

# Strategy of the Capital Group

for the years 2022-2025

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30 September 2021



We have technologies in the areas:

**PayTech**

**FinTech**

**BigData**

We create and develop modern digital services available on-line,  
designed mainly for entities operating in e-commerce.

FEMION Technology S.A. activity is based on the construction of original IT systems,  
commercialization of payment and financial services, data management their aggregation  
and analysis with the use of algorithms based on artificial intelligence and machine learning.

# Letter from the President of the Management Board

Dear Sirs,

The progressive globalisation and migration of people around the world is forcing the creation of innovative business models in the areas of PayTech, FinTech and BigData. Our goal is to provide people with technology that meets the growing social needs in terms of money management and personal finances.

The above-mentioned globalisation and trans-borderity also applies to business, which is moving from offline to the world of e-commerce and opening up to the whole world. These strategies are forcing all companies to implement new payment, data management and the analysis of financial rating of their clients.

We believe that our mission statement „smooth open banking and much more” fits perfectly with global trends and market needs. I present you with this Strategy of FEMION Technology S.A. for the years 2022 -2025.

This document presents the strategic objectives that we intend to achieve in the coming period, as well as the technological resources with which we will achieve them. Starting in 2019, we have transformed the functioning of the Group, moving away from the traditional lending and debt collection business, entering the world of digital payment services based on new technologies of Open Banking.

In 2020, our company TryPay S.A. obtained a permit from the Commission for Financial Supervision to provide access to account information services (AIS - account information services), and this year we are in the process of the authorisation to provide payment transaction initiation services (PIS - payment initiation services). These licences enable us to provide a wide range of payment services, including payment services, e.g. in the area of analysis and management of data from customers’ bank accounts.

Thanks to our proprietary IT systems integrated with bank transaction systems, still in 2021 we will begin the implementation of modern financial and analytical services, for entities operating in the e-commerce sector.

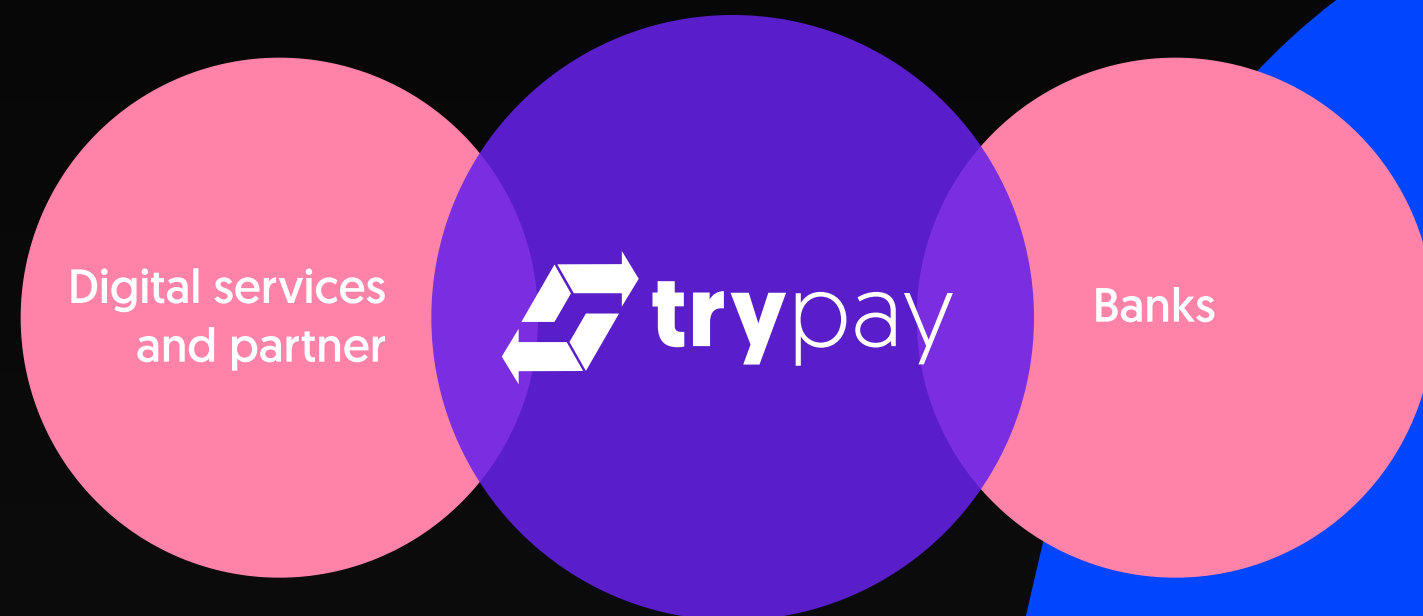
On 1 September 2021, we obtained authorisation to provide our services of open banking in all European Union countries: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, the Netherlands, Norway, Portugal, Romania, the Slovak Republic, Slovenia, Spain, Sweden, Slovak Republic, Slovenia, Spain and Sweden.

I invite you to read this strategy document thoroughly.

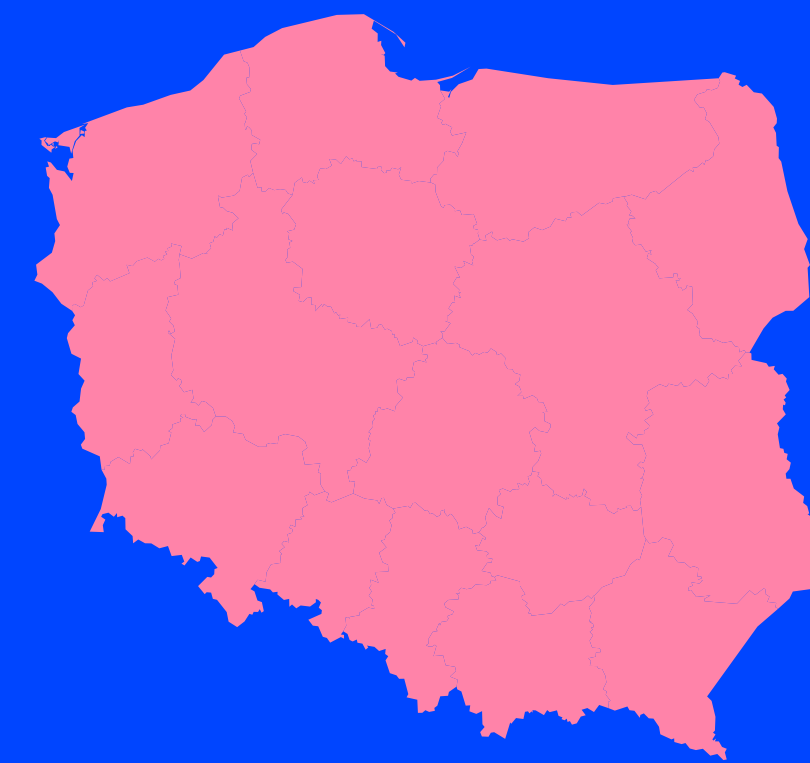


**Jarosław Olejarz**  
President of the Management Board of FEMION Technology S.A.

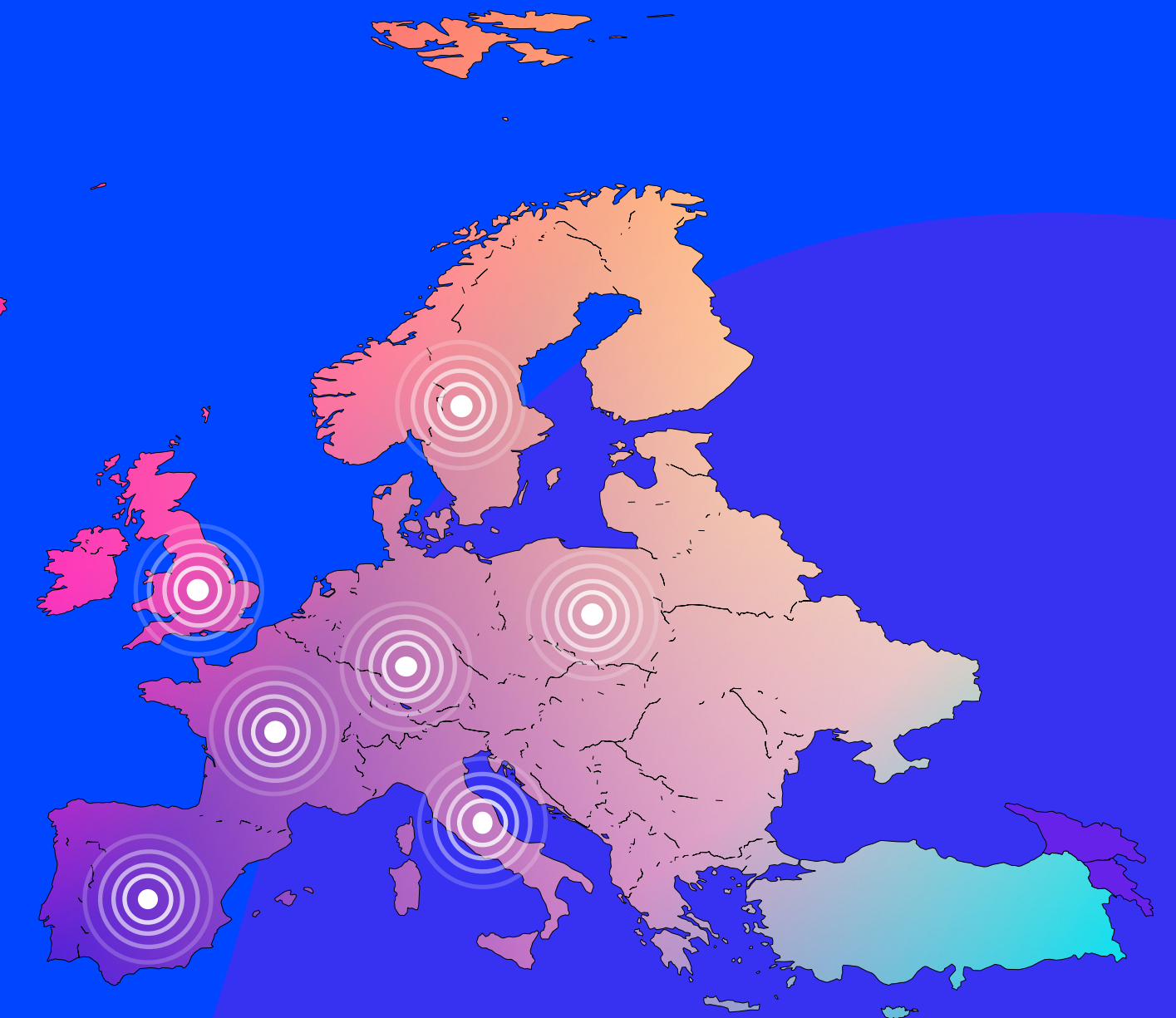
# Main assumptions of the strategy



Maintaining the culture of „smooth open banking” for business through our **SMART & Plug-and-Play** technology solutions.



Becoming a leader in **Open Banking** for Business.



Cross-border nature of our services throughout Europe.

FEMION is not a bank,  
it is **BANKING**

FEMION is geen bank,  
het is **BANKING**

FEMION nie jest bankiem,  
jest **BANKOWOŚCIĄ**

FEMION ass keng Bank,  
et ass **BANKING**

FEMION nėra bankas,  
tai yra **bankininkystė**



„Banking is necessary, but banks are not.”  
Bill Gates, 1994

FEMION ist keine Bank,  
sondern **BANKING**

FEMION mhix bank,  
hija **BANKARJA**

FEMION non è una banca,  
è **BANKING**

FEMION není banka,  
je to **BANKOVÁNÍ**

# Open Banking is banking of the future

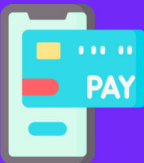
## Open Banking Solutions



We are integrated with the largest Polish banks.



As of 1 September 2021 we can provide our services throughout Europe.



In 2022 we will be able to initiate payments from bank accounts.



We carry out money transfers in Poland, and 2022 also cross-border.

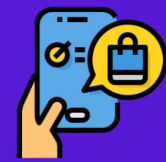


We have a licence of the National Payment Institution.

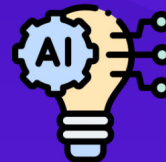


## And much more

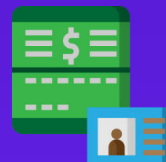
We can provide all payment services, including issuing our own e-money.



We have created from scratch our (BNPL) model for businesses.



Our scoring solutions based on AI algorithms help in a few seconds make a decision on granting financing.

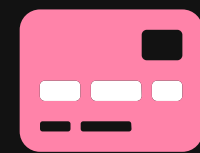


As the first in Poland, we have created innovative debt collection service for business in the subscription model [www.vibil.pl](http://www.vibil.pl).



# The three pillars of our business


## PayTech




### Payment Services

✓ Access to account information service AIS [Account Information Services].

VERY SOON  Money transfers (domestic and foreign).

VERY SOON  Payment transaction initiation service, i.e. Payment Initiation Service (PIS).

SOON  Management of payment accounts.

SOON  Execution of payment transactions.

## FinTech



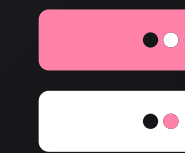
### Financial services

✓ Fee and bill integration services.

✓ Deferred payment services for B2B.


✓ Credit management services in a subscription model.

## Big Data



### Data management

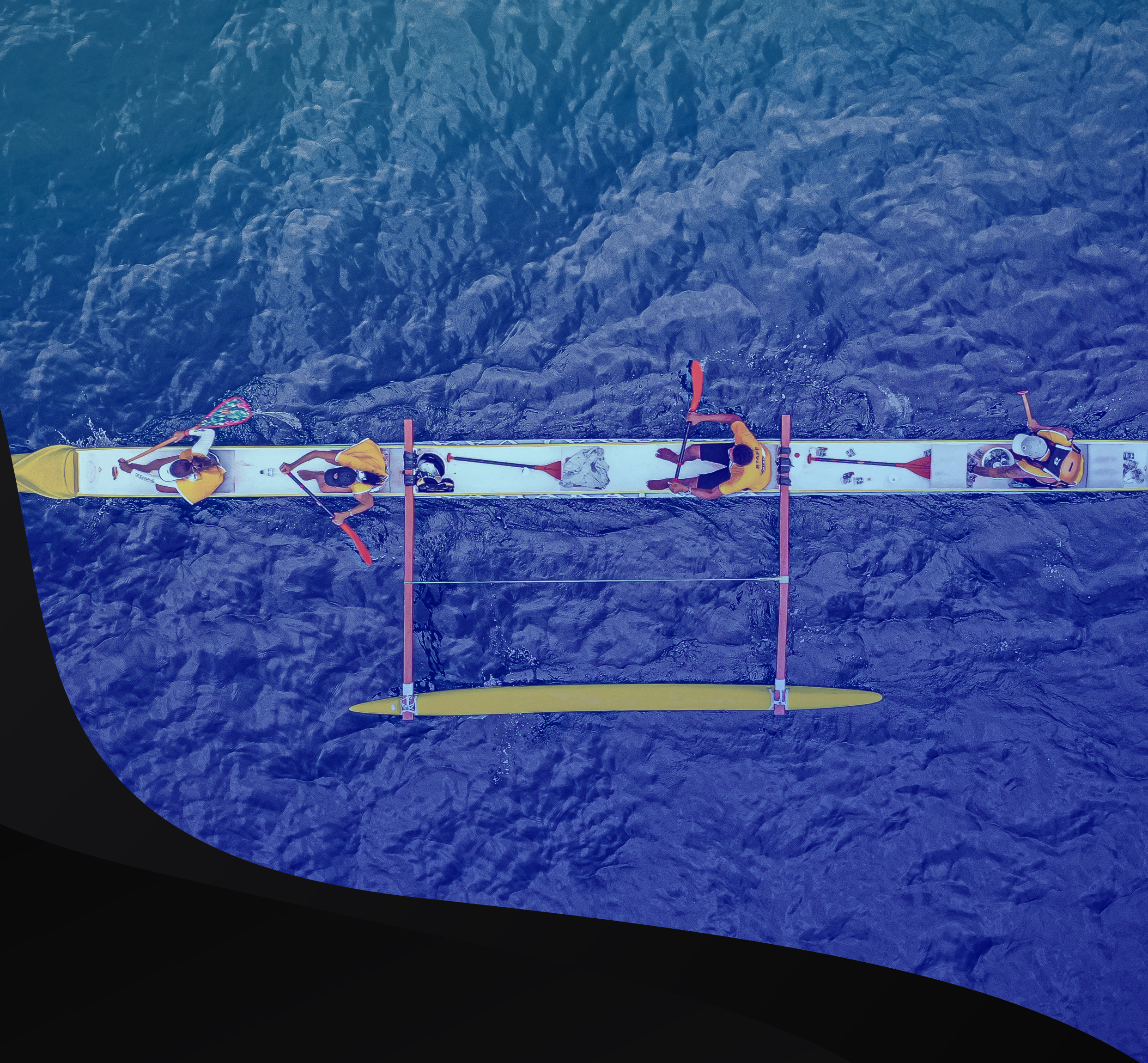
✓ Creation of credit scoring.

VERY SOON  Data processing and sharing of foreign data.

# Team

Femion Technology S.A. is composed of people who for over the last 14 years have been granting and managing consumer loans worth almost PLN 1 MLD.

Thanks to our knowledge, experience and commitment we believe that we will create the first Polish fintech unicorn.





# Jarosław Olejarz

President of the Management Board  
of Femion Technology S.A.

Legal counsel, banking and finance expert.

He gained his professional experience in banks, pharmaceutical and IT companies  
He has held high managerial positions and sat on the management and  
supervisory boards of these entities.

He is the author of numerous publications in the area of law, including financial  
law and new technologies law.

A graduate of Executive MBA studies, postgraduate studies in banking, controlling  
and corporate finance management, as well as numerous courses organized in  
Poland and abroad.

He is a doctoral student of Financial Law at the University of Silesia in Katowice. In  
his scientific work he is particularly interested in legal and economic aspects  
related to credit risk.

He participated in the creation of many start-ups, among others in the area of e-  
commerce and LegalTech.





**PRZEMYSŁAW SERBA**

Managing Director (COO)

An experienced manager focused on building a network of contacts with representatives of key companies in the financial market. For many years associated with the first Polish Economic Information Bureau (BIG). He initiated and founded innovative business lines, i.e. borrower information exchange platforms and the first global data exchange service for the Rent a Car sector. Responsible for sales development, customer relations and supervision of the market environment.



**MARCIN BEDNARSKI**

Chief Technology Officer (CTO)

IT expert with almost 20 years of experience in the FinTech sector, first as a programmer, then as the head of the IT department. Currently responsible for technological development of our platform and contact with key partners, where he helps to find a common language between business and technological solutions. Believes in the power of artificial intelligence and uses it in the mechanisms of the platform. Java language and open source technology enthusiast. Outside work, an amateur cyclist and a fan of heavy sounds in music.



**ŁUKASZ KOPACZ**

Director of Legal Affairs

A legal adviser specialising in the field of legal collection and consumer loans. Provides legal services to business entities, including companies listed on NewConnect. Co-creator of specialist software in the LegalTech area. Privately, a tattoo enthusiast and father of two children, with whom he shares a passion for watching old Disney cartoons.

**TOMASZ BALIŃSKI**

Business Development Director

Lawyer by education, manager with many years of experience in the startup environment. He gathered his experience working for many years in reputable law firms and then developed IT companies, among others, in Switzerland and Israel. Recently he has held the position of a managing partner for Poland in the largest Czech company dealing with cryptocurrency trading.

**ŁUKASZ WŁADYKA**

Sales Director

A manager with many years of experience in the area of building sales networks in the traditional and modern channels. Success-oriented and comprehensive approach to customer involvement in the offered areas of cooperation. Successfully introduced global brands to the Polish market, which transformed into effective increase of the share of represented corporations in the supported industries. In his private life, he is passionate about renewable energy sources, real estate market and new technologies, which shed fresh perspective on the usefulness of emerging FinTech solutions.

**DANIEL MENIÓW**

Chief Financial Officer (CFO)












For over 10 years he has held senior positions related to the management of finance, controlling, accounting and administration. He was also responsible for investor relations holding the position of Investor Relations Director. In Getin Holding S.A. and Impel S.A. he was responsible for preparation, review and analysis of budgets, development of sales reports, as well as verification of reports of subsidiaries.

**ANNA ŁAKOMSKA**

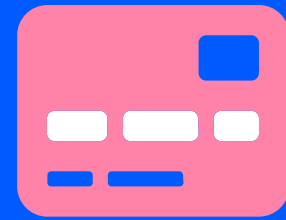
Chief Operating Officer TryPay S.A.

Associated with the company for 10 years. Supervises the work of the analytical and controlling team in the area of money transfer services. Responsible for the proper functioning of payment agencies and good relations with agents all over Poland.

A total of 31 people are currently employed by the Company:

-  Management Board - 1 person
-  Finance department - 5 people
-  IT department - 3 people
-  Marketing department - 1 person
-  Sales department - 2 people
-  Payment transaction processing - 5 people
-  Customer service department - 4 people
-  Data protection inspector - 1 person
-  Auditor - 1 person
-  Legal department - 2 people
-  Receivables department - 6 people

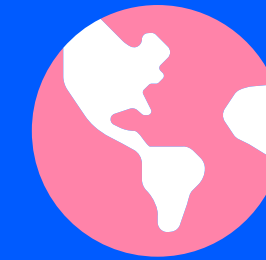
# Strategic objectives



Create payment methods that are as easy to integrate as possible and secure financial services based on Open Banking solutions.



To become a leader in payment and financial services for small and medium companies.



Launching operations on the European market in the provision of payment services:

- AIS (Account Information Services), i.e. making available customer data from bank accounts for third parties (e.g. neobanks) and
- PIS (Payment Initiation Service), i.e. initiating payments directly from customer accounts without any additional intermediaries, replacing the popular Pay-By-Links.

# Achievement of strategic objectives

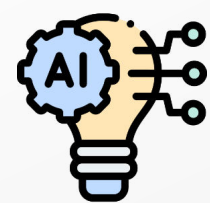
## TOOLS



We have developed proprietary IT systems based on reliable technologies used e.g. in banking.

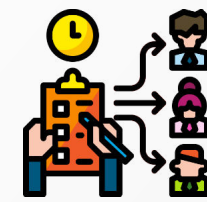


Thanks to integration with Orange Cloud, we guarantee our security and resistance to cyber attacks, as well as high availability of our IT services.

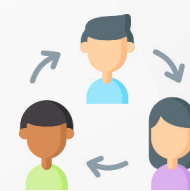


We have developed algorithms that make use of artificial intelligence and machine learning.

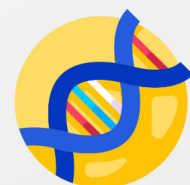
## ORGANISATION



We recruit extensively only top managers with experience in FinTech or PayTech.

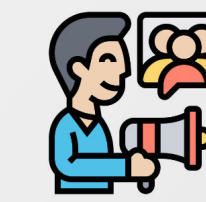


We are restructuring the current organisation and building from scratch the sales, customer service, marketing and IT departments with an emphasis on data science.

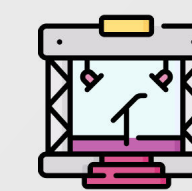


Our DNA is, above all, the ability to react quickly to changes of the surrounding financial world. We are all guided by one goal. By 2025, to become a recognizable brand on the map of the global FinTech.

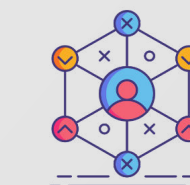
## CUSTOMER



We are building a position of influencers in the area of Open Banking in Poland.



We participate in industry events and conferences. Our statements are quoted by the largest Polish newspapers and business magazines.

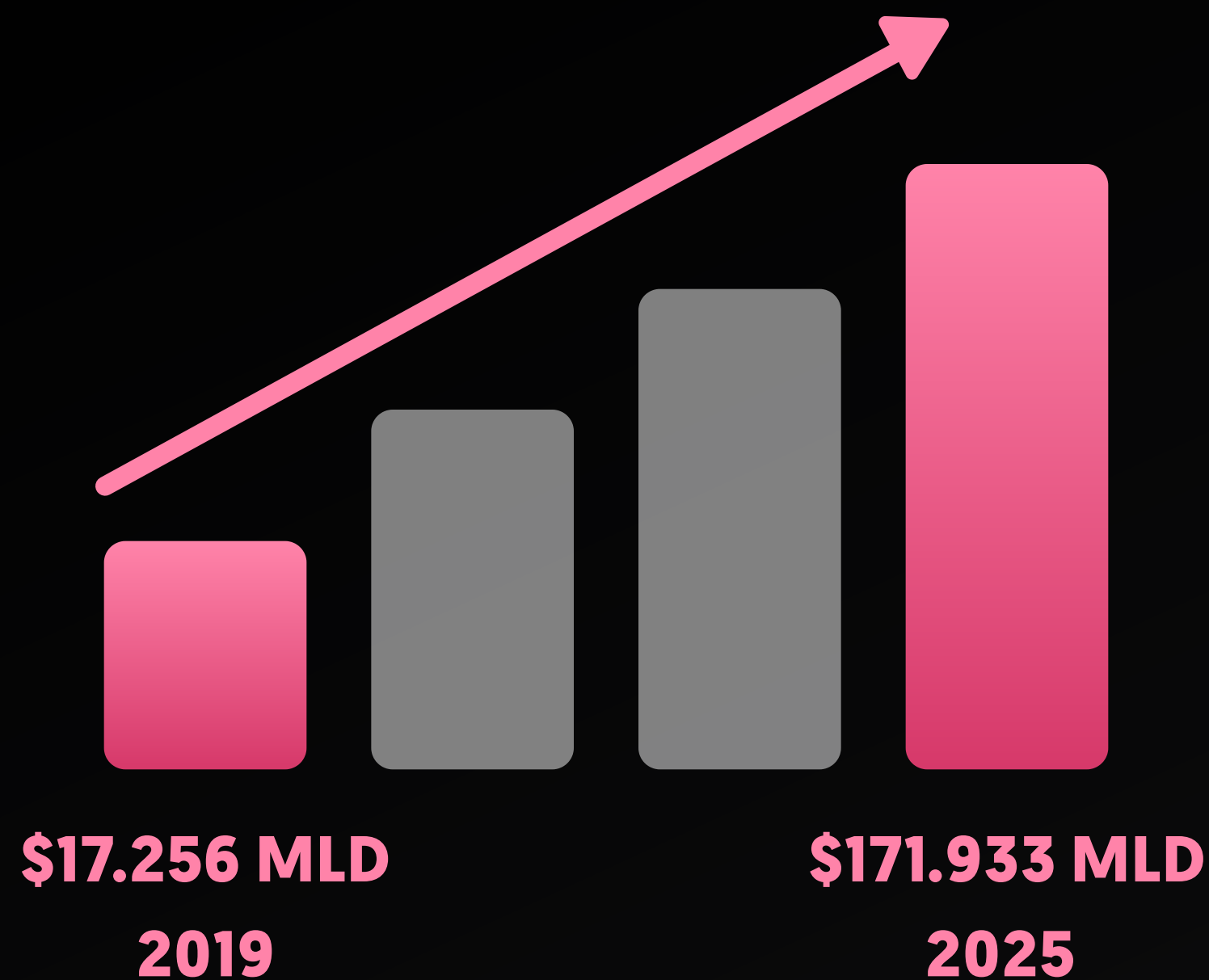


We offer an ecosystem of our services for small and medium enterprises.

# The main directions of our development in the field of Open Banking

## MARKET POTENTIAL

**CAGR OF 46.69% DURING 2020-2025**



GLOBAL OPEN BANKING MARKET INSIGHTS: IMPACT OF COVID-19 AND FUTURE EXPECTATIONS TO 2025.

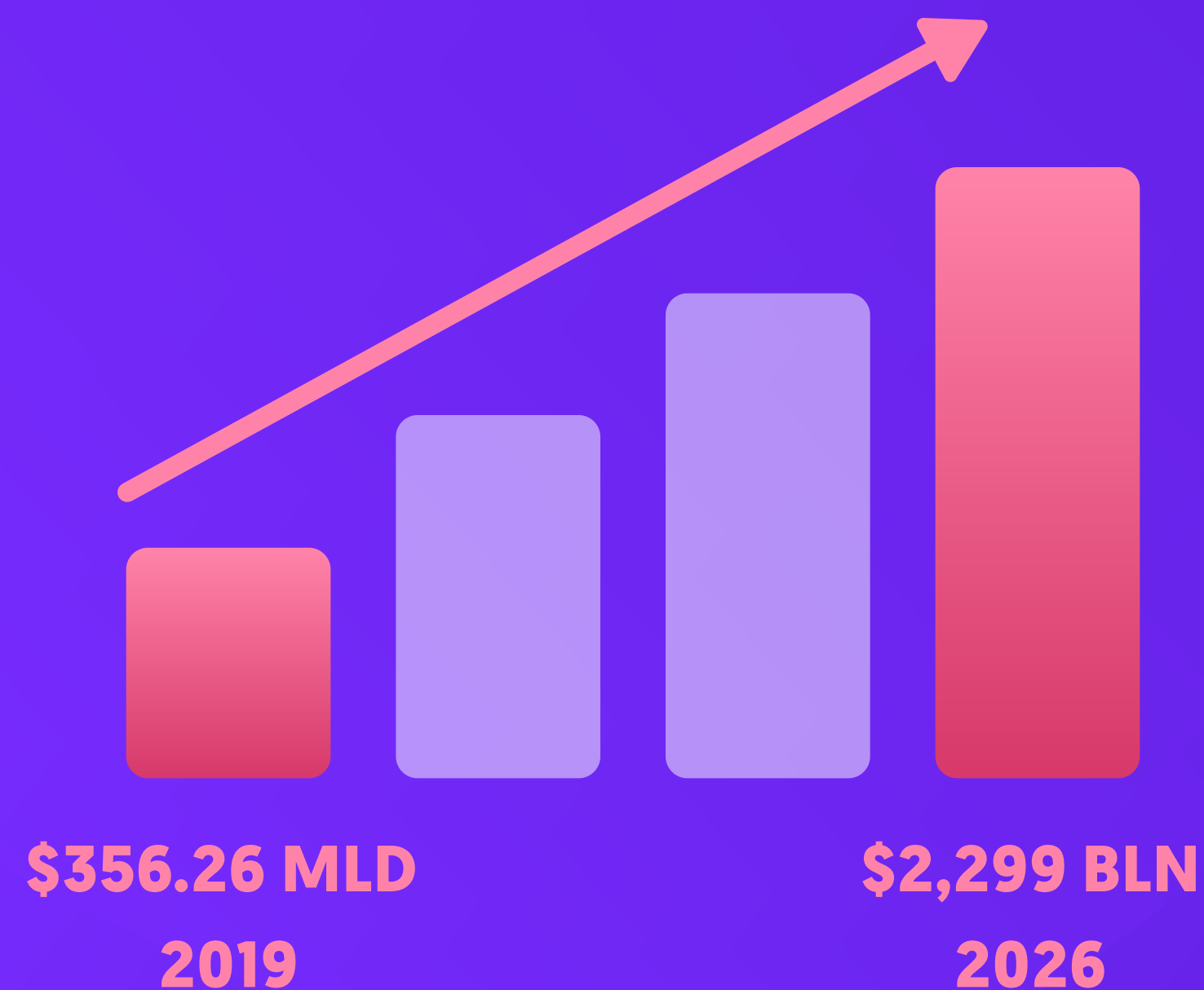
Open banking is becoming a reality and we are the forerunners of open banking in Poland. We are currently integrated with the biggest Polish banks, which gives us 90% market coverage.

We already offer access to account information services (AIS - Account Information Services), which help our clients in meeting requirements, reducing risk and developing their products, helping to adapt their business, operations and technology to the challenges of the e-commerce era.

We want to develop our systems and services based on open banking solutions, both domestically and internationally, by also offering Payment Initiation Services (PIS), and Confirmation of the Availability of Funds (CAF).

# The main directions of our development towards Banking-as-a-Service

**POTENTIAL OF THE BAAS MARKET**  
**CAGR OF 26.30% FROM 2021 TILL 2026**



Banking as a Service (BaaS for short) is a business model in which licensed banks or financial institutions integrate digital banking services directly with the products of other non-banking companies. In this way a non-bank company, such as an airline, can offer its digital banking services to its customers, such as mobile bank accounts debit cards, loans and payment services, without having to acquire their own banking licence.

Thanks to the possibilities offered by access to account information (AIS), and initiating transactions (PIS - Payment Initiation Services), and confirmation of the availability of funds on the account (CAF - Confirmation of the Availability of Funds), we want to offer our clients new financial services such as the Buy Now Pay Later (BNPL) service or new financing solutions for subscription payments.

It is estimated that by 2026 the global BaaS market will be worth over USD 2 trillion.

Source: <https://www.openpr.com/news/2356073/banking-as-a-service-market-is-projected-to-value-around-usd>

# OPPORTUNITIES FOR FURTHER DEVELOPMENT

## BNPL IS NOT ONLY AN ECOMMERCE

We will introduce deferred payments to companies from food delivery, car sharing, aviation, hotel, beauty and even brokerage services.

## OMNICHANNEL

We want to expand our product - from deferred payments in a payment gateway, to a digital wallet with a virtual card that can be integrated with Apple Pay and Google Pay, allowing the customer to pay for purchases in any online or stationary shop.

## BIG DATA

By offering our deferred payment service in many locations we will be in possession of a huge amount of behavioural data about consumers and businesses, providing a valuable source of information for the banking industry, which will need to be better informed about the recipient of BNPL in order to offer more personalised financial products.

## VIRTUAL CURRENCIES

With Open Banking solutions we want to enable customers to invest in cryptocurrencies from the level of e-banking with any bank in the European Union.

# THE COMPANY'S TECHNOLOGY APPRECIATED BY INVESTMENT FUNDS

Millennials Venture Capital ASI S.A.  
invests

**PLN 1.3 million**

In Femion Technology S.A

JR Holding ASI S.A.  
invests

**PLN 1.2 million**

In Femion Technology S.A

The ambitious plans of FEMION Technology S.A. have already been appreciated by Polish institutional investors - seekers of Polish unicorns, i.e. companies with the potential to be worth over **USD 1 billion.**

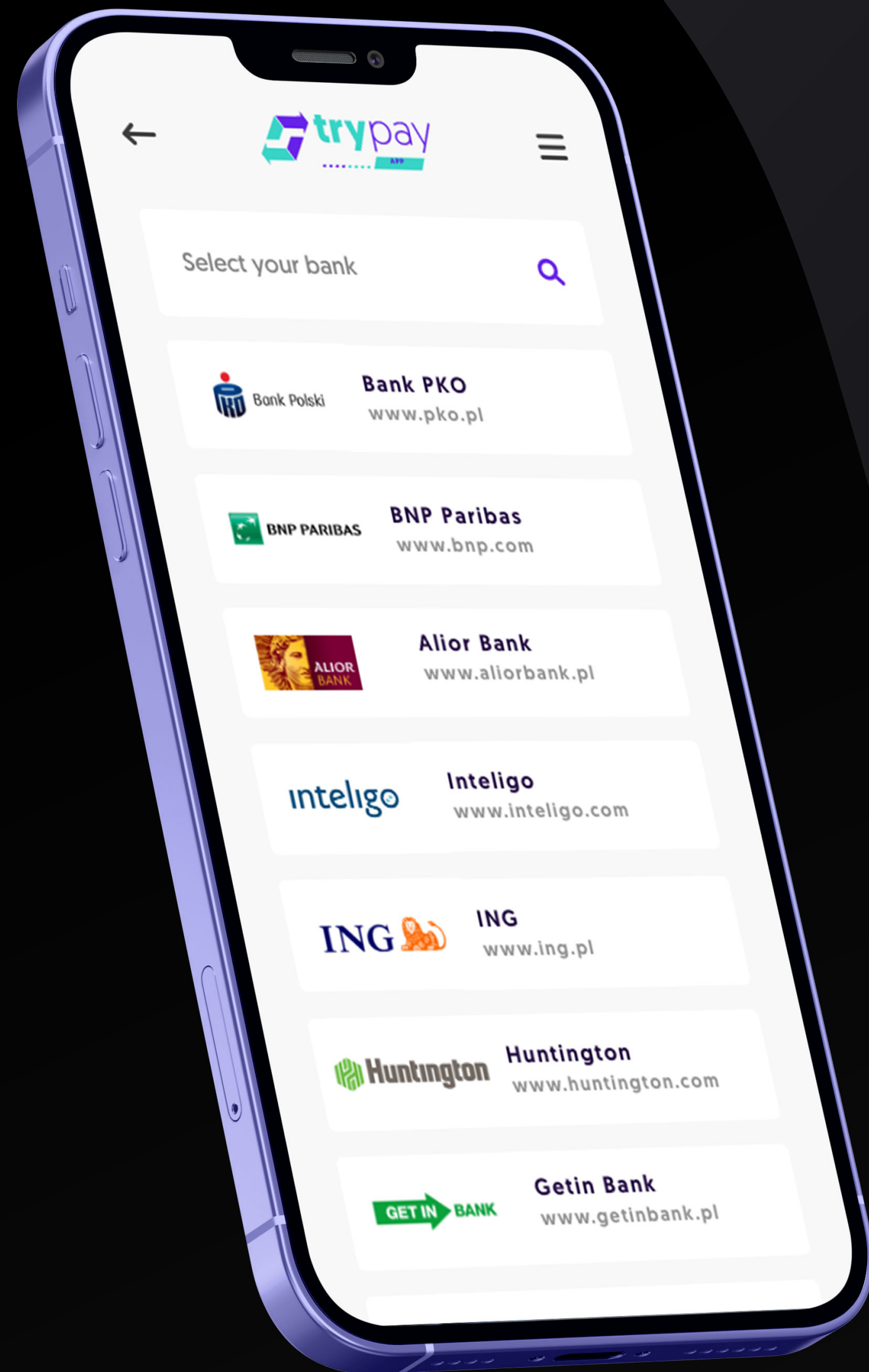


Bartosz Mazurek,  
President of the Management Board  
Millennials VC ASI S.A.



January Ciszewski,  
President of the Management Board  
JR Holding ASI S.A.





**We are building the future of payment solutions. TryPay App - a multi-bank application available for customers throughout Europe.**

TryPay App enables you to use the financial products of all banks throughout Europe.

From the smartphone level, the customer may:

- open accounts,
- immediately transfer funds to any country in the EU,
- choose the best deposits from the rich offer of our partners,
- invest in virtual currencies,
- make use of deferred payments.

# An application that will create a new standard in financial management

Credits, loans, deposits available from any bank in Europe

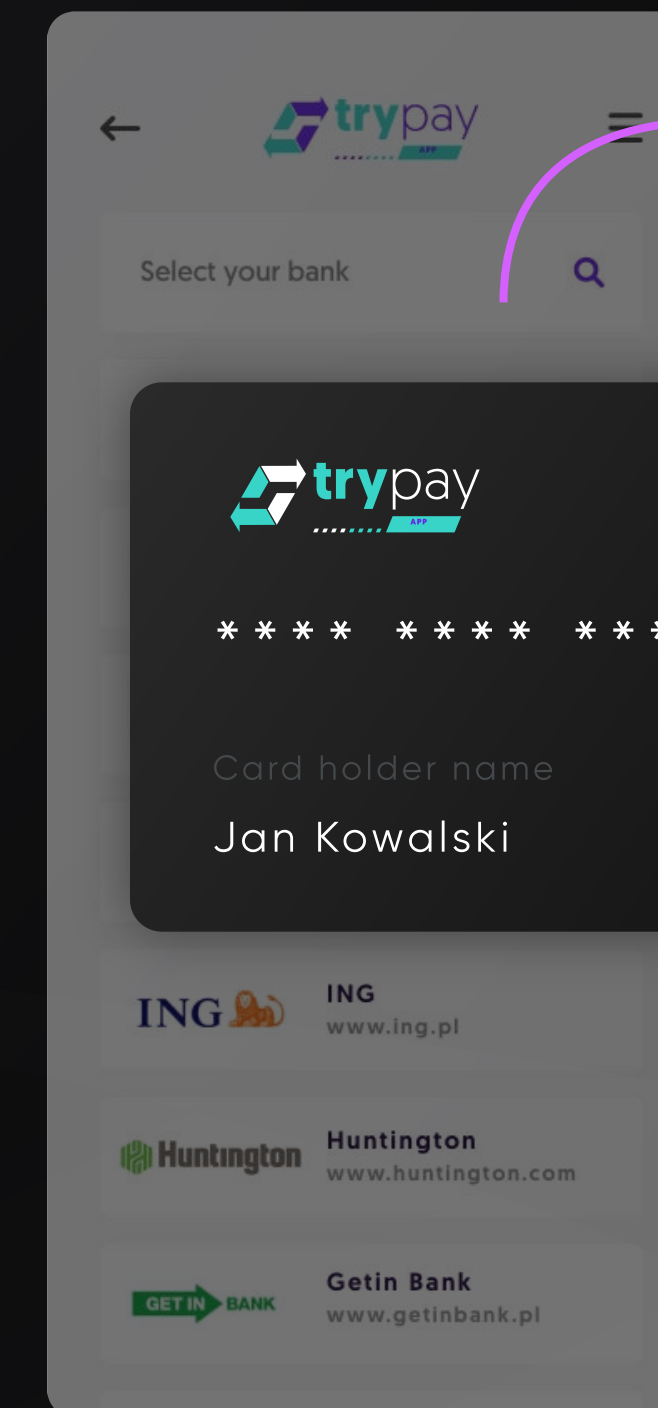
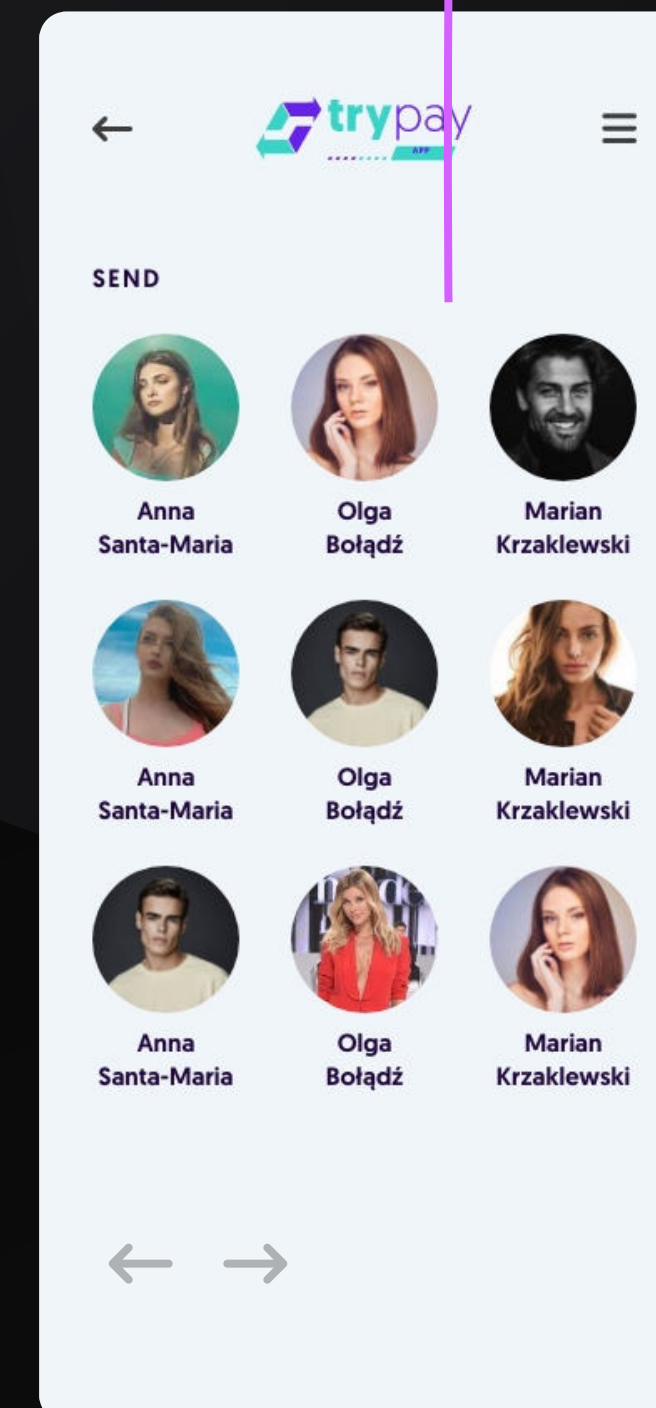
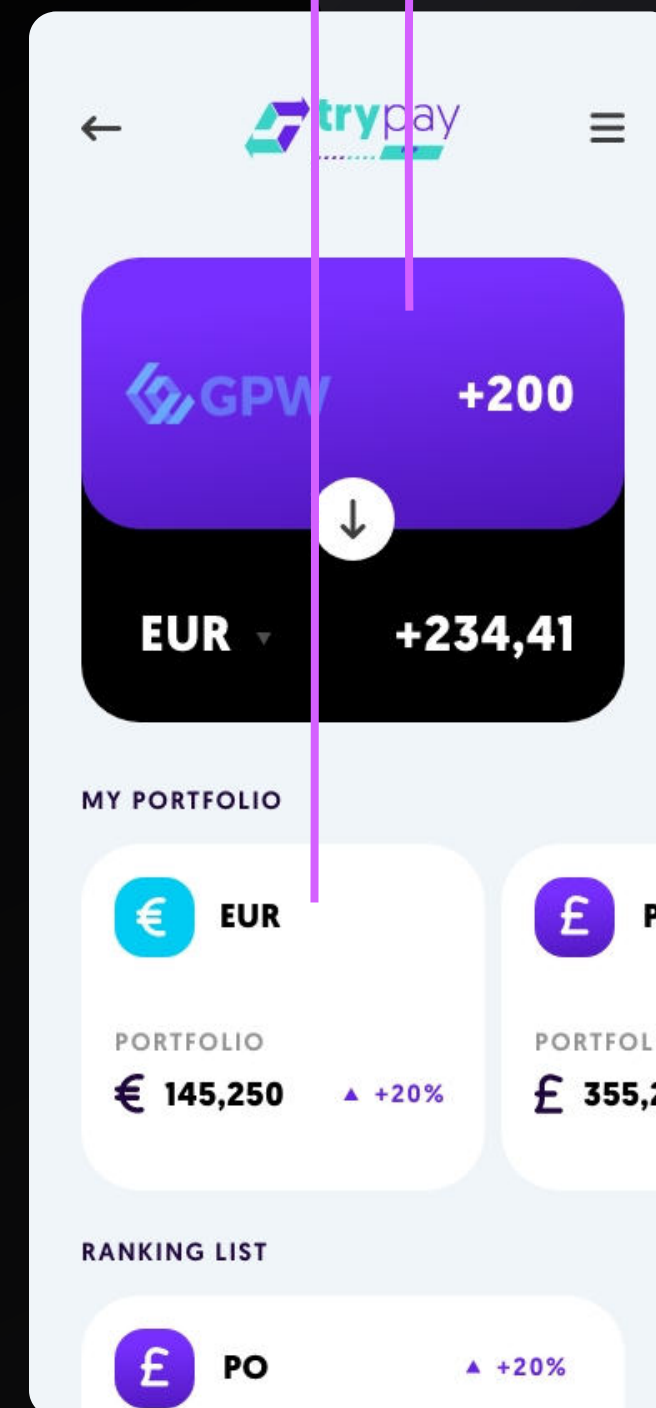
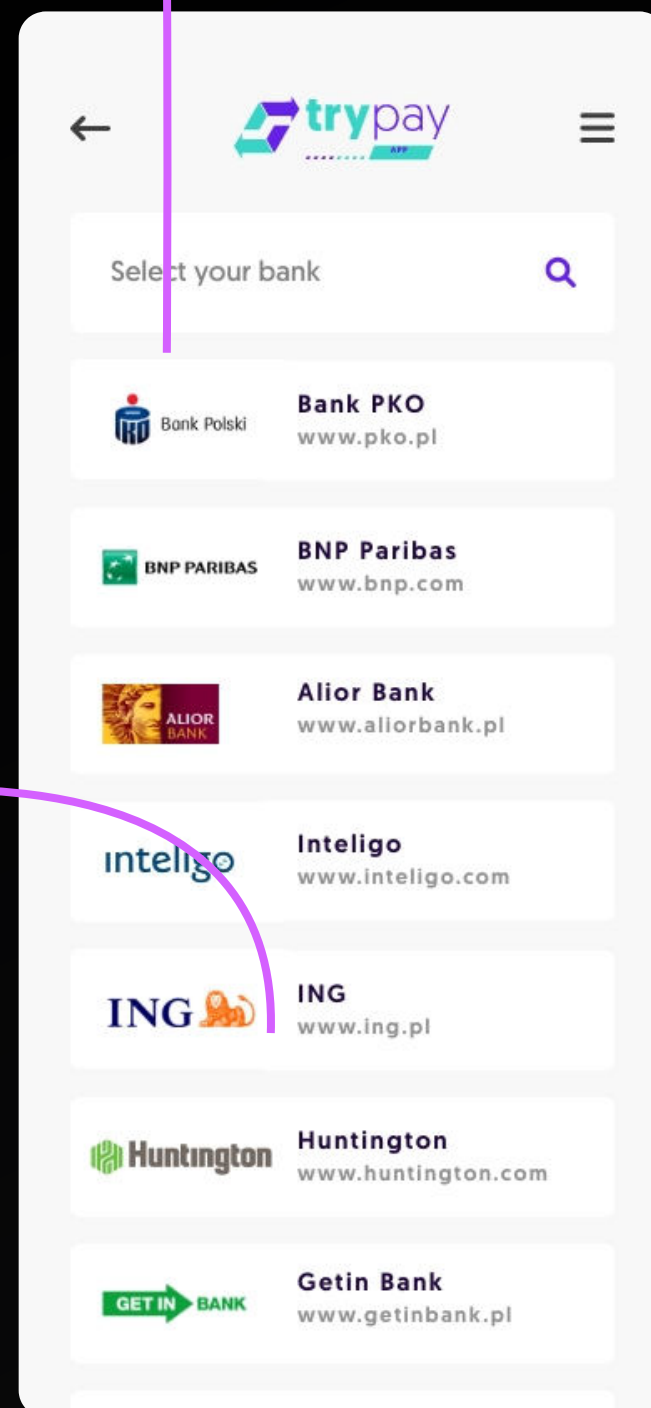
Express currency conversion

Integration with the largest traditional and cryptocurrency exchanges worldwide

Transfer of funds to any person through any communicator on social media

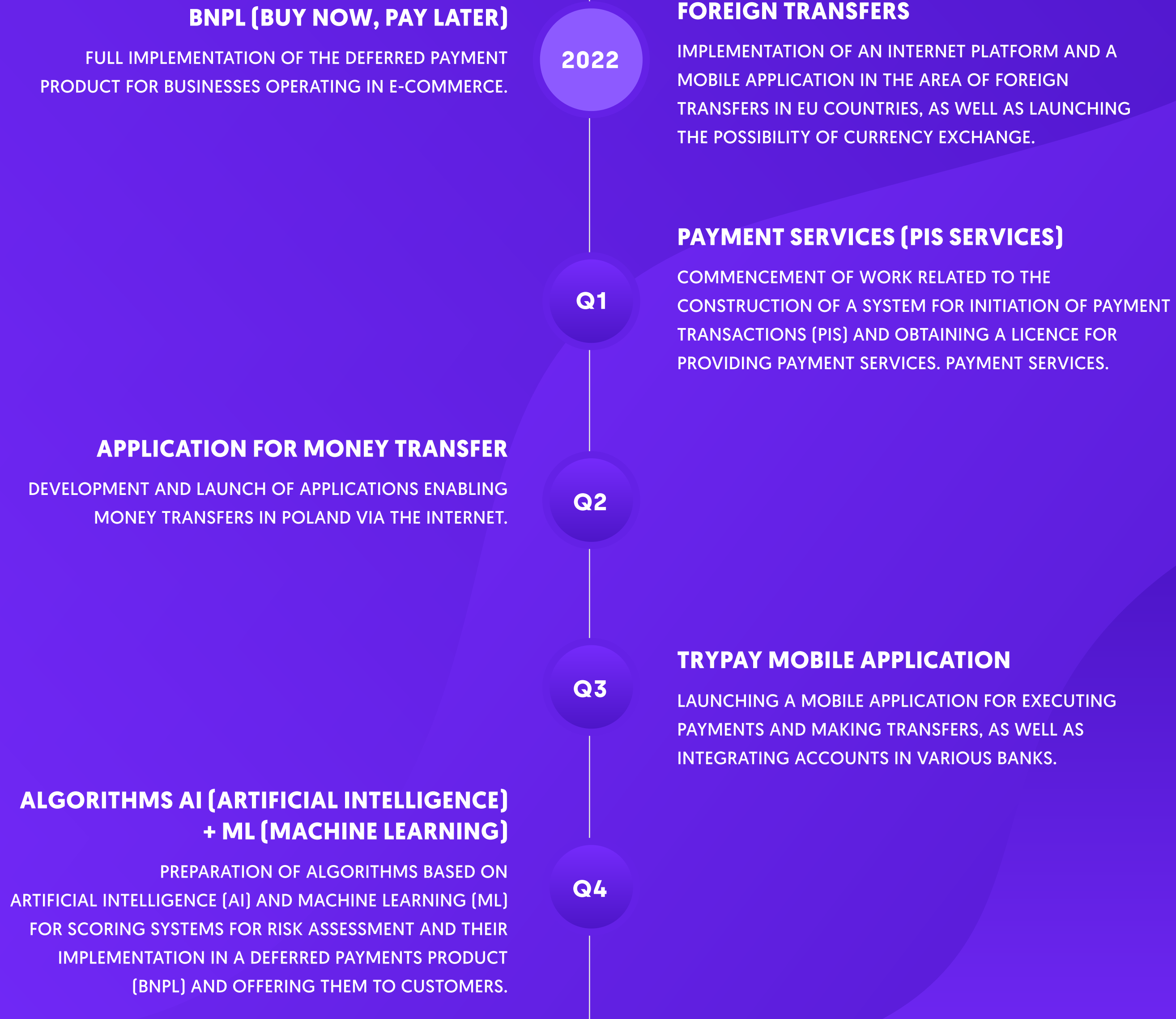
Instant opening and closing of accounts at any bank in Europe

A virtual card which is used not only to pay, but also for deferred payments, management of subscriptions



# Development schedule of the Capital Group

2022-2023



# Development schedule of the Capital Group

2023-2025

**DIRECT DEBITS**  
APPLICATION TO THE KFK FOR EXTENSION OF THE LICENCE TO PROVIDE PAYMENT SERVICES WITH THE POSSIBILITY OF EXECUTING MONEY TRANSFERS, INCLUDING DIRECT DEBIT

**EUROPEAN EXPANSION OF AIS + PIS SERVICES**  
COMMENCEMENT OF INTEGRATION PROCESSES WITH FOREIGN BANKS IN THE AREA OF AIS AND PIS, AND ALSO ENABLING MONEY TRANSFERS TO POLAND FROM OTHER EU COUNTRIES.

**MAINTENANCE OF PAYMENT ACCOUNTS**  
CONSTRUCTION AND LAUNCH OF APPLICATIONS FOR USERS , ENABLING THEM TO MAINTAIN PAYMENT ACCOUNTS AND EXECUTION OF DIRECT DEBIT TRANSACTIONS.

2023

Q1

## REGULATED MARKET

TRANSFER OF SHARES FROM THE NEWCONNECT MARKET TO THE BIG FLOAT OF THE STOCK EXCHANGE WARSAW.

Q2

## CROSS-BORDER TRANSFERS

IMPLEMENTATION OF AN INTERNET PLATFORM AND A MOBILE APPLICATION IN THE AREA OF FOREIGN TRANSFERS IN COUNTRIES OF THE EUROPEAN UNION, AS WELL AS LAUNCHING POSSIBILITY OF CURRENCY EXCHANGE.

Q3

Q4

2024

2025

Q1

Q2

## FOREIGN EXPANSION OF BNPL SERVICES (BUY NOW PAY LATER)

LAUNCH OF THE BNPL DEFERRED PAYMENT PRODUCT ON FOREIGN MARKETS IN THE COUNTRIES OF THE EUROPEAN UNION.

Q3

Q4

## FURTHER INTERNATIONAL EXPANSION

FURTHER DEVELOPMENT AND EXPANSION OF PRODUCTS AND SERVICES AIS, PIS, BNPL IN POLAND AND ON FOREIGN MARKETS.

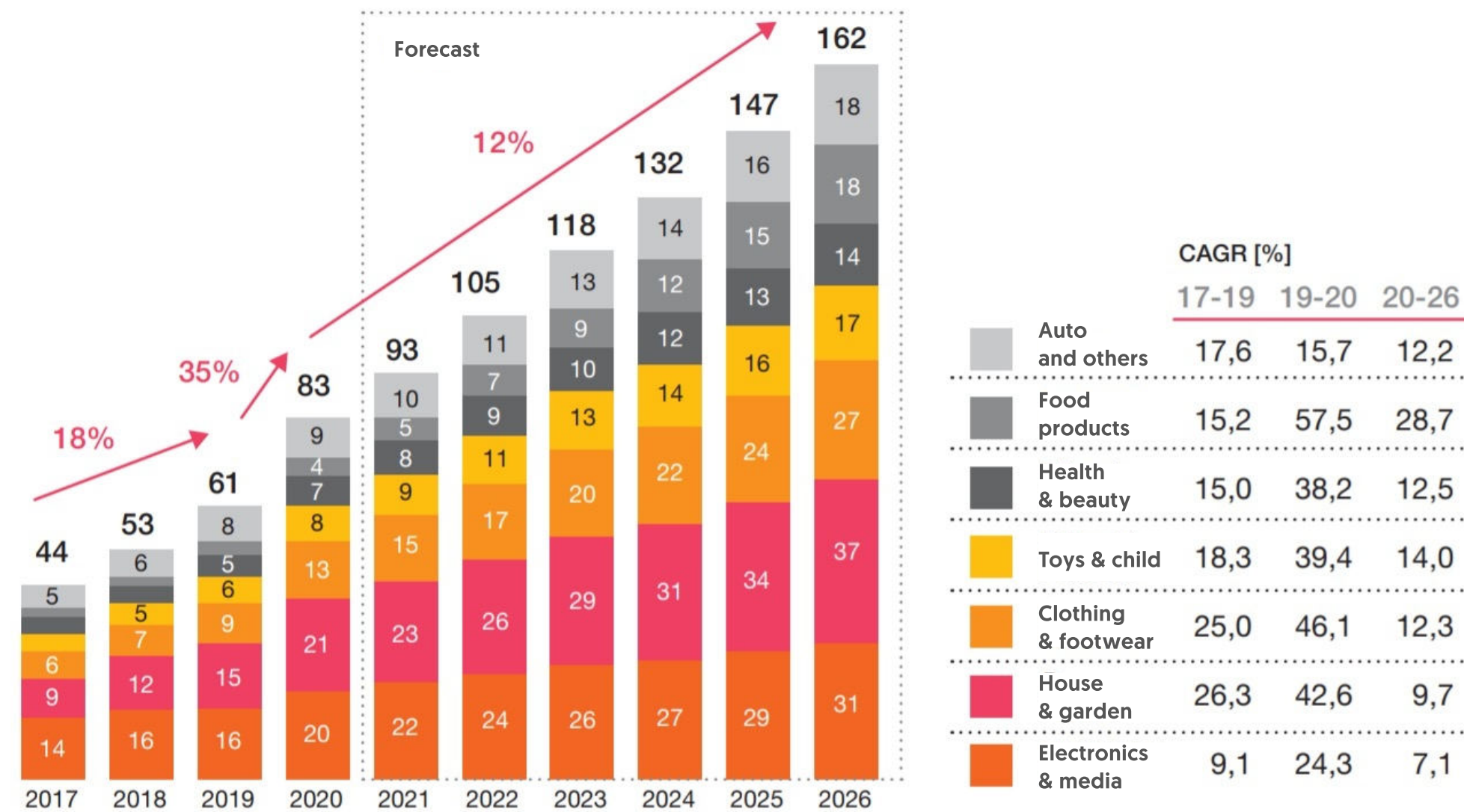
**One access**  
**1,000 opportunities**  
**Open Banking**  
**creates tomorrow's solutions**



# MARKET DATA DOOM US TO SUCCESS

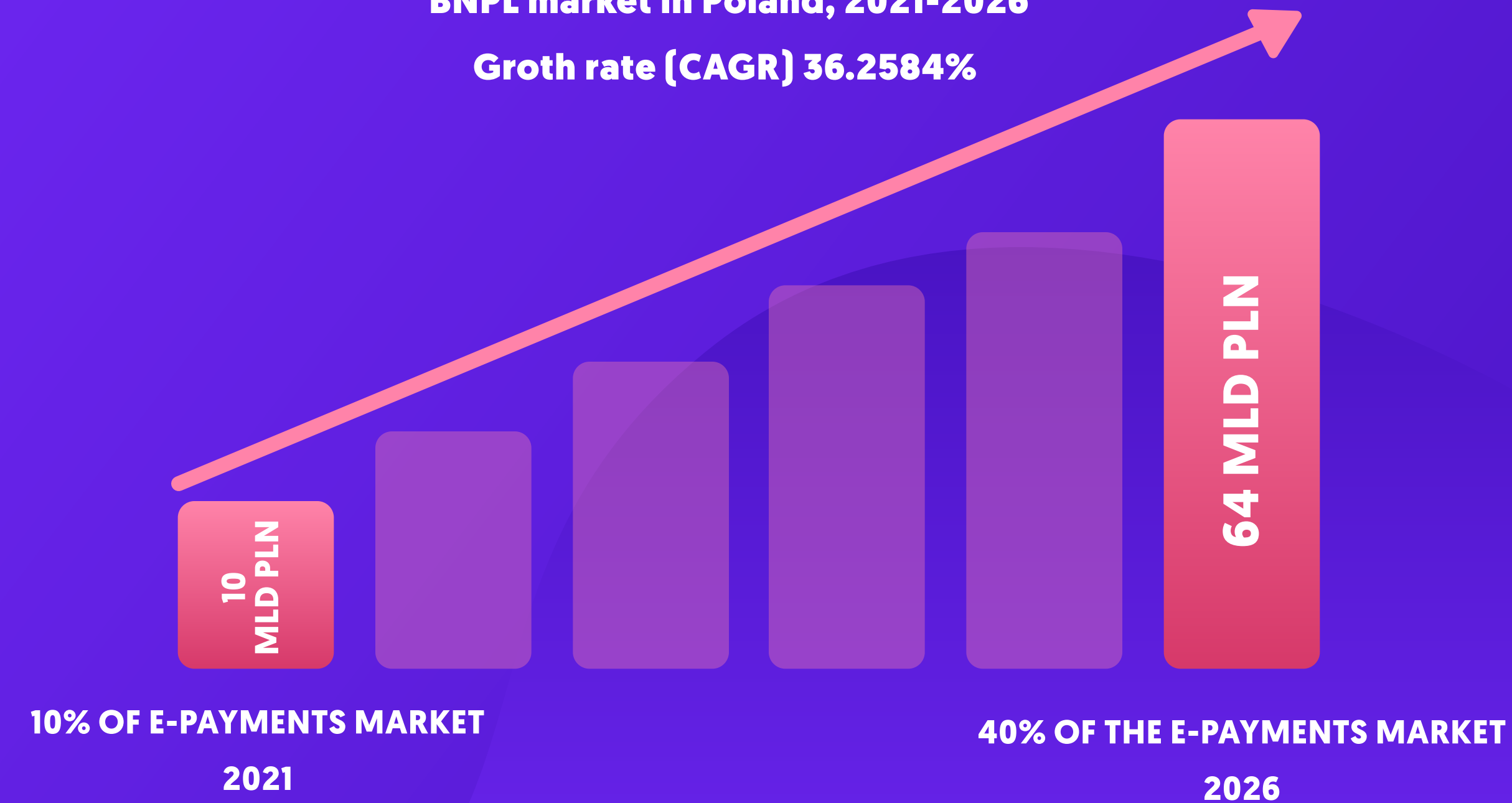
**Payment services are an immanent part of the e-commerce market, which will continue to grow in value.**

Model PwC - PwC market model- gross value of online goods sales in Poland 2017-2026 [billion PLN]



**BNPL market in Poland, 2021-2026**

**Growth rate (CAGR) 36.2584%**



Source: <https://eizba.pl/wp-content/uploads/2020/12/Raport-Platnosci-cyfrowe-2020-10.12.2020.pdf>

# LEGAL OBJECTIONS

The strategy presented does not take into account the fact that certain events or phenomena beyond our control are not predictable. Each circumstances, even the unpredictable ones, may constitute an impulse for our further development in directions which are not currently under our consideration. Nevertheless, in such situations we intend to update our operational plans on an ongoing basis and, if necessary, also this Strategy.

The Strategy does not contain a financial or commercial analysis, nor does it constitute a comprehensive and exhaustive analysis of development opportunities. The strategy was drawn up for information purposes only, it contains only basic information related to the planned intentions. However, it does not have an exhaustive and binding character, nor is it intended to be the basis for assessing or analysing the Company or the attractiveness of investing in the Company's shares.

The Management Board has prepared the Strategy with due care, but it may contain inaccuracies or simplifications. The Management Board of the Company bears no responsibility for any errors, omissions, simplifications or misstatements contained in this Strategy. It cannot be understood also as a forecast of future results of the Company or the Group.

The Strategy and the descriptions contained herein may contain forward-looking statements, in particular „objectives, aspirations, plans”, including statements regarding expected financial results, but they are not and cannot be treated as forecasts of such results. The forward-looking statements in the Strategy are subject to a number of known and unknown risks, uncertainties and other factors (including the ones beyond the Company's control), which may cause the actual results, level of activity or achievements of the Company or the Group to materially deviate from the statements in the Strategy, including the expected financial results. The Strategy may contain information or financial indicators that have not been audited, reviewed or otherwise evaluated by the external auditor.

**femion**  
technology.

SMOOTH OPEN BANKING  
AND MUCH MORE...

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