



Online Money Transfer Solutions

Jonathan Cooper, WireCash

November 7th, 2013

Introduction

- Who am I?
- WireCash: "Expedia of money remittance"
- Enabling remittance companies to transact online



Online Benefits - Gold Rush

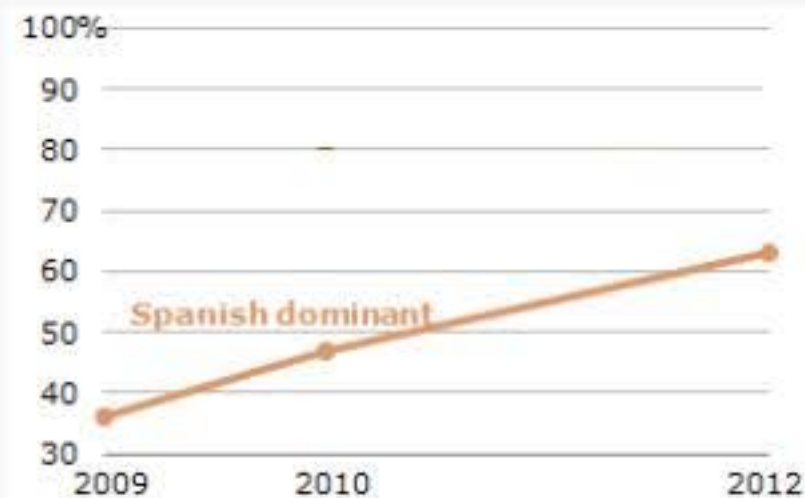
- Market Opportunity
- Fewer players, less saturation
- Leverage licenses & distribution



Online Market Opportunity

- **\$500 million**- Western Union 2015 online revenue projection*
- **90%**- Xoom annual CAGR**

Internet Usage by Latinos 2009-2012



Source: Pew Hispanic Center National Survey of Latinos 2009, 2010 and 2012.

PEW RESEARCH CENTER

Source:

*Hikmet Ersek, as quoted by [Reuters](#) in Nigeria. June 18, 2013

** Xoom [S-1](#) Filing. January 11, 2013

Online Customer Acquisition

- CPA for Xoom \$50 per customer*
- Target specific demographic segments
- Translate your brand online

Source: *Xoom S-1

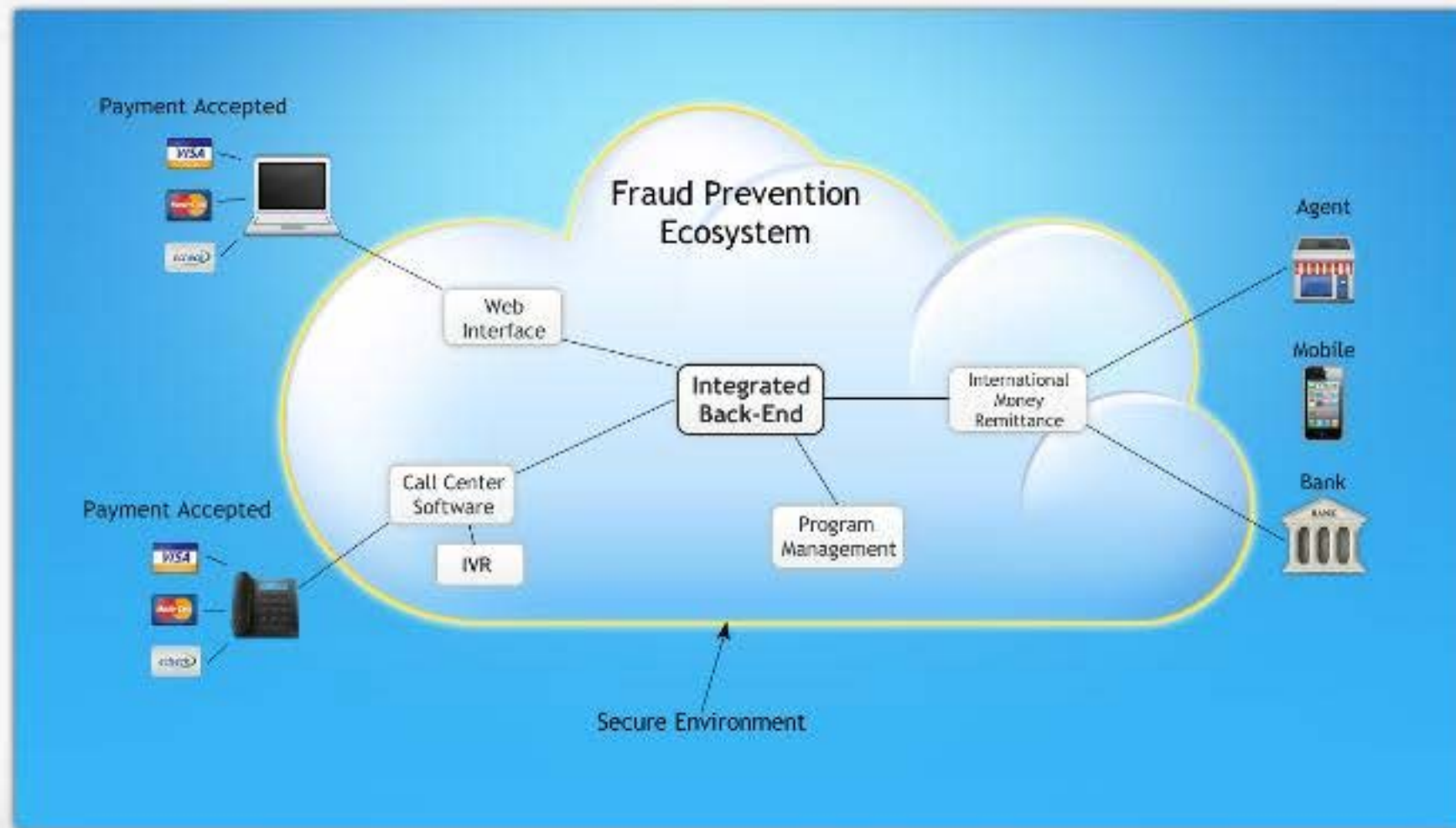


Challenges to Operate Online

- Protect from hacking
- Payment fraud
- Technical complexity



Comprehensive Platform Security



Data Breaches

Examples:

- Clean data fraud
- Friendly fraud



LexisNexis, Dunn & Bradstreet, Kroll hacked

CYBERTRUTH Byron Ac

CNP CardNotPresent.com

THE INDEPENDENT SOURCE FOR ORIGINAL CNP NEWS

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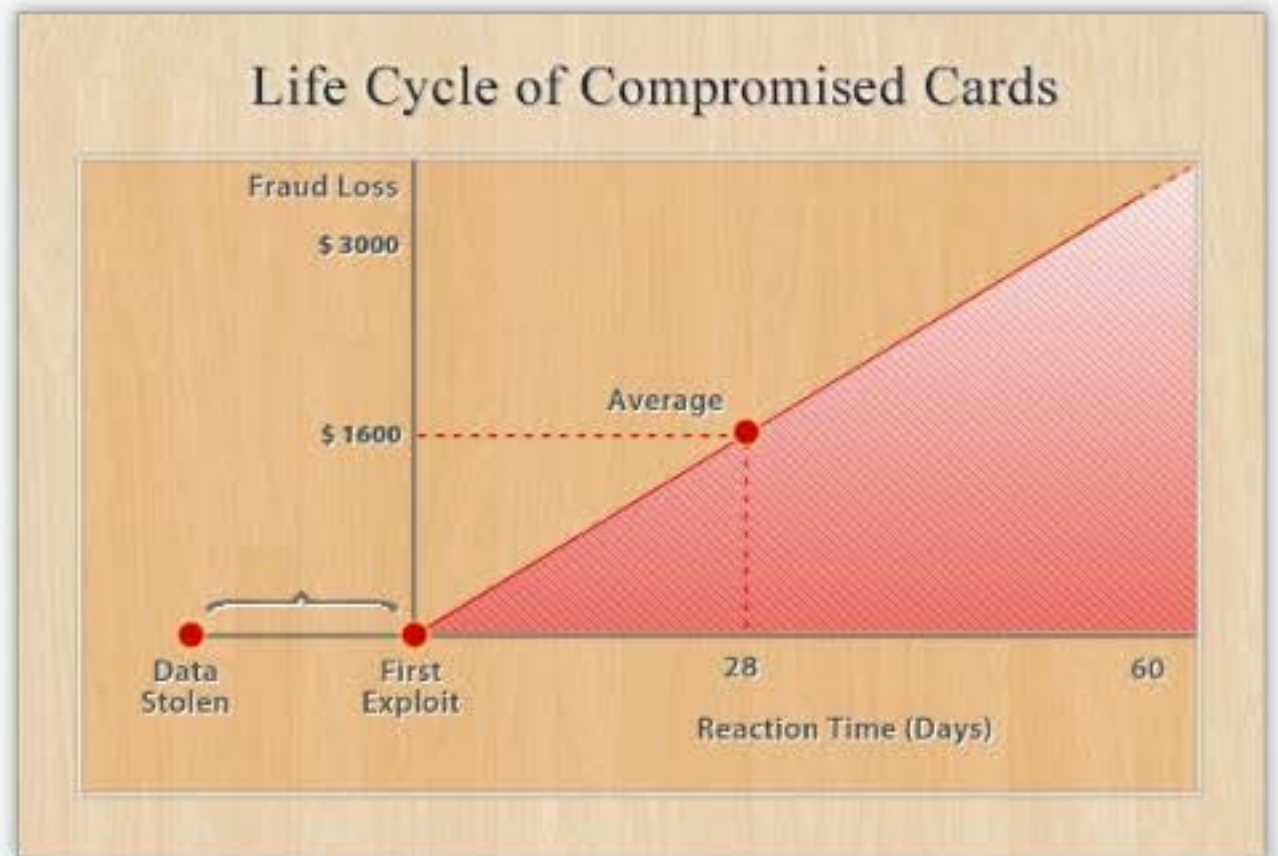
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Published November 21, 2013 / Associated Press

Payment Fraud

The average stolen credit card accrues **\$1,600** in expenses and takes **28** days to be detected.*



*Javelin 8th Annual Card Issuers' Safety Scorecard

Build vs. Outsource

- Cost - Benefit
- Industry specialized system
- Customer Insult vs. Conversion vs. Scalability



Outsourcing Advantages

- Different skillset
- Technology centric
- Maintain focus
- Less cost



Concluding Thoughts

- Gold Rush is on!
- Underserved corridors
- Expand your brand



WIRE CASH

SEND MONEY WORLDWIDE

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<http://www.slideshare.net/wirecash/online-money-transfer-solutions-imtc-november-2013>