

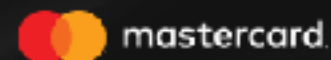


ZUL DIGITAL

FASTEST GROWING PARKING APP IN BRAZIL

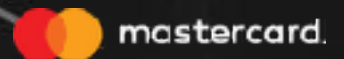
ROBSON DANTAS

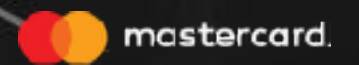
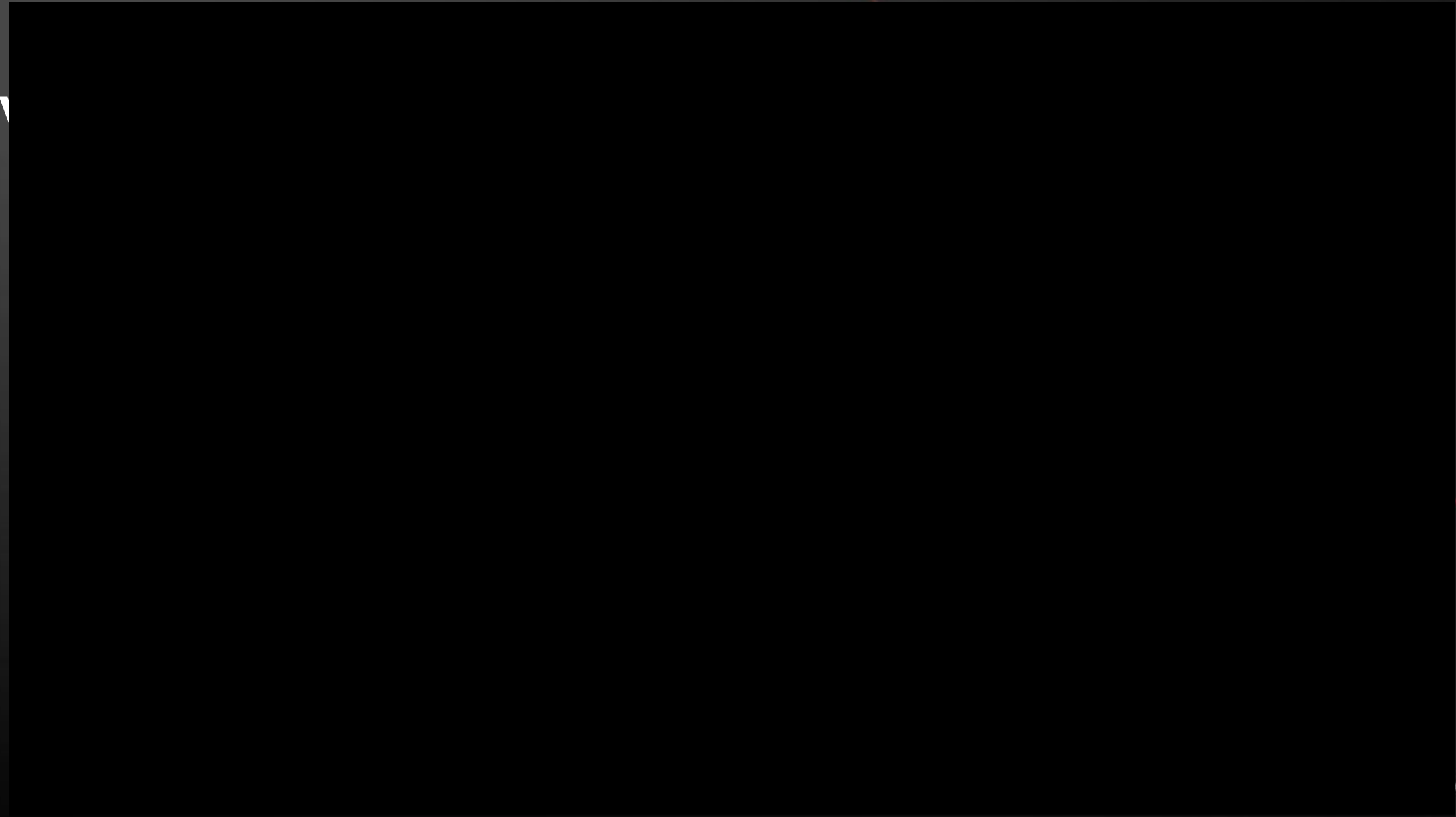
MARCELO LIBRATO



Who are we?

- Pioneers in mobile application development in Brazil
 - Over 100 apps created, 14 million installs
- Team of software engineers with different backgrounds
 - Usability
 - Mobile engineering
 - Infrastructure
 - Fintech





PUBLIC PARKING IN SAO PAULO

How it works today

DIGITAL ONLY

MOBILE – 85%

POS – 15%

CREDIT, DEBIT,
BOLETO

0.04% OF FRAUD

FRICTIONLESS

How it was

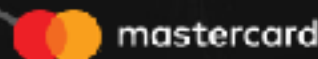
PAPER VOUCHER

HIGH COST TO
OPERATE

LACK OF CONTROL

90% OF FRAUD

INCONVENIENT



EXPLOSIVE GROWTH – 10 MONTHS



500K |

DOWNLOADS



1/0K+

ACTIVE USERS



1.6MM

TRANSACTIONS



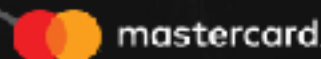
2.5MM

HOURS SOLD



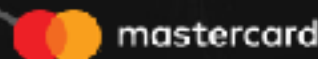
HIGHEST RATE

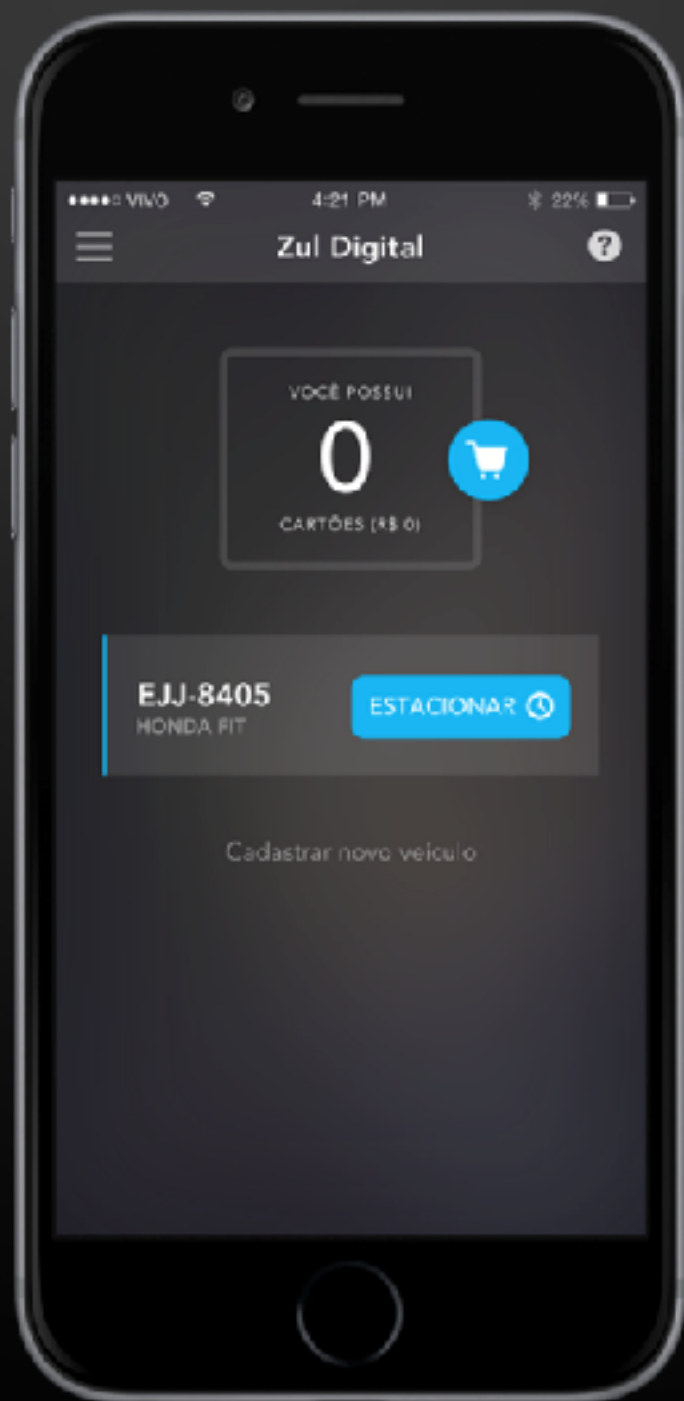
IN THE STORES

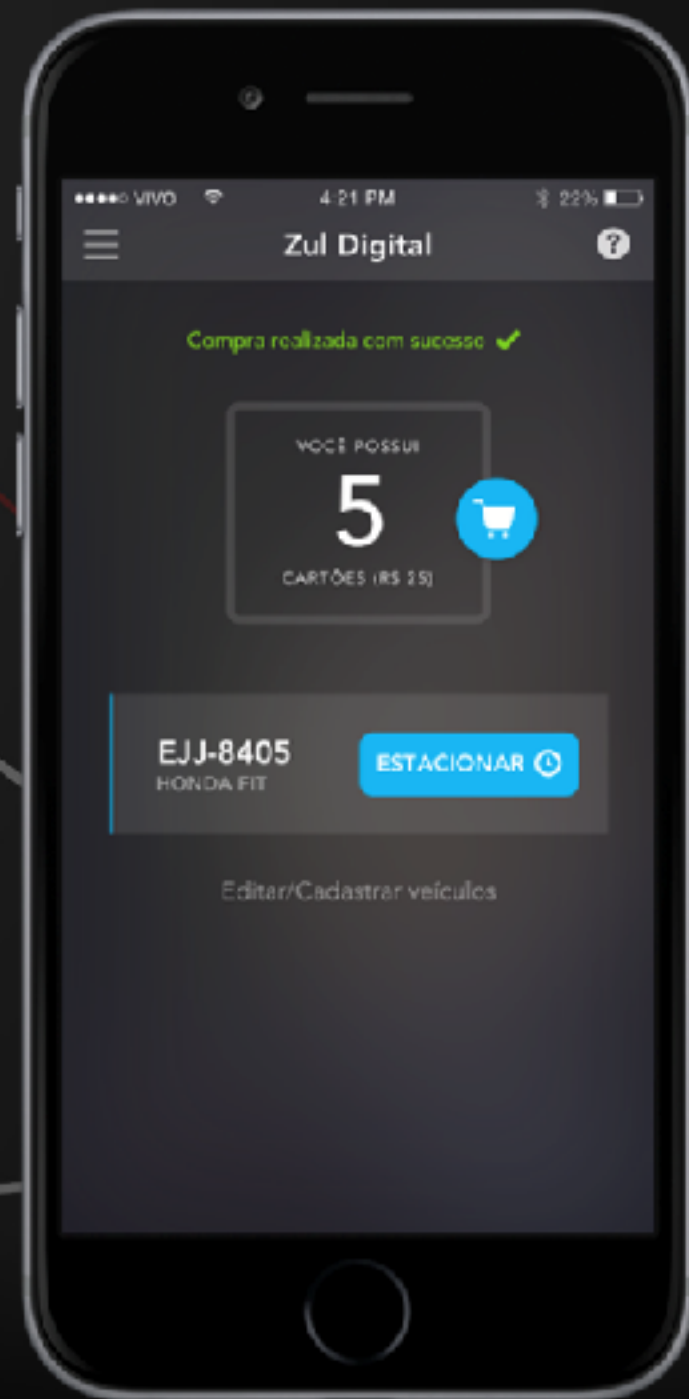
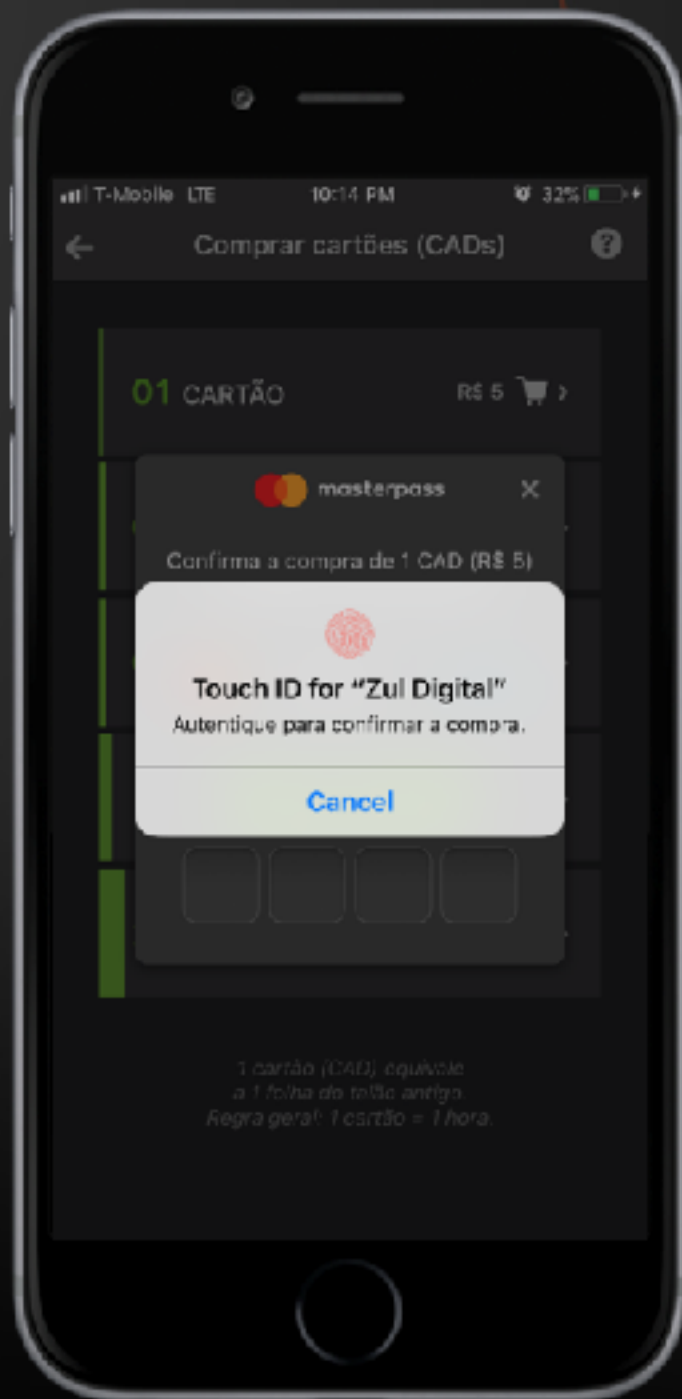
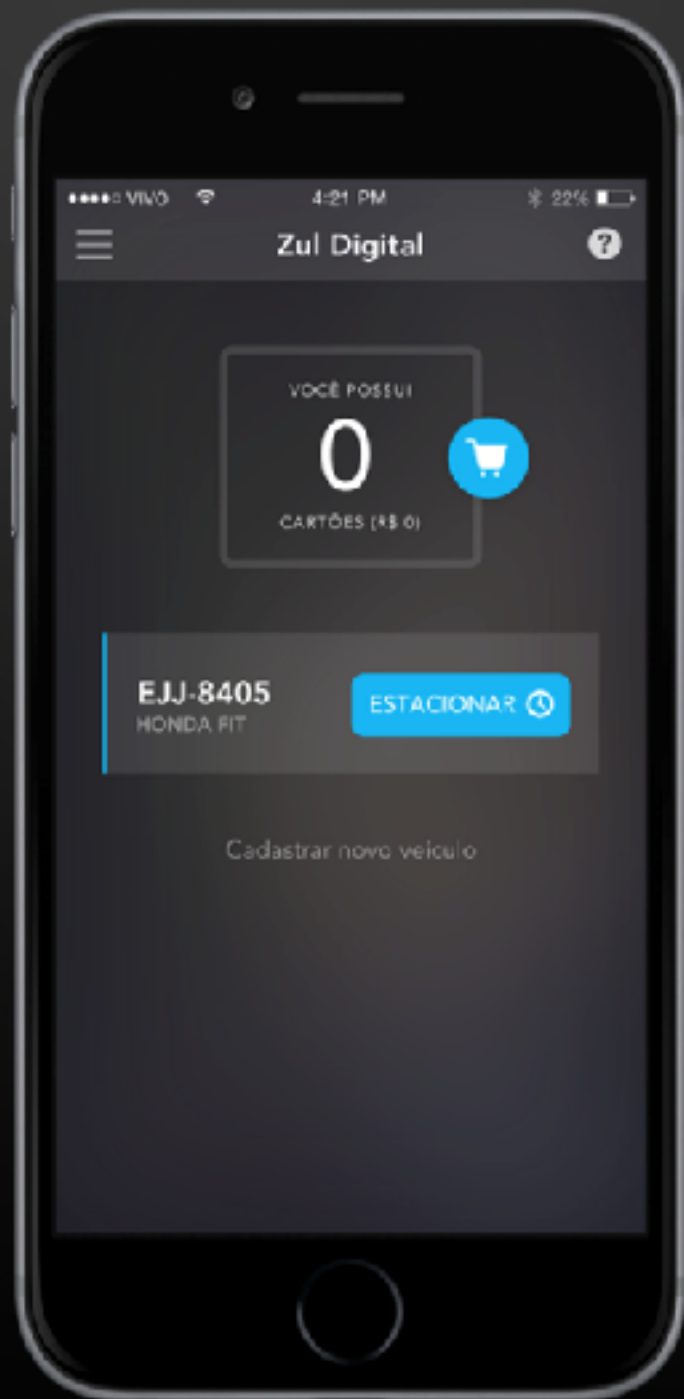


WHY MASTERPASS?

- SIMPLIFIED CUSTOMER EXPERIENCE IS THE KEY TO OUR SUCCESS
- CHECKOUT IS CRITICAL – CUSTOMER MUST SPEND LESS TIME TO PAY
- MASTERPASS EXPRESS CHECKOUT IS THE IDEAL USE CASE

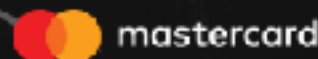






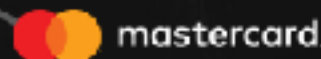
EXPRESS CHECKOUT

- FIRST IMPLEMENTATION IN LATIN AMERICA
- ONE CLICK BUY SOLUTION, IDEAL TO MOBILE PLATFORMS
- API ORIENTED
- SDKs AVAILABLE TO ANDROID & IOS. EASY TO IMPLEMENT
- LESS RISK TO THE MERCHANT
 - NO NEED TO ACCESS PAYMENT DATA AND DEAL WITH PCI
 - WALLET VALIDATION REDUCE THE POSSIBILITY OF CHARGEBACK



LESSONS LEARNED

- FOCUS ON COMMUNICATION
 - CUSTOMERS TEND TO CORRELATE THE WALLET WITH MASTERCARD CARDS ONLY



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MLIBERATO@ZUL.DIGITAL