

Blue Code

A Mobile Payment Solution

for Europe

Payment today



Card based

US dominated

Disruption



Format shift to mobile

Regulation
PSD2

HOW DOES IT WORK?



<https://youtu.be/3ZtxaP00YIY>






WHAT IS BLUE CODE?







- **Token** : A Blue Code is a one-time use 20 digit token that triggers a payment directly from a users bank account.
- **Secure** : Blue Code never obtains user names or account numbers from its bank partners. Security by design, means no PCI constraints!
- **Flexible** : Blue Code is easily integrated into (banking or merchant) apps via SDK, into cash registers, via HW module into vending machines.
- **Powerful** : Blue Code works with any phone (Android & iOS), any transmission technology (Scan, Bluetooth, NFC), and is omnichannel






Click here for YouTube Playlist for usage videos:
<http://www.youtube.com/playlist?list=PLGNUYoCwCCXa9k29V9py6hwyWZt0P1XJ>

CARD BASED PAYMENT TODAY / TOMORROW?

    	<p>US card world (today): Consumers pay with a card by a US scheme (Mastercard/ Maestro, Visa/ VPay). Data and revenues flow to the US. Worked well over the last few decades. Cards are not interactive ...</p>
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     	<p>US mobile world (tomorrow?): Consumers load their US cards into their US app (Apple Pay, Android Pay, PayPal, Facebook, etc.). Europe loses payment entirely: data, user journey, revenues and geopolitical influence!</p>
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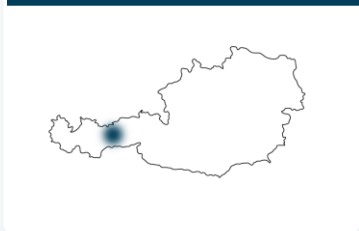
ACCOUNT BASED PAYMENT FOR EUROPE!

   	<p>Blue Code world: Banks sign Blue Code issuing license and embed it into their banking apps. Acquirers sign acquiring license and sign up merchants, large merchants (via PISPs) can sign up directly. All Europeans benefit.</p>
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Successful market validation

Transition to payment scheme

Austrian Concept (2014)



Started with a local proof of concept in Tirol, Austria. One bank signs one merchant. Technology is validated, real money flows ...



SEPA Direct Debit Release in Austria (2015-2016)



Signed 85% of all food retail chains within 18 months! Merchant validates value proposition. Scaling now needs scheme contracts vs 1:1 agreements.



First Real Time Issuing Banks AT & GER (2017)



Designed scheme rules with Europe's largest banking group, the German Sparkassen. Signed first dozen issuing licenses, acquiring license, and settlement bank!



Scheme Europe (2018 & beyond)

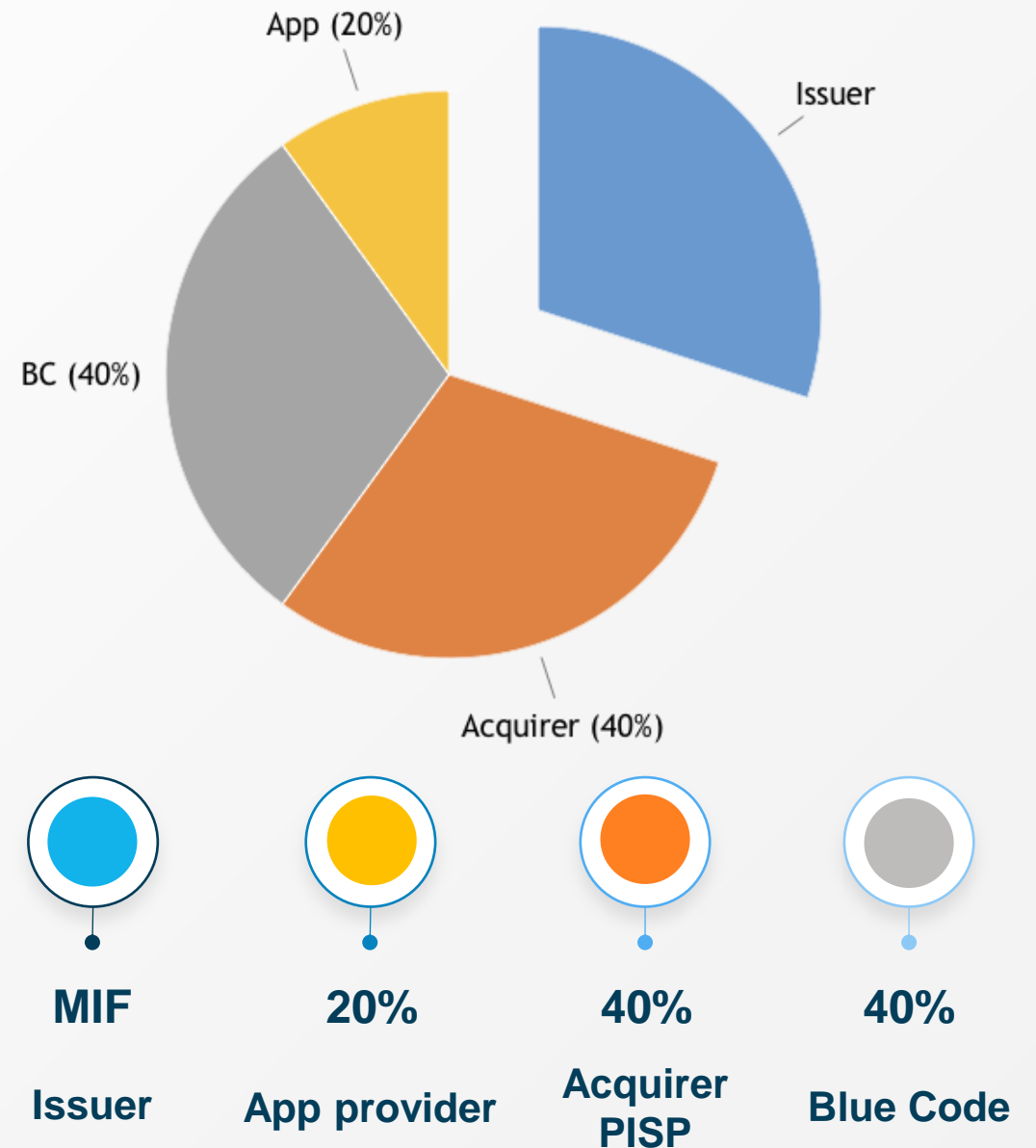


Next to SDD and SCT Blue Code becomes SCTInst ready and can abstract the payment initiation for merchants into one single contract and price. Currently in workshops and integrations in several EU countries.



OUR BUSINESS MODEL

- Merchant pays a fee per transaction to the acquirer or PISP. Most often it is a fixed amount plus a variable component.
- Example: €0.07 + 0.3% of ticket size.
Assume: Customer pays €30 with Blue Code
Merchant Service Fee: €0.16.
- Issuing bank gets paid for allowing real time access and payment guarantee. Issuing bank grants access via SDK to merchants.
- Residual between merchant fee and issuing fee is split between acquirer / PISP, app, and Blue Code. Larger merchants can embed and save cost.



WHO MARKETS THE SOLUTION?





Proven Technology

We are doing live, real time scheme payments, with some of the largest banks and merchants in Europe (85% merchant penetration in Austria). We are connecting loyalty schemes in a 1-scan checkout!

Signed Contracts

We have designed a payment rule book and business model protecting banks data. Also including SCT, SDD, refund, chargeback, etc. Signed a dozen members in the first quarter of Europes largest banking group.

Timing & Traction

PSD2 is coming – we are ready with a technical and legal framework for European banks and merchants. Currently in negotiations and workshops with some of the largest issuers, acquirers in several EU countries.

Fact: The European Payment industry is going mobile and impacted by new regulation (PSD2) and new infrastructure (SCTInst). It will mean substantial disruption and brings an enormous opportunity to reshuffle the cards!

Solution: Blue Code is a mobile, cross border payment solution made in Europe. All European stakeholders benefit and the solution is architected to scale to end users with every additional issuing (bank) promoting it. It scales towards merchants with every additional acquiring bank or PISP promoting it to existing clients.

Proven: We have built the technology stack and legal framework and signed some of the largest players in Europe in retail, issuing, acquiring, and settlement. We have anonymous payments directly from bank accounts live now!

Growth: We have a strong pipeline of Tier 1 issuing and acquiring partners to join the solution. This includes facilitating interoperability between local bank solutions. Blue Code is not a brand. It enables bank payment brands.

Summary: It is time for Europe to have its own mobile payment solutions that scale across SDD, SCT, SCTInst and offer value add to users, merchants and banks alike. Key is data privacy ensuring all data stays with users and banks.

Christian Pirkner



Phone: +41 78 696 0374



Email: c.pirkner@bluecode.com