

VISA & **bio-id**

OFFERING

modapay and **#bpay**

WHERE FASHION MEETS
PAYMENT TECHNOLOGIES
#DiscoverBIOIDZ



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VISA

FIDESMO #bpay

amazon

modapay


Pay in Fashion

Fintech
SURGE.
فينتك سيرج
OCTOBER 2022

PROFILE



BIO-IDZ is a technology company, who is a pioneer in the next generation contactless wearable payment experience and are well placed strategically in the MENA to provide innovative and original Fintech solutions across the globe.

VISA facilitates digital payments across more than 200 countries and territories among a global set of consumers, merchants, financial institutions, businesses, strategic partners and government entities through innovative technologies.

FIDESMO is a Swedish tech company which unites service providers and device manufacturers in a single, secure and scalable NFC platform on a global scale - opening up a world of opportunities to the untapped potential of contactless transactions.



modapay ...AS EASY AS A PIE



① Have a bank card



② Buy a wearable of your choice



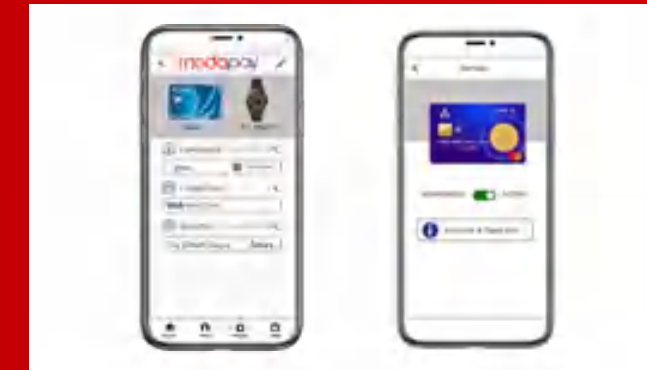
③ Add wearable and card to modapay app



④ Link and load your card



⑤ Pay for anything



⑥ Manage wearable in the modapay app

WHY #B PAY WEARABLES?



Differentiate and be the first

- be the first organisation to support passive NFC payment wearables & jewelry



Increase revenue

- statistics show that contactless payments happen more frequently than other payments



Enhanced security

- If a device is lost or stolen, the user can delete or replace its token, while continuing to use the physical bank card (tokenization system)



No energy needed

- #bpay wearables do not require an energy source to get a token and use it for payment (passive tokenization)



Drive loyalty, card usage and customer acquisition

- #bpay wearables can have custom-made designs



Easy implementation

- both personalisation and tokenization options are available

IMPLEMENTATION OF #BPAY WEARABLES

Two ways (not mutually exclusive)



TOKENIZATION



PERSONALISATION



TOKENIZATION: GENERAL DESCRIPTION

Tokenization is the process of creating a digitized ("tokenized") version of a physical bank card and then loading it onto a mobile phone or wearable item, for example rings, bracelets, jewelry.

TOKENIZATION

Generating an alternate card number



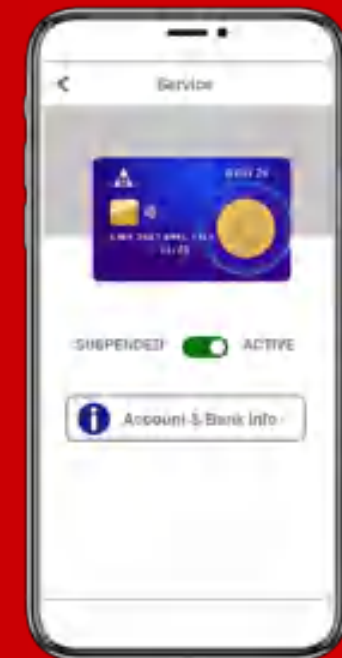
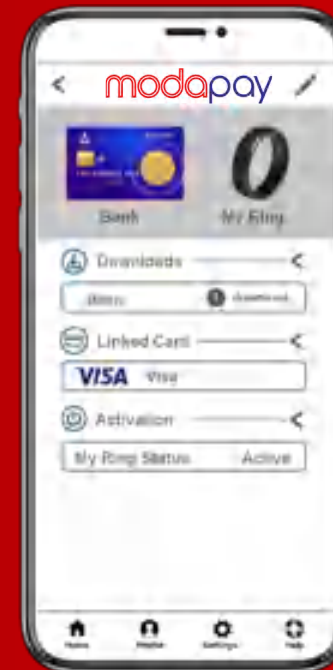
CARD NUMBER

5789 3507 8941 2315



TOKEN NUMBER

6588 2133 6584 3113



During digitization, the number of the physical card (the primary account number, or PAN) is replaced with an alternate or "surrogate" card number, which is identified as a token. The token, rather than the PAN, is loaded into a wearable item. The process of generating a token and linking it to the PAN is known as tokenization.

TOKENIZATION IMPLEMENTATION MODEL

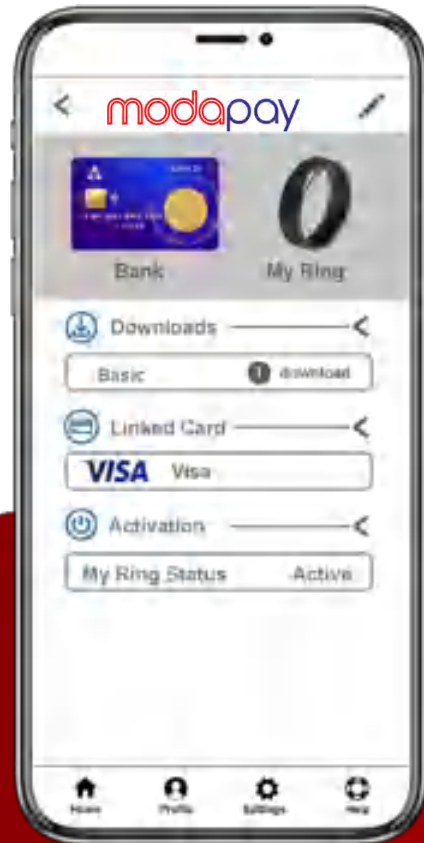
OVERVIEW

- The company only pays for #bpay VTS integration (B2C concept)*
- Distribution will happen both online (e-commerce; possibly payINfashion, Amazon etc) and offline (retail)
- BIO-IDZ takes care of distribution



modapay TOKENIZATION: THE SOLUTION'S FUNCTIONALITY

A customer can do the following basic actions using modapay app:



INSTALL A TOKEN ON
A WEARABLE



BLOCK A TOKEN THROUGH A MOBILE APP,
FOR EXAMPLE A LOST DEVICE



COMPLETELY DELETE A TOKEN

#BPAY: MODES OF DISTRIBUTION

Currently we support both retail and e-commerce



TOKENIZATION IMPLEMENTATION MODEL

MOBILE tokenization

- The card registration and tokenization are available on Android / iOS smartphones
- Clients will be able to buy, tokenize and activate their wearables in retail environment
- Clients will also be able to buy their wearables on websites such as payINfashion, amazon and tokenize, activate them at home
- This technology will allow to target larger population



TOKENIZATION IMPLEMENTATION MODEL

E-COMMERCE PROVISIONING MODEL

- Clients need to register their card on mymodapay.com website prior to ordering #bpay wearable
- Tokenization happens at BIO-IDZ's storage facilities. BIO-IDZ sends ordered wearables to clients
- Clients activate #bpay wearables once they receive it at home using modapay app



TOKENIZATION: INTEGRATION

- Every bank that supports tokenization from Visa (if a bank supports Apple Pay / Samsung Pay through MDES/VTS) will be able to integrate modapay's solution into its system in a relatively short time.*
- Steps for integration are under the supervision of the Visa Account Manager.



*from several days to two months, depending mostly on the speed of work between the organisation and Visa

TOKENIZATION: INTEGRATION

- A company registers with Visa’s VTS Express Agreement program.
- The company contacts its Visa account manager to add Fidesmo as a token requestor (a back-end tokenization provider for modapay).
- The company also logs into its Visa account.
 - Selects "Tokenization Service".
 - Checks a box for Fidesmo WID and the available BIN range.
 - Visa sets up a BIN range for WID in the VTS system.
- The company and Visa conduct internal tests for subsequent integration. The tests include checking the transmission and operation of tokens through the VTS system.



Token Requestor ID
Name: Fidesmo Pay
TRID: 40010080419

OUR PAYMENT JEWELRY AND ACCESSORIES



- KEYSRINGS
- PAYMENT BRACELETS & STRAPTAG
- PAYSTRAPS
- WATCHES
- KEYFOBS
- CHARMS & PENDANTS
- CERAMIC PAYMENT RINGS

KEY RINGS

Tumbled premium Italian leather Key Rings, with contactless NFC chip with #bpay functionality inside. You can have these Key Rings around your neck or attached it to your handbag, with or without our Key Rings straps! We leave it to your imagination.

This innovative idea combines both in one, a beautiful piece of art and contactless payment - making your payments easier, smoother and faster.



PAYMENT BRACELETS & STRAPTAG

This Payment Bracelet is fantastic for leisure activities as well as the workplace, with interchangeable straps.

Payment cards get connected to this wearable with the help of #bay, which has an integrated contactless NFC chip that supports #bpay functionality inside. No battery or internet connection required, also hypoallergenic and water resistant.

The Maverick is an avatar of outdoorsy pursuits. Surfing or diving on the beach, sweaty games or golf, it's still a great way to a sweat less and contactless payment.



PAYSTRAPS

Our paystraps are made to make your watch even more relevant. Make your analog or smart watch to your preferred payment device, with our non battery NFC chip inside. Choose between Italian leather or sportier canvas straps.



WATCHES

#bpay brings timeless style with contemporary charm. Pay with your watch in style !!!

These divers watch from TRIWAs Time for Oceans collection, made from recycled ocean plastic, comes with our orange and navy blue water resistant pay strap. Combined with our payment strap it is the perfect vacation companion. Leave your wallet and phone, take a swim in the ocean or go skiing and still be sure to make payments when necessary.



KEY FOBS

Our key fobs are available in all price ranges and in a great variety of forms. They are made from a wide variety of materials such as leather, silver, and gold combined with precious stones, hybrid wood, or fiberglass.



CHARMS & PENDANTS

Our charms and pendants are perfect accessories for any woman. They are delightful pieces of jewelry combined with the modern technology of contactless payment. The charms are available in steel, silver, or gold, and are sold together with bracelets in rubber, silk, leather, silver, or gold. The pendants are available in different colors.



CERAMIC PAYMENT RINGS

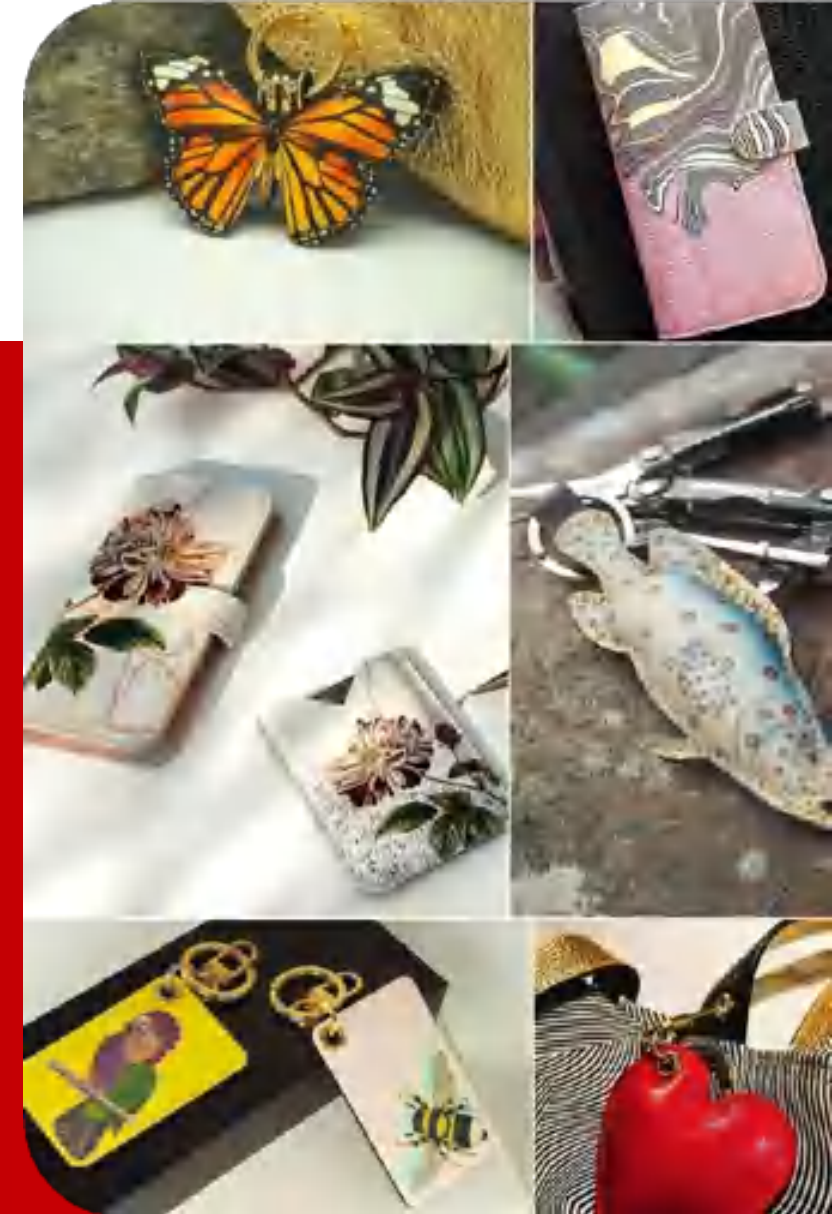
Payment ring is an innovative payment solution in a jewel with the capabilities of a contactless bank card. Using your ring to pay is faster and more convenient!

- Payments are made on contactless payment terminals or online
- Multi-applications option (mass transit, loyalty, access control).
- Always on your hand, convenient to use
- Expression of individuality
- Variety of shapes, sizes and materials, low-cost or luxury design
- Robust and waterproof
- No battery



CUSTOMIZATION AND WHITE LABELLING

- An efficient and innovative way to build up the brand name and capture the public cognizance by associating your brand with refinement and quality is by our offered white labeling service.
- We customize beautiful printed leather accessories for our luxury contactless wearables brand which is certified by Visa.



#DiscoverBIOIDZ

VISA

bio-idz

#bpay

FIDESMO

modapay

Present in 30 countries with 35+ banks, and more to come

www.bio-idz.com | bpay@bio-idz.com

