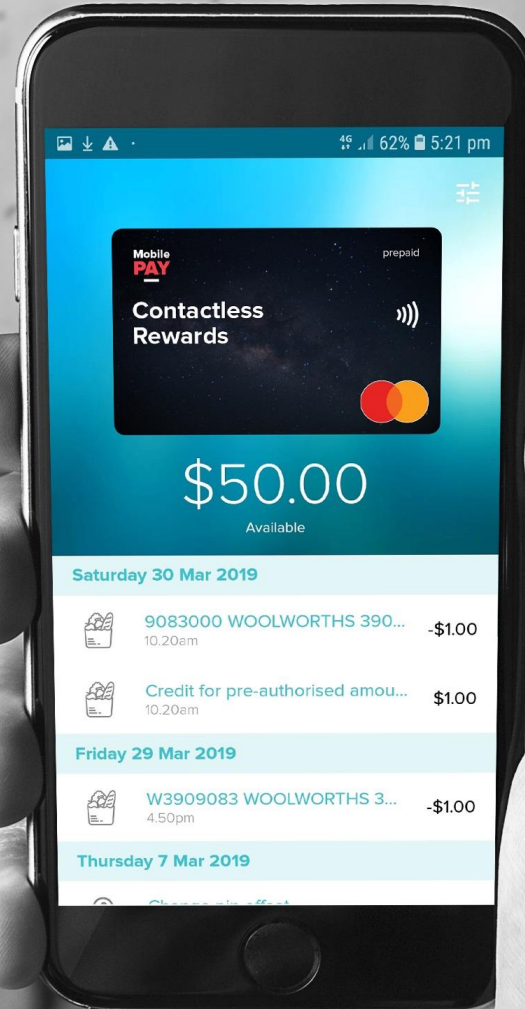


Mobile
PAY

INSTANT
BRANDED
MOBILE
PAYMENTS



edge

A Blackhawk Network Business

A contactless mobile payment solution

Fast, Simple, Secure.

Mobile Pay is a digital payment solution where digital Mastercards are issued directly to recipients via SMS, adding funds straight into their native mobile wallets, which can then be used to purchase items instore and online.

Whether it be for emergency relief, disbursements or compensation payments or offering digital rewards to your customer base, it is an effective mobile payment solution.

Setup is quick and easy, with the ability to issue cards within 24 hours of receiving a data file.

Brands can choose from an off the shelf solution or a fully branded experience, from app to card.

Mobile Pay is supported by all native mobile wallets.

“88% of consumers would prefer a Mobile Pay Mastercard over any other digital or physical gift card reward.”

Consumer Satisfaction Survey. Mobile Pay 2019



Meet the Demand

88%

of consumers would prefer to receive a contactless 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

Contactless payments are now being used for everyday purchases.

Contactless transactions doubled in grocery and pharmacy categories between February 2020 – March 2020



Mastercard Digital Purchasing Survey

8/10%

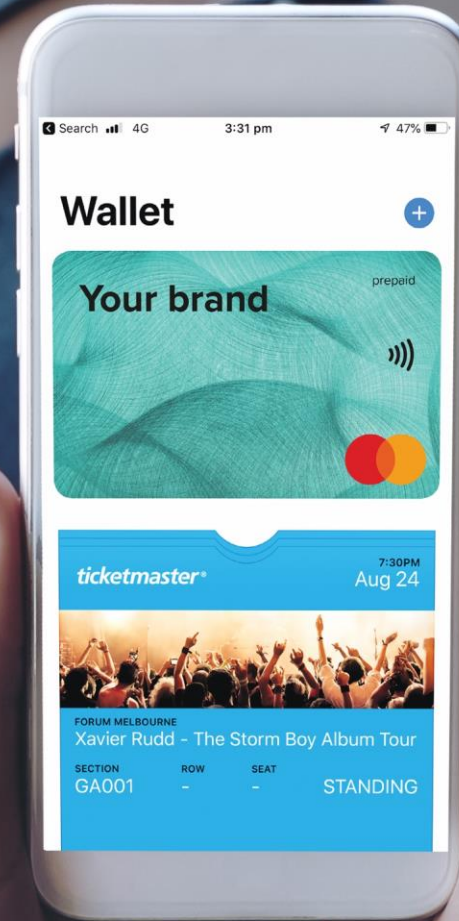
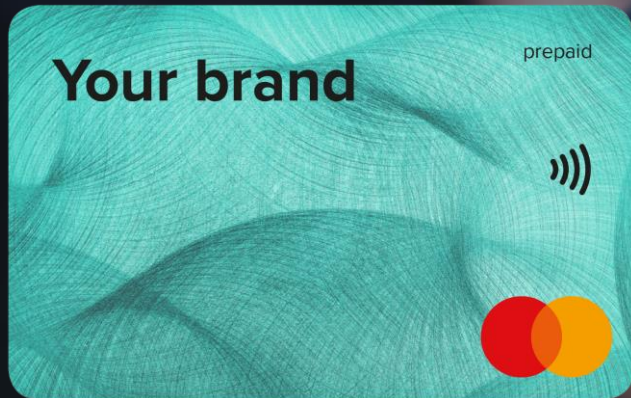
use contactless payments

74%

View contactless payments as a cleaner way to pay

The power of your brand in their hands.

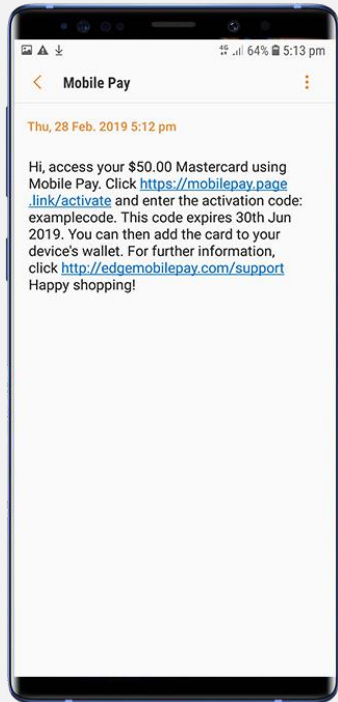
- Option to create a branded experience
- Including branded cards & SMS messaging
- Facilitates multiple touch points with your brand



“On average a customer will use their Mobile Pay Mastercard 4 or more times, versus 2 times with a physical gift card.”

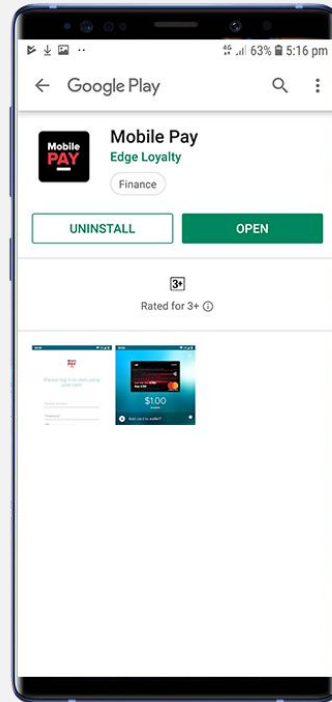
Edge Insights Data, 2020.

A fast and simple customer experience



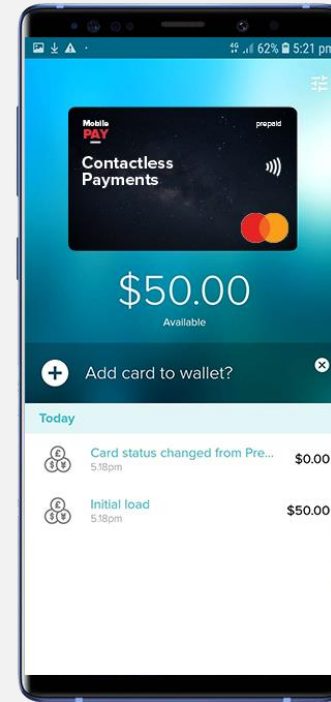
Step 1

Customers receive SMS with an activation code and information on how to access Mobile Pay via the App Store or Google Play.



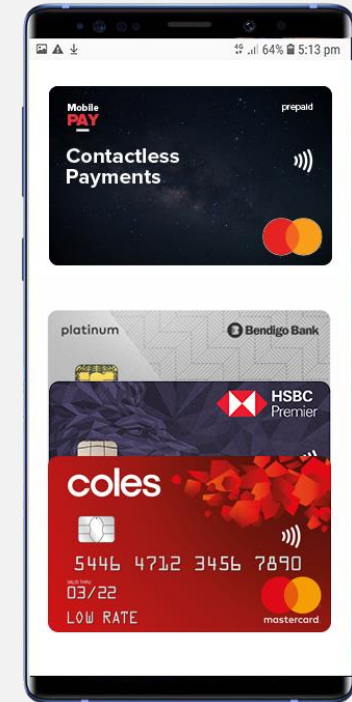
Step 2

The customer downloads the Mobile Pay App and accesses their digital Mastercard.



Step 3

The customer adds the digital Mastercard to their mobile wallet.



Step 4

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

Helping you learn more about your customers



Step 1

Customers receive SMS with an activation code and information on how to access Mobile Pay via the App Store or Google Play.



Step 2

The customer downloads the Mobile Pay App and accesses their digital Mastercard.



Step 3

The customer adds the digital Mastercard to their mobile wallet.



Step 6

Customer insights gained for future programs.



Step 5

Customer data captured about where and how they used their Mobile Pay card.



Step 4

Customer spends their Mobile Pay card online or instore.

Insights that help you develop future programs

Mobile Pay Digital Mastercard

- 4 transactions
- Usage more frequent, lower dollar amount per transaction

	Category
1	Groceries/Supermarkets
2	Fast food
3	Discount Stores
4	Convenience Stores
5	Petrol Stations

Physical Gift Card

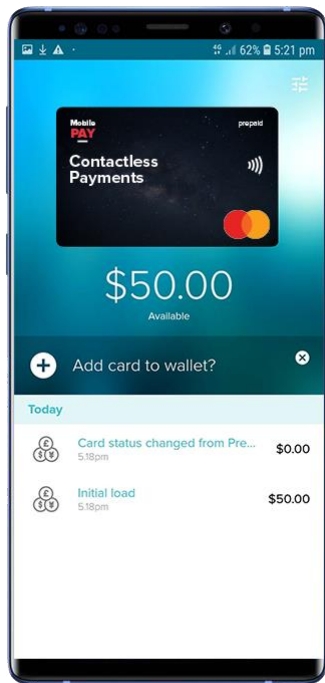
- 2 transactions
- Less frequent usage, total dollar value used in just one or two purchases

	Category
1	Groceries
2	Department Stores
3	Home Maintenance
4	Electronic Retail
5	Bottle Shops

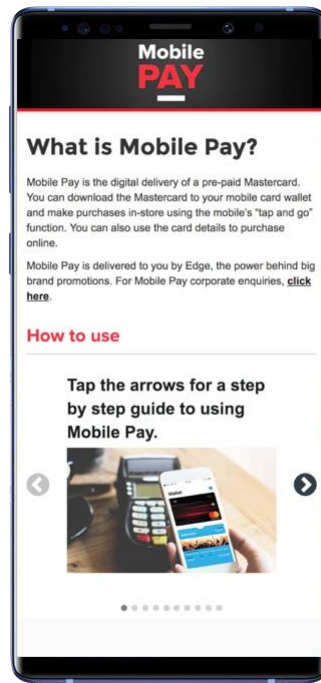
92% redeem their code within one day.

Findings from a mobile-first approach vs a physical gift card, conducted by Edge Insights.

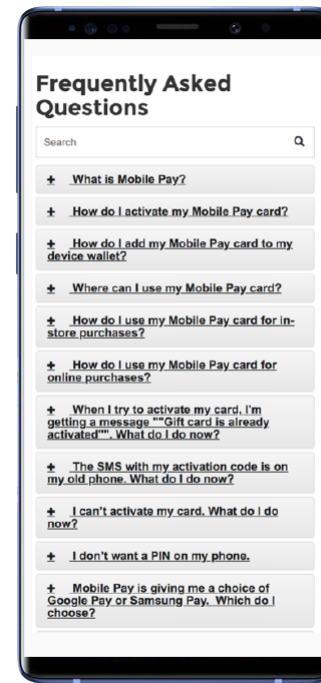
Mobile Pay services the customer with real-time information, demonstrations and support.



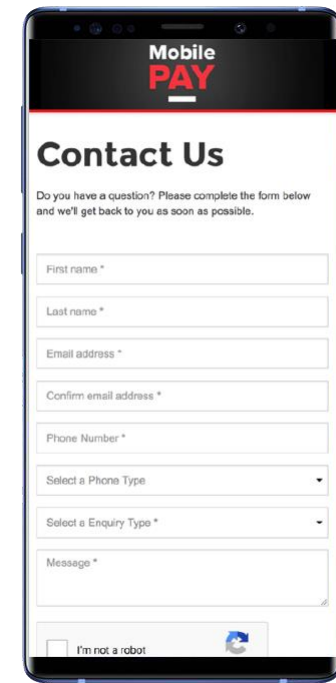
Real-time transaction history and card balance available in the app



"How It Works" demonstration



Extensive FAQ's



A dedicated Customer Support team

Many reasons to help you grow, engage or retain



Can be used for purchases instore and online



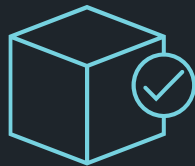
Contactless and trackable



Fast and simple digital delivery by SMS



Option to create a branded experience



Removes physical stock handling



Simple setup with the ability to fulfil within 24 hours of receiving data file.

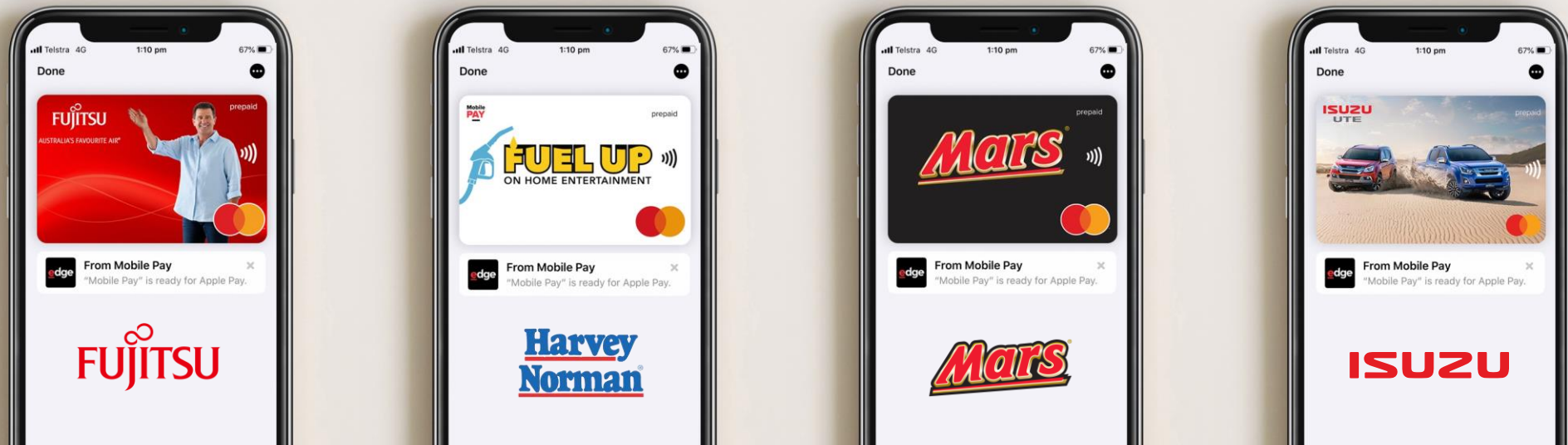


Secure payments using the biometric security features of the phone's native wallet



Meet national gift card regulatory compliance framework

Brands seeing the upside of instant branded mobile payments



“Making the transition to Mobile Pay has been a really positive experience for both Isuzu UTE and our customers.” Chris Macer - Senior Marketing Manager - Isuzu UTE Australia Pty Ltd

“We have been working with Edge for some years now and recently we’ve migrated from plastic to providing our customers with Mobile Pay rewards. We’ve been really happy with the results and with how quickly our customers have adopted the new technology. We’ve had some great feedback on how easy it is to download and use, speed of deliverability and flexibility to use for purchases instore and online. Particularly in these challenging times it has really shown the importance of rewarding customers with a product they can use safely and to make essential purchases.”

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