



# Company Profile

May, 2024

## OVERVIEW

Satispay is a **payment *super network* independent from debit and credit card networks**, which allows consumers to pay in store and online without a debit or credit card as well as exchange money with friends, make donations, pay utility bills and much more - all in one place.

## 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 revolutionising the world of mobile payments and setting new standards for transparency and efficiency.

In 2015, Satispay's payment system was launched and now Satispay has expanded beyond in-store payments and has reached a **valuation of over EUR 1 billion**, becoming one of the very few unicorns in Italy.

Satispay has now more than **4 million users** and **300,000 merchants** across 3 countries. In Italy, Satispay makes up 70% of all non-NFC in-store transaction volume.

With headquarters located in **Milan** and additional offices in Luxembourg, the company has over **600 employees**. Satispay is regulated by the Commission de Surveillance du Secteur Financier (CSSF) in Luxembourg, where it holds the Electronic Money License.

## THE APP

### How does it work?

Creating a Satispay profile is fast and easy. After you download the Satispay app, all we need is your personal ID and your bank account IBAN to verify your identity.

Once your information has been confirmed, you can set a weekly budget, which will be transferred at the beginning of each week directly from your bank account to your Satispay profile. The Satispay account will allow you to make



purchases in store and online from our more than 300.000 retail partners, send money to friends and much more.

### **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 additional features listed below are only available for the Italian market, except for the Savings, Gifts and Amazon Gift Cards 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.

#### **Meal Vouchers**

Pay your meals with *Satispay Buoni Pasto* (Satispay Meal Vouchers) in a single seamless transaction in all Satispay-affiliated food and catering operators as well as large-scale distributors.

#### **Mobile top-ups**

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

#### **Slips**

With Satispay you can pay your slips by simply scanning the bill 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 other, 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.

#### **Cards**



With the “Cards” feature you can save and display all the cards you need: loyalty cards, gift cards, membership cards... you just need to scan the barcode on your card and you're good to go!

### **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.

### **Amazon Gift Card**

Satispay allows you to purchase Amazon Gift Cards directly from the app, with a few taps and without any kind of stress.

## **SATISPAY BUSINESS**

Satispay Business is easy to integrate for both in store and online merchants as it's available on smartphones, tablets, computers as well as POS and checkout softwares.

Merchants who decide to join Satispay Business enjoy a **clear and transparent offer** with extremely advantageous rates, thanks to the efficiency of the Satispay **payment network**, which is independent from traditional credit or debit card circuits.

For physical stores participating in the service, there are **no activation costs nor monthly fees** but only a fixed fee of **20 cents** for payments starting from €10; transactions below this threshold have no fee and are completely free for the merchant and consumer.

These are some of the reasons why Satispay has become increasingly popular as a digital payment solution for small and medium merchants, but also for large players in the retail sector such as Esselunga, Boggi, Carrefour, Trenitalia, Autogrill and many others.

The app can also be used as a payment tool in **online stores**, allowing consumers to easily and securely pay via the app. Satispay has partnered with major international players in the online space, such as Shopify, Magento, Woocommerce, and Prestashop, resulting in more than **20,000 affiliated online stores**. For all online activities, Satispay's pricing model, which is transparent and advantageous for merchants, includes a 1,5% commission for all transactions below €10 and 1,5% plus 20 cents for amounts starting from €10.

Also for online, Satispay offers the ability to receive payments quickly via a customised tag link. Merchants can use this link to request payments or donations via social media or email, with a simple click. This option has proven to be very useful especially in the world of nonprofit organisations, who can create fundraising campaigns in a simple and smart way, with significantly reduced costs.

Finally, Satispay can be integrated as a payment solution on **vending machines**, even those not directly connected to the Internet. A choice that responds to the company's clear strategy of supporting the growth of the service by transforming any tool already present in stores (and beyond) into a terminal for receiving payments with Satispay.

### **CASHBACK: TAKE YOUR BUSINESS TO THE NEXT LEVEL WITH SATISPAY**

One of the special perks of Satispay Business is that it offers merchants a **solid and value-adding marketing channel** through which to communicate to their customers in a non-invasive way, with **customised Cashback campaigns**. These promotions can be activated at the request of the merchant and are aimed at attracting new customers and building the loyalty of existing customers, through a partial re-credit of the amount paid directly on the app. Satispay was the first company to introduce Cashback campaigns as an **effective performance marketing tool** for physical stores, as well as giving more visibility on the app to stores that provide Cashback and thus contributing to increased sales.

### **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 Luxembourg markets** in April 2020. As of May 2022, the company started operating **in France** as well, in cities such as Menton, Metz, Nancy, Nice, and Thionville.

Today the app is downloadable from all the app stores in **Luxembourg and France** with the features of in-store payments, peer-to-peer money exchange, savings and gift cards.

## SATISPAY AT A GLANCE

**4M+** users

**3,500** consumer new sign-ups every day

**300,000+** affiliated stores

**450M** euros funding raised

**600+** employees

**75%** in-store non-NFC digital payments market share in Italy

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

**3B+** EUR of annual transactions volume

