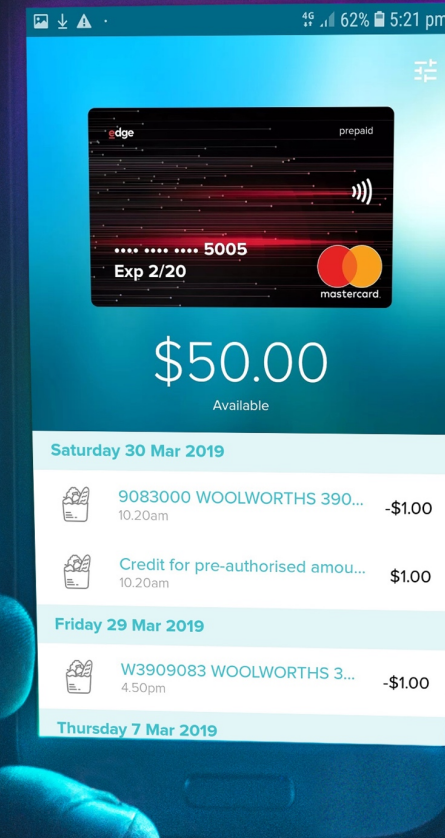


Mobile PAY

The Revolution in Digital Rewards

edge

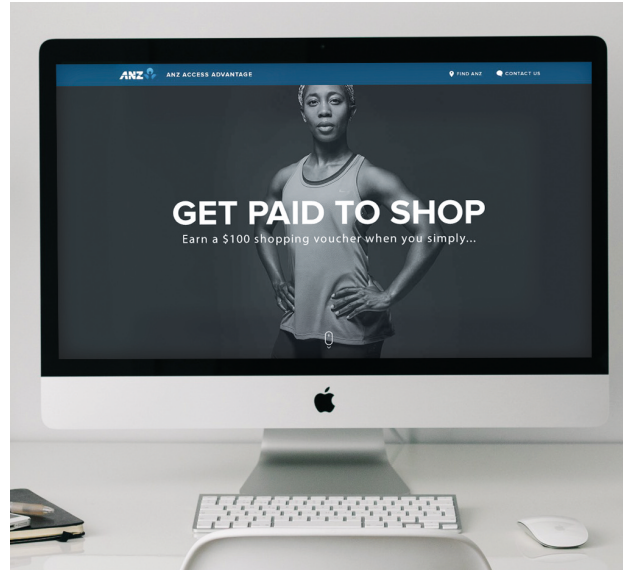
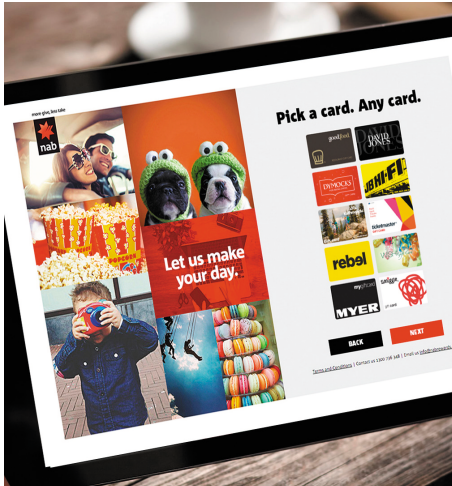
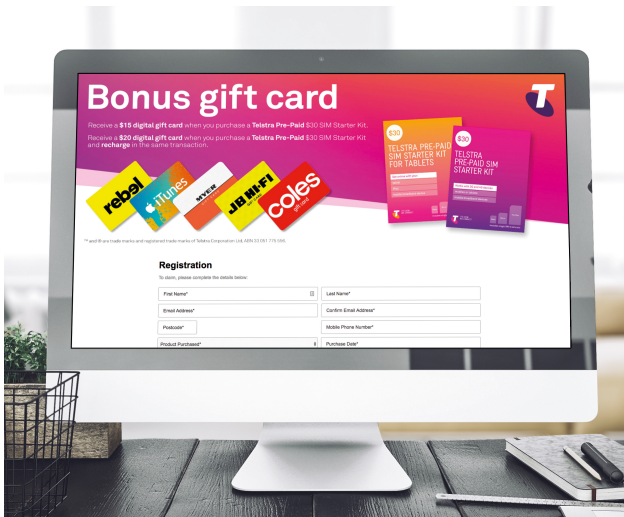


About Edge

Edge are the power behind big brand promotions that inspire customers to act.

We tap into our unique reward insights, accumulated over a decade of experience.

- **350+** promotions delivered annually.
- **1 in 5 Australians** have received a reward from Edge.
- **Every fourth promotion** Edge run is now backed by a digital reward.
- Managed **\$151m** in over redemption insurance and prize brokerage over the last decade.
- **50m** promotional entries managed over the last decade.



What is Mobile Pay?



“88% of consumers would prefer a tap and go Mobile Pay Mastercard over any other digital or physical gift card reward.” Consumer Satisfaction Survey. Mobile Pay 2019

Edge is one of the first globally to issue prepaid digital Mastercards as an incentive solution. Consumers can now receive the digital cash reward and pay using their mobile wallets’ “Tap and Go” functionality in-store or pay online.

Mobile Pay means sending and spending cash rewards has now become quicker, easier and more secure than ever before.

Our solution is supported by all major mobile device wallets, including: Apple Pay, Samsung Pay, and Google Pay. It also leverages the security of the Mobile’s native wallets that have built in biometric security such as face recognition, fingerprint or iris scan, to ensure the legitimacy of the payment being made.

When using Mobile Pay as a reward incentive, brands can choose from an off the shelf solution or a fully branded experience, from app to card.



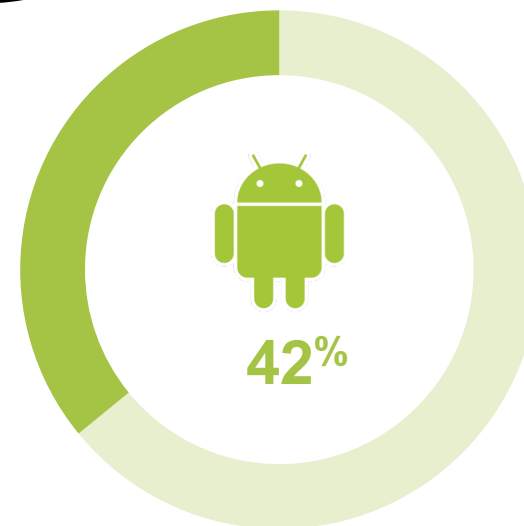
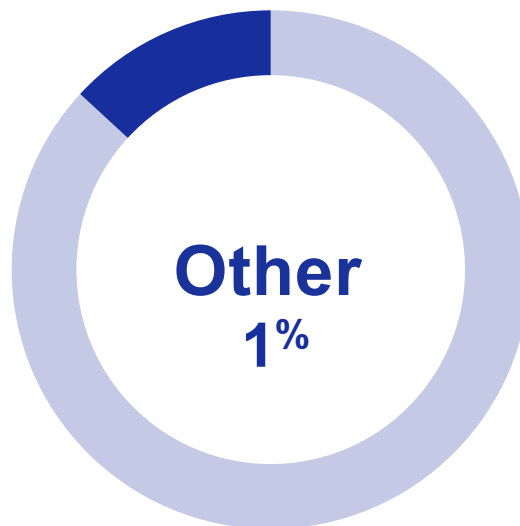
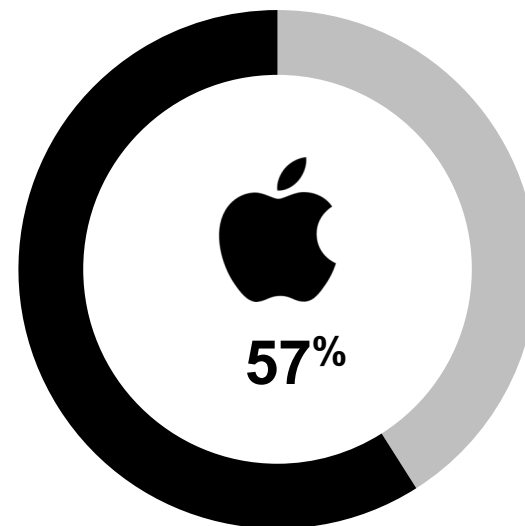
Meet the Demand

“More than four in five Australians use tap and go to make payments every week.”



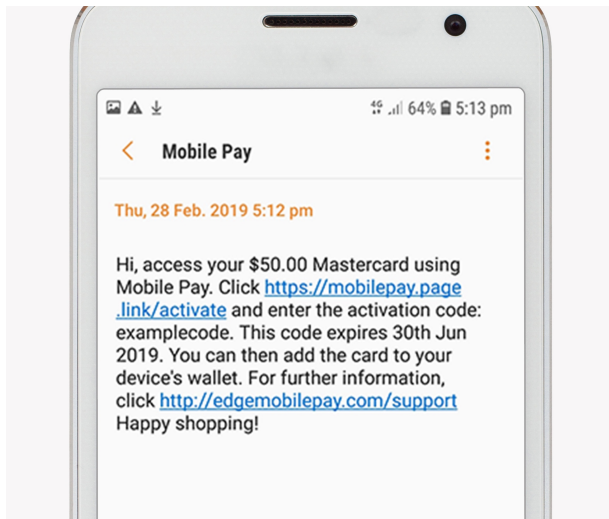
Mastercard Digital Purchasing Survey

- **More than 2/3** of Australian terminals are contactless.
- **95%** of in person transactions are contactless payments.
- Cards are **steadily replacing** cash.
- Mobile devices **enhance** card functionality.



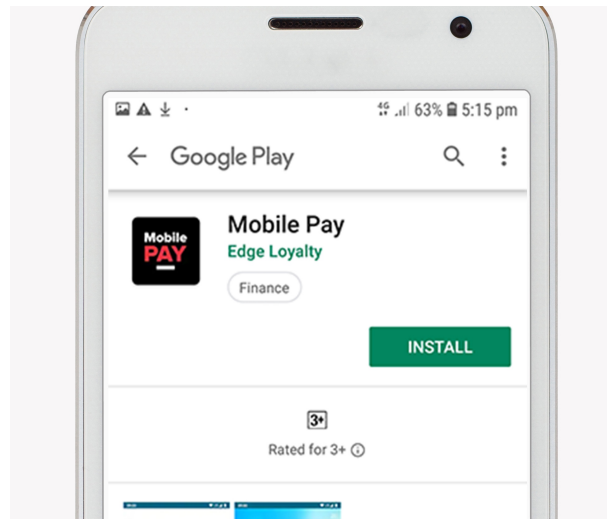
Australian
Mobile Ownership

How it works For Your Customers



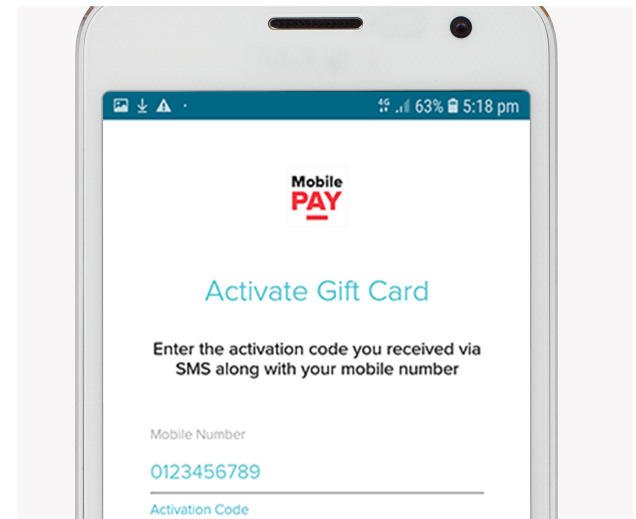
Step 1

Mobile Pay sends an SMS to your customer with an activation code and information on how to access Mobile Pay via the app store.



Step 2

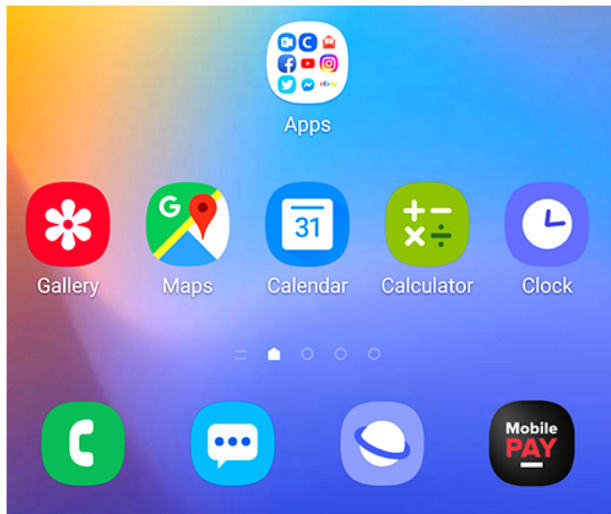
The customer downloads and opens the Mobile Pay app.



Step 3

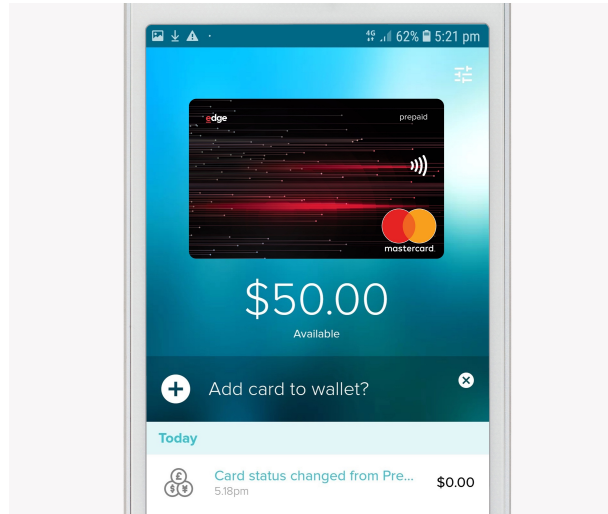
The customer enters their mobile number and the activation code as found in the Mobile Pay SMS.

How it works For Your Customers



Step 4

The app is now ready to use.



Step 5

Once in the Mobile Pay app, the customer adds the Mastercard to their mobile wallet.

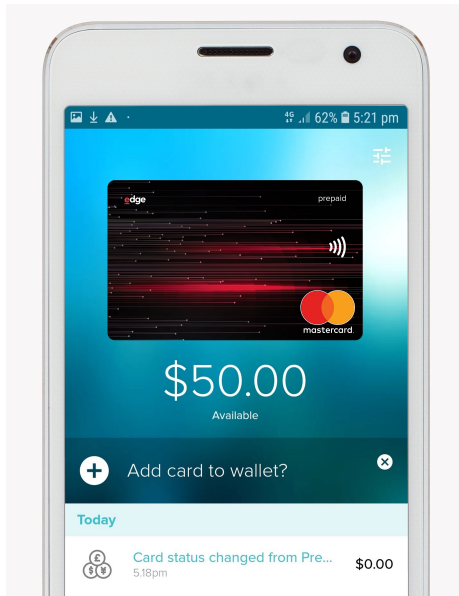


Step 6

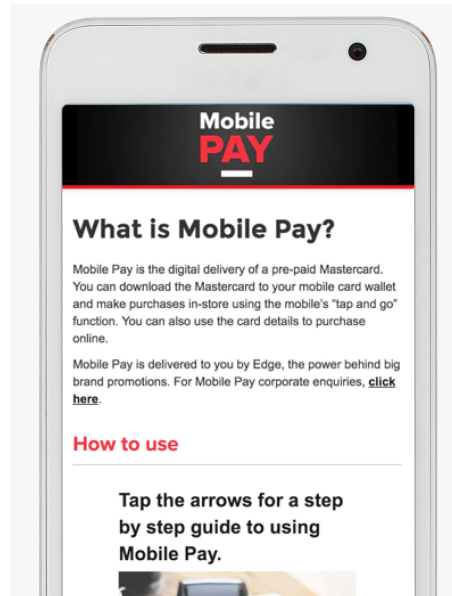
The Mobile Pay card is now ready to be used for purchases in-store at contactless terminals or online.

Customer Support at The Fingertip

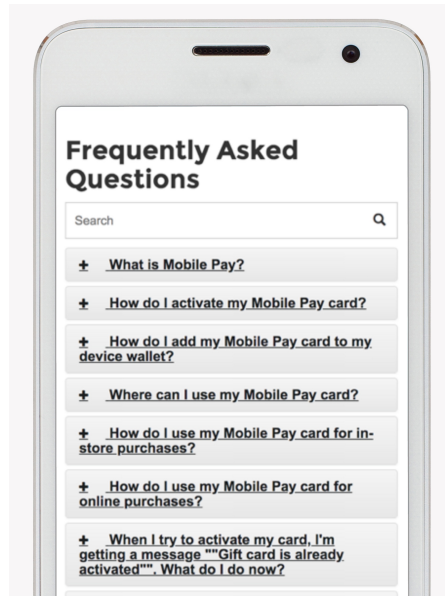
Mobile Pay is geared to service the customer with real-time user information, demonstrations and support.



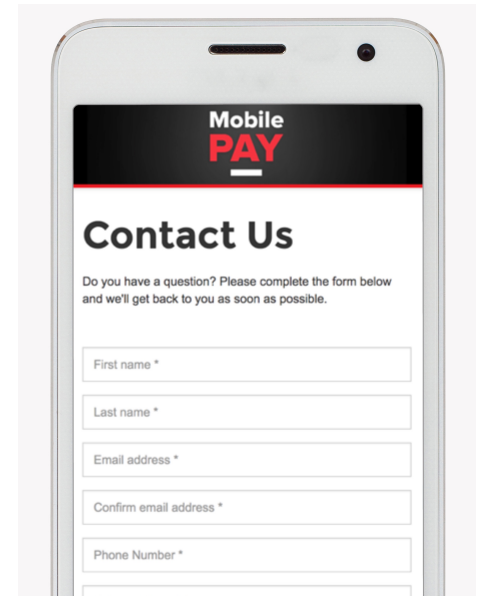
Real-time transaction history and card balance available in the app



"How It Works" demonstration



Extensive FAQ's



A dedicated Customer Support team

What Consumers Have To Say

Statistics are based on a Consumer Satisfaction Survey conducted by Mobile Pay (2019)

88%

of consumers would prefer to receive a tap and go Mobile Pay Mastercard over any other digital or physical gift card reward.

87%

of people are happy with the Mobile Pay app installation process.

85%

of people feel their money is safe with Mobile Pay.

85%

of people find it easy to add a Mobile Pay Mastercard to their mobile wallet.

91%

of consumers find the Tap and Go payment process a positive experience.

Benefits

Meet the Demand

Incentivise with a reward that customers *want*.

Customer Utility

Mobile Pay can be used at any merchant with a contactless terminal and for online purchases.

Digital Delivery

Easy to deliver and removes physical stock handling.

Be One of the First


Edge is one of the first globally to issue a prepaid Mastercard incentive that uses the “Tap and Go” payment function.

Reduce Fraud

Leverage the security of a mobile wallets built in biometrics such as face recognition, fingerprint or iris scan to ensure the legitimacy of the payment being made.

Regulatory Compliance


Deliver financial rewards within the required national gift card regulatory compliance framework. This includes the explicit display of card expiry dates, management of secure financial transactions, card issuance and processing.



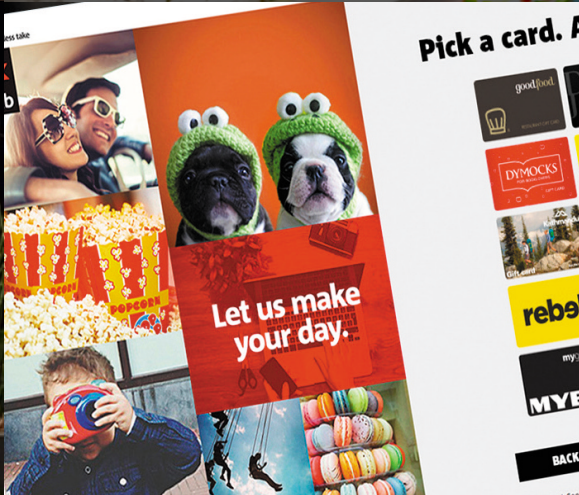
Real-Time On Premise Activations



Low Value Product Trial Offers

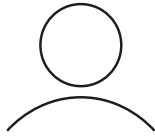


Instant Cashback Offers



A Shift from Closed Loop to Open Loop

Further Features



Ability to customise the SMS messaging to individual campaign requirements.

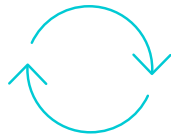


Alternative reward solution available for customers without a compatible device (less than 8%).



Fully compliant in national gift card financial regulations.

Advancements coming soon...



The choice of a fully client branded experience, from app to card.



Reloadable Mobile Pay cards, offering a way to deliver recurring rewards.



SDK capabilities for integration into clients own branded apps.

We work with hundreds of leading brands



The background is a solid red color with a network of white hexagons and lines. Some hexagons are connected by lines, forming a web-like structure, while others are isolated. The lines and hexagons are of varying sizes and are distributed across the entire background.

Connect with us

1300 365 426

info@edgepri.com

Melbourne
Level 1, 500 Chapel Street,
South Yarra, Victoria 3141, Australia