



MARCH 21-23
LAS VEGAS
CONVENTION CENTER

Demystifying Mobile Payments

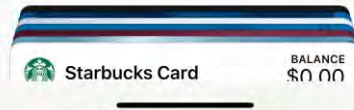
Evan Jarecki

Co-Founder & VP of Sales, Gimme

Where People, Products & Possibilities Meet



Hold Near Reader



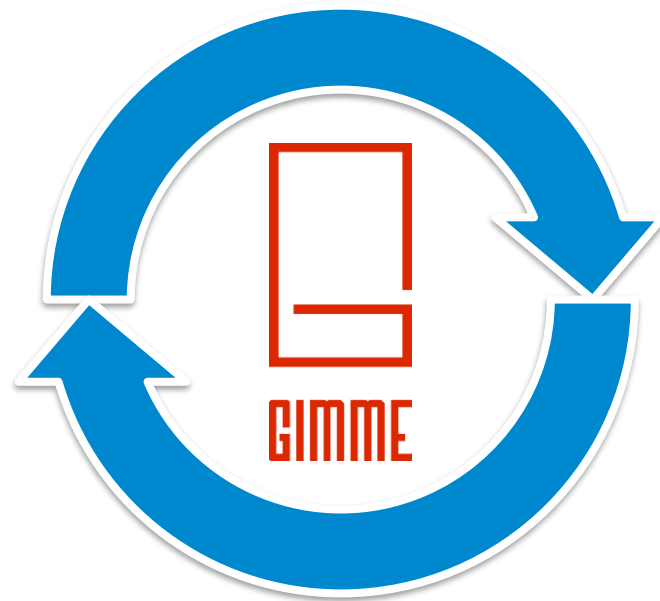


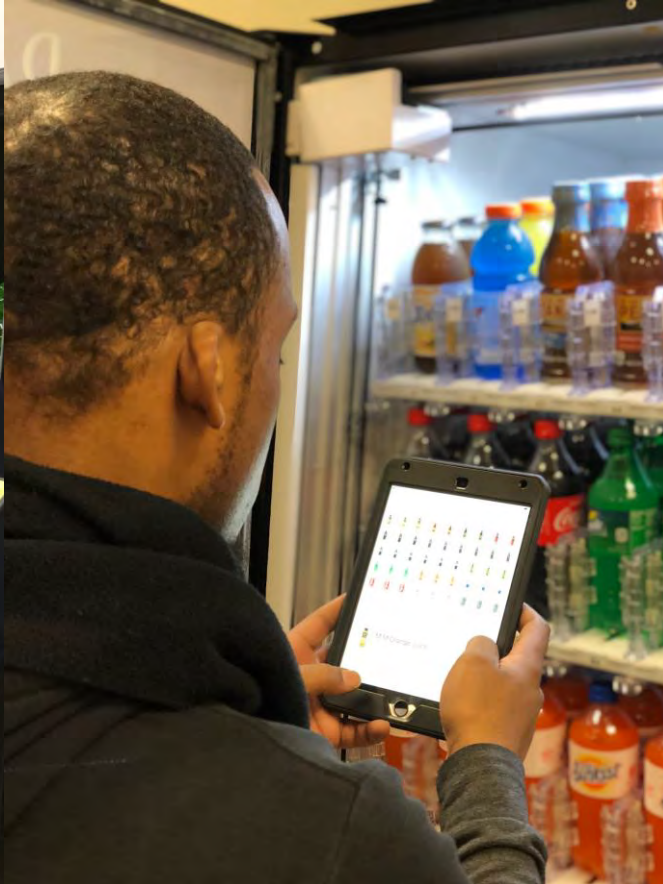


CONSUMERS LOVE CONVENIENCE

- Convenience drives quality
- Wasting time and resources sucks
- Our time is extremely valuable

SAVE CUSTOMERS TIME





THE CONSUMER JOURNEY

1. *Identify product.* **If in stock,**
2. *Initiate payment.* **If payment method available,**
3. *Pay.*

KNOW THE CONSUMER

“For many, the answer is personalization and authenticity. Personalization is an experience and something that is quickly becoming an expectation throughout the consumer’s journey.”

- Cory Hewett
Co-Founder & CEO, Gimme

CONSUMER TRENDS

- **80 million** millennials in the U.S.
 - **80%** own smartphones
- Mobile payments to reach **\$3.1 trillion** by 2022



MISCONCEPTIONS AND OBJECTIONS

“My customers won’t use mobile payments.”

“There’s no return on investment in mobile payment technology.”

“I don’t want to put my credit card information on my phone, that means Apple or Google will have my information.”

OPERATORS ARE ENABLERS

Ease of obtaining smartphone / mobile payments...

More likely consumer is to use it.

You allow them to use it.

APPLE DOMINATES Q4 2017

- **\$88.3 billion** in revenue
- **77.3 million** iPhones
 - Sales up **13%**
- **1.3 billion** active devices

POWER BEHIND MOBILE PAYMENTS

- Near-field communication (NFC)
- Personal authorization (Face/Touch ID, Passcode)
 - Secure element (SE)



SAFETY BEHIND MOBILE PAYMENTS

The secure element chip (SE)

- Tamper-proof
- Protected by unique digital signature
- Random, one-time code replacing credit card number

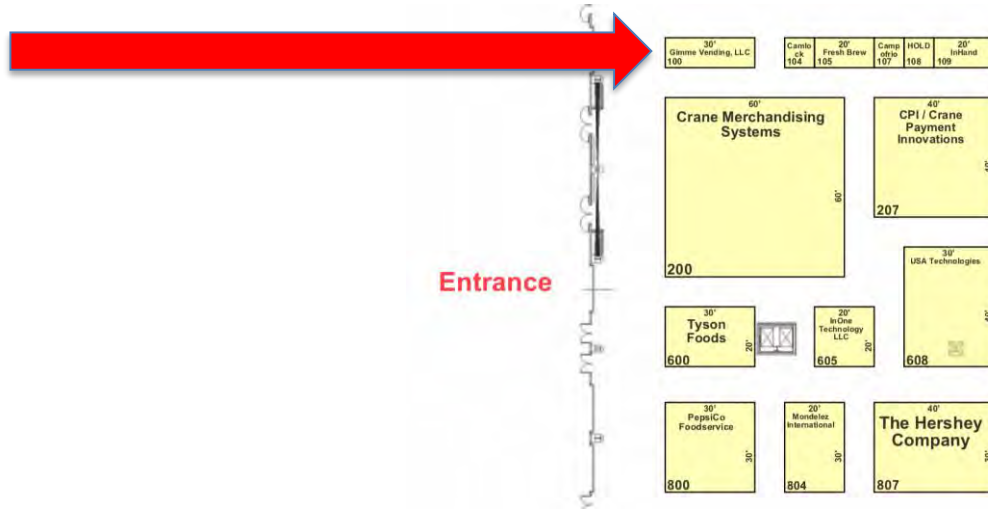
S U M M A R Y

- Fastest growing way to pay, **don't wait** to equip.
- Safest way to pay, **protect your customers** and yourself.
- Helpful to deliver an outstanding customer experience, and **keep customers longer.**

AFTER THE SHOW

Pick an account to test mobile payment technology.

Q & A



Talk to the Gimme team at Booth 100.

Credits & Acknowledgements

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