



MONEYDUCT AT A GLANCE

The PSD2 directive puts considerable pressure on traditional payment systems. From the point of view of card payments, on the one hand, it aims to increase security and, on the other it will complicate the payment process. If the card is not present (contactless and online payments), additional PIN or other verification will be required.

Another area that has changed is the inter-bank transfers. Under the new directive, interbank transfers within the European Union are almost immediate.

The combination of faster (almost immediate) transfers and the increasing difficulty of the card payment process, opens up a new area for payment process initiators (PISP – Payment Service Initiation Providers). Unlike PSP, the initiators of the card payment process, PISP are not intermediaries in the transaction (the transfer is carried out directly between banks).

Money Duct is a payment platform based on European Open Banking regulations included in the PSD2 directive. The platform's goal is to reduce the cost of handling payments compared to payment by credit and debit cards, and to unify the payment process in stores and online.

The key element of Money Duct is the mobile application that can be used by customers to make payments, transfers to friends, and generate tokens for payments. The key element is the use of the mobile application by sellers. Thanks to it, they can easily create new 'mobile' cash registers using a regular tablet, reducing costs and creating a new, more open model of customer interaction.

Online payments are another area where Money Duct wants to create a popular alternative to card payments. Completing purchases at the touch of a button as well as simplified

registration to facilitate the purchasing process using your preferred shipping address are key aspects of functionality.

Our marketing plan focuses on building a brand that is to be the face of payments using Open Banking in Europe. The key aspect of the plan is education and building awareness about the functioning of payments and sharing good practices implemented. Social media such as LinkedIn and Facebook are the main marketing channels.

Currently, BLIK operates on the Polish market, which is based on the legislation of Polish Open Banking. In the rest of Europe, competition is very low without significant market penetration. In our opinion, mainly due to the focus on business customers without a brand with which customers could identify.