



# Redefining Payments

Reducing High Merchant Service Fee Across New Zealand

Invest via PledgeMe

**Pledge Me**

# The problem we solve

Merchant Fees Paid by Businesses 2024

**\$1 Billion NZD**

Surcharged Paid by Customers 2024

**\$90 million NZD**

## High Merchant Fees Are Crushing NZ Businesses

Without change, merchants either absorb the fees, pass them to customers, or stop offering contactless - everyone loses.

- New Zealand merchants lost **\$1B+** as fees in 2024, often **1.2–2.5%** per transaction.

# The Solution

## A Digital Wallet

A NZ-born platform designed to keep money in the pockets of the people.

- Merchant fees reduced from 1.5% -2.5%+ to just 0.6%
- No surcharges on customers for contactless payment



# Market Size (NZ)

## Massive Market, Growing Fast

**\$104.1B NZD**

Total card transaction volume (2024)

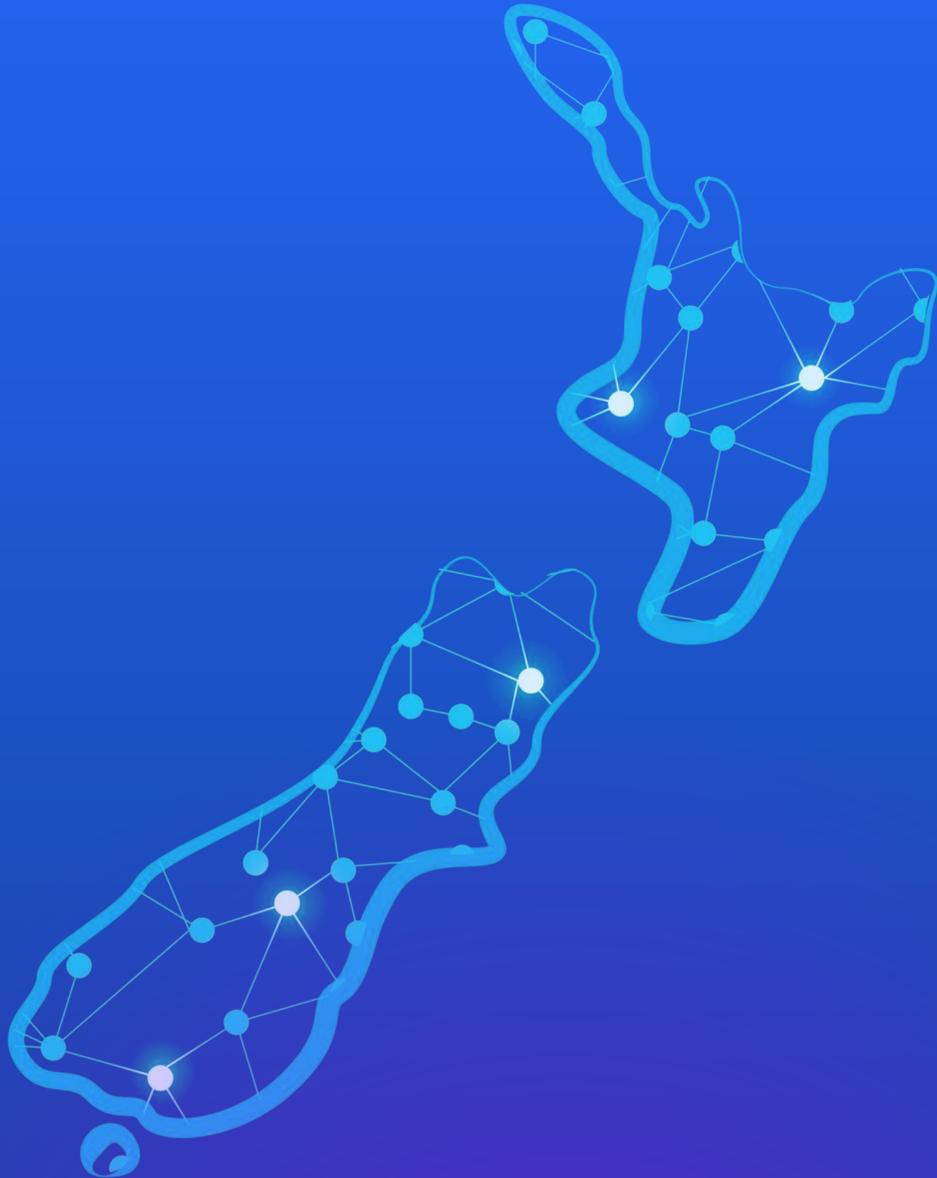
**\$171.7B NZD**

Total Projected card transaction volume (2037)

NZ is the entry point - AU expansion doubles addressable market.

Total Addressable Market (TAM) (NZ+AU)

**\$350B NZD**



## For Businesses

- Have Wallo Pay as an add-on to your existing payment methods and save 50% - 60% of the Merchant fee paid

## For Consumer

- Easy group bill-splitting management between friends and for shared flats.
- No more surcharge for contactless payment



# What can you do with **Wallo Pay**?

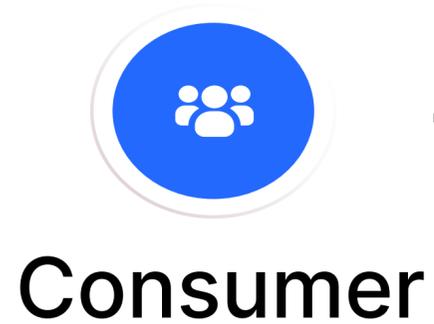
## Send money to your friends and family

- Works with and between any bank
- Instant and safe money transfer 24/7

## Make payments to businesses

- Business save 50%-60% of Merchant fees paid

# How **Wallo Pay** works



Scan QR Code (or)  
Enter Ph number (or)  
Enter User Name



Enter the amount to pay or  
transfer



Payment  
successful



Authenticate with  
biometrics or PIN

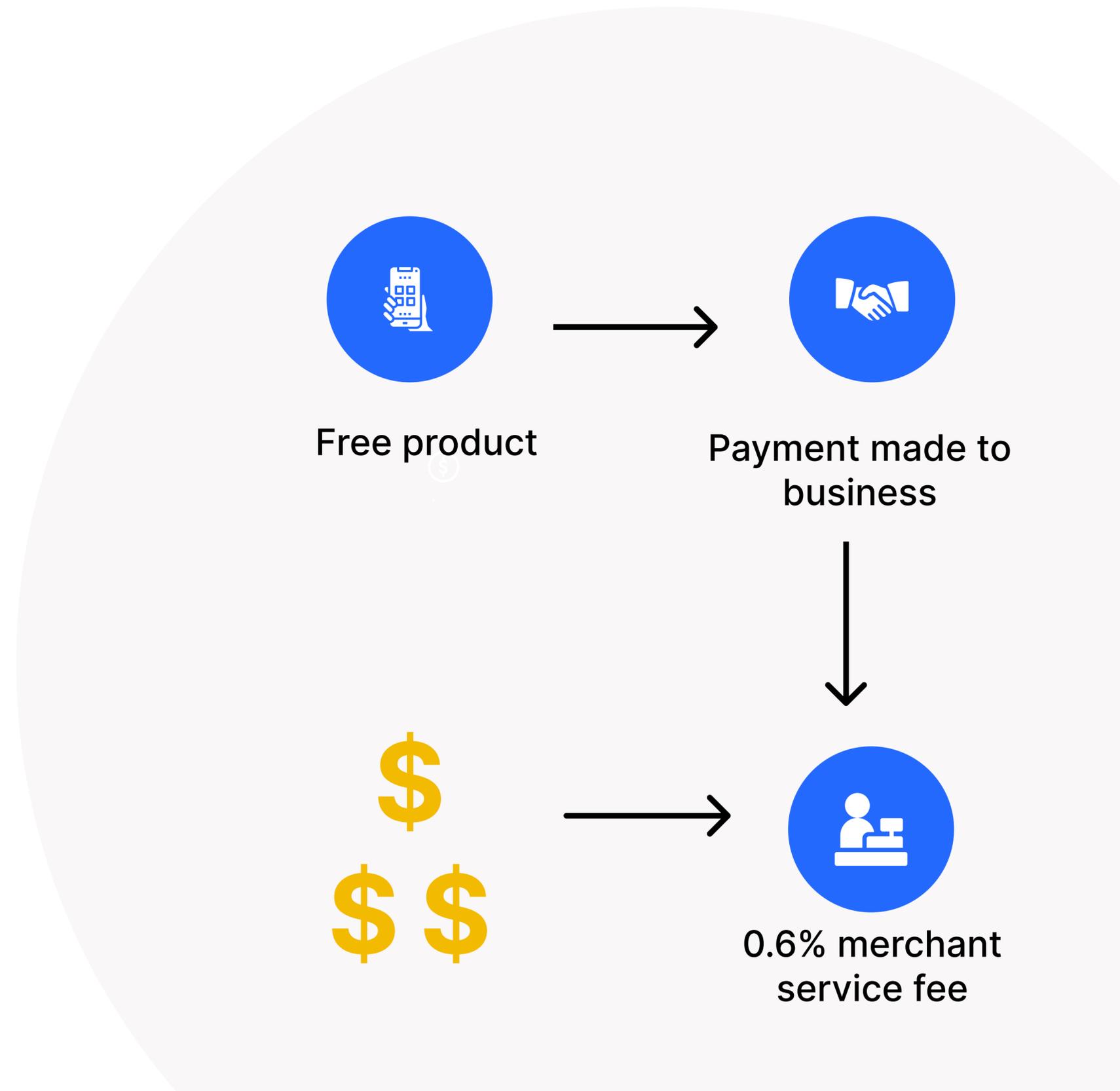
# Business Model

Simple, Scalable, Profitable

- Revenue: **0.6% merchant service fee (MSF)** of the total amount paid to business.

## Unit Economics Example:

- \$100 transaction → Wallo Pay earns \$0.60.
- At \$10B in volume = **\$60M annual revenue**.



# Competitors

## Digital Wallets

● Blink Pay, Payapp, PayPal, Apple Pay, Google Pay, Dosh

## Payment Service Provider

● Paymark, EFTPOS, POLi, Paymentwall, Windcave

## Payment Network Provider

● VISA, Mastercard, Amex

## Why Wallo Pay Wins

- Global players (Apple Pay, Google Pay, PayPal): Global focus, higher fees.
- Banks & Paymark: entrenched, legacy infrastructure.
- Other wallets: niche, not merchant-first, Higher fees
- Wallo Pay: local-first, lowest fees, surcharge-free, digital wallet + merchant benefits.

# Traction & Validation

- Awarded Ārohia Evidence Grant by Callaghan Innovation
- Partnered with Caparizon for Technical Development
- Endorsement and support from WellingtonNZ
- Interest from 31 users & 7 businesses with 28 stores/outlets
- MVP for B2C complete - Pending Compliance



Callaghan Innovation  
Ārohia Evidence Grant



Technical Development  
Partner



WellingtonNZ (RBP)

# Meet the Team!



**Mithun Pookat**  
Founder/CEO



**Vinay Varma**  
Co-founder/CTO



**Gaurav Thantry**  
Co-founder/Development Lead

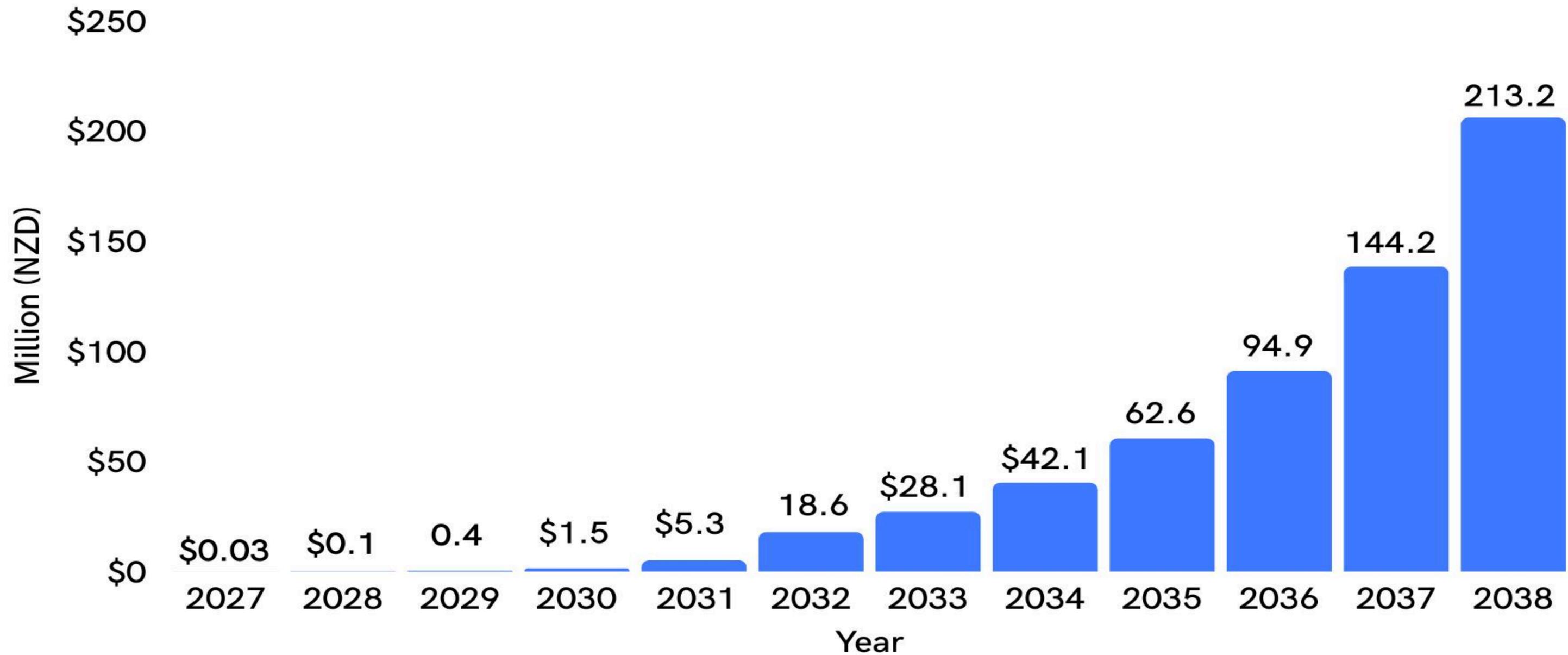
# Business Advisor - Risk & Compliance



**Erin Jurgeleit**

25+ years of experience including Chief Risk Officer, Senior Director-PayPal, VP & Head of Legal

# Revenue Projections (NZ)



\* All Values are in Millions, NZD, Year in Financial Year

# Investment

**Minimum Raise**  
**\$100k** for 4% Equity

**Maximum Raise**  
**\$300k** for 12% Equity

(Minimum Investment/  
Investor - \$500 NZD)



Current Ask  
Pre-seed Round

The investment will go towards getting the company ready for seed funding



Fast-track the MVP of 2nd product



Compliance and Regulations



Alpha and Beta Testing



Initial user acquisition



Operations



Capital Raise



**Invest now on**

**Pledge Me**

Contact us to get in touch



Mithun.pookat@wallopay.com  
Hello@wallopay.com



+64 210538920

<https://pledgeme.co.nz/investments/622-wallo-pay>



[www.wallopay.co.nz](http://www.wallopay.co.nz)