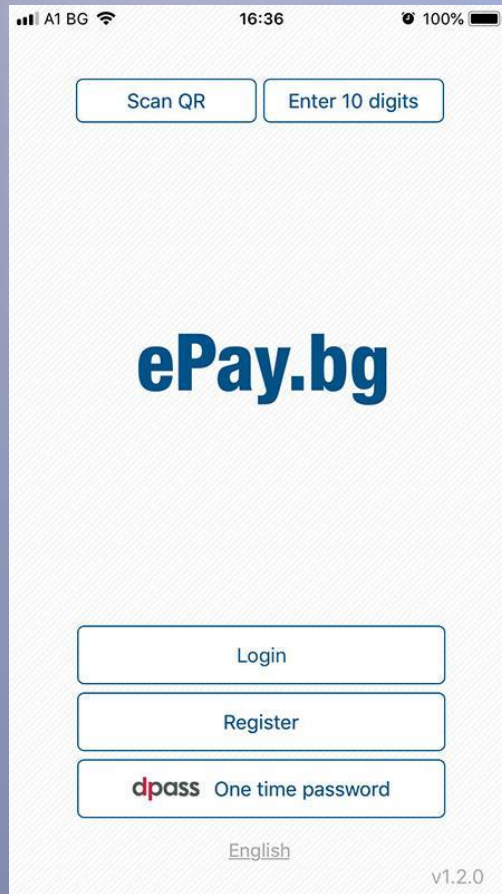


Simple Service -
- Full Functionality

ePay ONE TOUCH



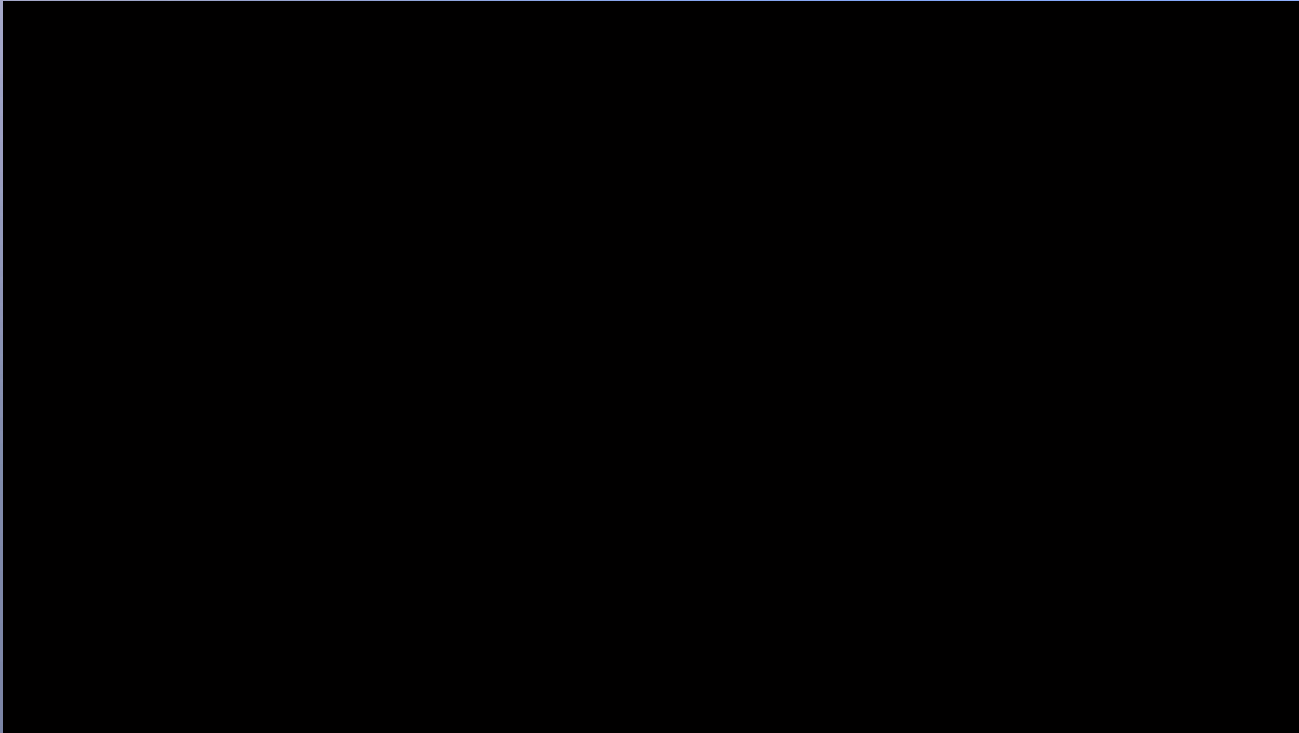
Simple Service - Full Functionality



Simple Service - Full Functionality

A cartoon illustration featuring several Stormtroopers from Star Wars. In the center, a character wearing a black hood and a mustache, resembling a Rebel fighter, is winking. The background is a gradient of blue and purple.

Fun Experience - **- Regulatory Compliance**



Fun Experience - Regulatory Compliance

A person with long brown hair is seen from the back, pointing their right hand towards a bright sunset over a city. The sun is low on the horizon, creating a warm, golden glow. The city below is visible in silhouette, with some lights reflecting on a body of water. The overall mood is hopeful and forward-looking.

Traditional Services - - New Revenue Streams



Payment instruments



Microaccount

Balance

23.36 BGN



"Merry farm"

Balance

58.71 BGN

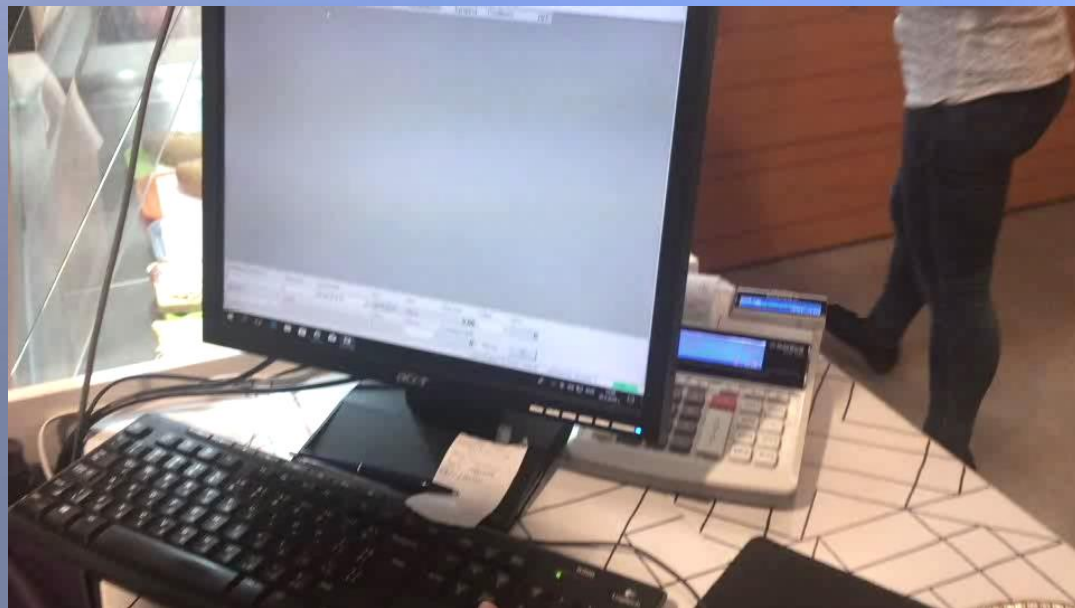


MasterCard

02/2020

Проверена

Balance



Traditional Services - New Revenue Streams

PayFly

Billing and
Instant Payment



Traditional Services - New Revenue Streams

The image features a central white circle with a blue border, containing the text 'ePay.bg' and 'Thank you!'. The background consists of light blue and grey geometric shapes.

ePay.bg

Thank you!