



Mobile Solutions for Retailers

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TRANSACTION WIRELESS

Transaction Wireless will be the mobile eco-system for delivering stored value card solutions (gift, loyalty, promotion and financial) and mobile marketing programs to merchants, retailers, brands and consumers.

TRANSACTION WIRELESS

- Founded in 2006
- Closed venture funding Summer, 2008
- 2 Initial Product Offerings
 - wPOS (Small Merchant POS)
 - Traditional mobile phones as credit card terminals for small merchants (taxi drivers, contractors, mobile sales)
 - Agreements with a carrier and small merchant processor
 - wGift (Stored Value Cards)
 - Mobile phone delivery and management of gift, loyalty, and promotional cards
 - Launch national retail brands in Q1,09

Current Mobile Market

- Move to drive compelling business and consumer solutions to handsets
 - Subscribers will adopt and utilize (not spam)
- Handsets are becoming more ubiquitous
 - Improved interoperability via SMS, MMS, & WAP
- Consumer messaging adoption growing
 - Demographic and utilization expansion
 - Improved handsets, ease of use

Current Retail Market

- Economy driving retailers to look at cost savings, low cost customer conversion and increased revenue opportunities
- With limited available operating capital, solutions that can utilize existing infrastructure and systems
- Want to build and reward loyal customers, create personalized solutions

Text Messaging and Mobilizing Prepaid Financial Services: You Can't Beat Ubiquity

- Mercator Advisory Group Research Report Findings
 - *"The text messaging channel is and will continue to be the principle means of mobile communications between financial service program managers and their accountholders. Nothing on the horizon will replace its utility and ubiquity."*
 - *"Consumer receptivity to mobile marketing and advertising, particularly among the young, is growing with over 58% willing to check gift card balances via mobile."*
 - *"SMS is the primary mobile communications method for prepaid and general card information access. Growth in mobile-enabled prepaid cards continues because it is a cost effective channel compared to other communication channels."*
 - *"A complex ecosystem has evolved to deliver mobile messaging to consumers."*

Retail Gift Card Market

- \$100 Billion US Market in 2007
- 80% are Single Use, Discreet
- 30% Spend More than Face Value
- 83% of adults and 95% of teens have received or sent a gift card
- 10-12% of gift cards never redeemed, “Breakage”
- National “Breakage” and Escheatment legislation in 32 states and growing
- Industry move to loyalty. Personalize, register, re-load and reward

TODAY GIFT CARD USERS REMAIN ANONOMOUS

(Sources: ETA, SVS, Maritz, Tower Group)

Wireless Gift Cards

Mobile management, delivery and redemption of stored value. Works with existing programs

- Gift, loyalty, promotion, notifications

Mobile delivery of advertising

- Every mobile stored value touch point is an opportunity to connect directly with the consumer

Delivering long lasting relationships

- Incremental revenues, reduce costs, increase loyalty

wGift for Retailers

- Significant cost reduction from current gift card programs
 - Reduces plastic cards, postage, packaging, printing
- Drives new revenue via Wireless and Internet Sales
 - Limited today due to cost, fraud, time to deliver
- Creates interactive channel between retailers, brands and customers
 - Customer initiated actions like balance checks
 - Targeted promotions based on region, card balance
- Integrates with existing retail systems
 - Website, processors, POS, loyalty

wGift for Consumers

- Convenience
 - Purchase, manage, always with you
 - #1 consumer desire
- Personalized and Immediate
 - Last minute purchases
 - Audio, video and graphics
- Security and Replace
 - Always with you, deactivate, redeliver
- Rewards, promotions, and discounts

Wireless Gift Card



Send, redeem and organize Gift Cards via mobile phones.

Retailer opportunity to personalize brand, build loyalty and extend consumer value.