



Your finance,  
your business,  
together!

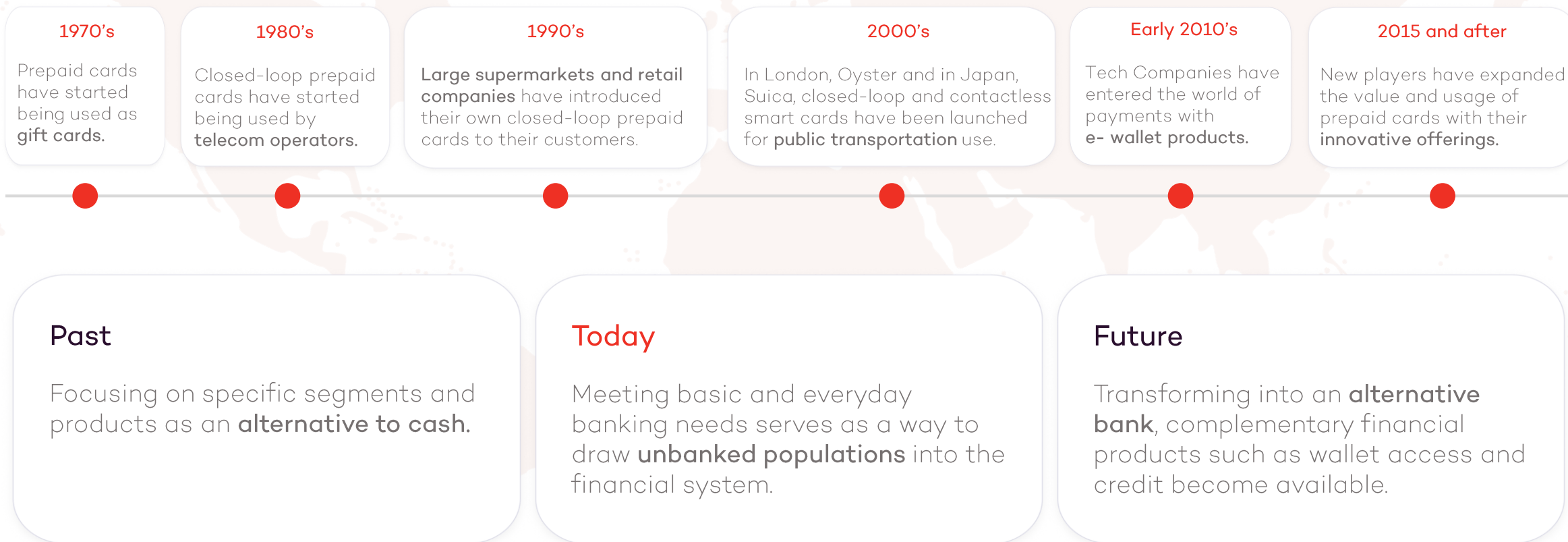
June 2024

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- 03 How Tosla is creating financial ecosystem
- 04 What's next

# Pre-paid cards throughout history

In past years, prepaid cards were seen merely as an alternative to cash, but over time, with their increasing range of products and services, they have evolved into a structure that serves as an alternative to banks.



\*Data from 46 countries were utilized. Open-loop prepaid card volume. Three-year average values were used. Source: Euromonitor, Turkish Statistical Institute (TÜİK), MCA analysis.

# Factors driving local market growth

As seen in global trends, country-specific conditions also play a role in this growth; increasing e-commerce and the size of the informal economy are leading factors.



## Unbanked Population

Increase in unbanked & underbanked population

**16 mn** > Population between 13-24

**25 mn** > Unbanked customers

**25 mn** > Low and noncredible customers

**5 mn** > Foreigners living in Türkiye



## Digitalization and Growth in E-Commerce

Diversification of products and service offered parallels the increase in e-commerce.

**+40 mn** > Number of e-commerce customers



> In game and e-pin payments



> Digital subscriptions for Apps



## Fields avoided by banks

The flow of money into unrecorded sectors being directed towards pre-paid cards.



> Demand to betting sites



> Money transfer to crypto sites

**23%** > Increase in unbanked P2P transfer rates

Under temporary protection, there are 3.5 million foreigners, along with 1.5 million residence permit holders. Source: Ministry of Interior of Turkey, Turkish Statistical Institute (TUIK), Hootsuite, Statista, MCA Analysis.



# Sectors forming the pre-paid card market

In Türkiye, players from four industries are offering pre-paid cards and e-money products and services.



## Fintechs

They offer customers payment and value-added financial services through simple and basic interfaces.

**iyzico** **PARAM** **papara**  
a PayU company  
**ininal** **sipay** **PeP**



## Telecommunication

They deepen their offerings by providing financial services to their broad customer base.

**PAY CELL** **TTÖdeme**  
**Ptt** **vodafone**



## Retail

They increase retention by meeting both payment and funding needs of their customers.

**trendyol** **MONEY** **pay**  
**cüzdanım** **hepsipay**



## Banking

They aim to gain market share by targeting niche segments they haven't penetrated yet.

**Garanti** **AKÖde** **VakıfBank**  
**AKBANK** **HALKBANK**

Total volume

47 Billion TL (46%)

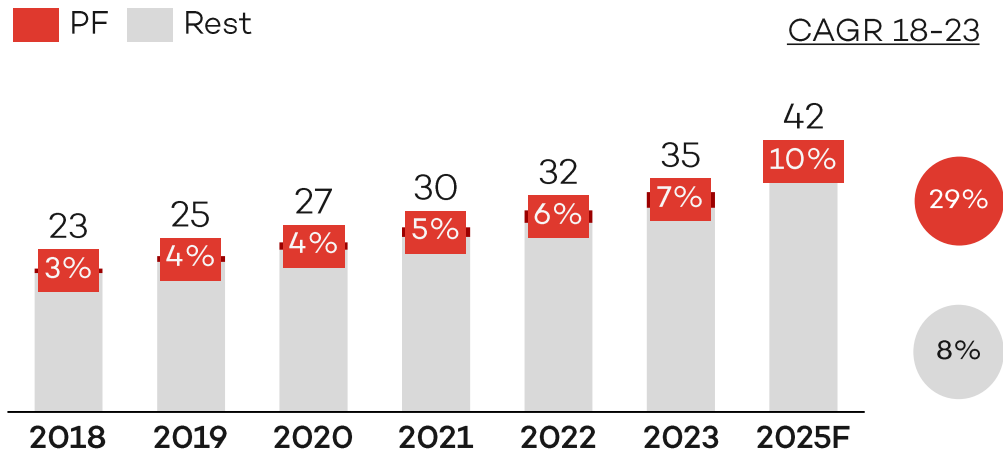
56 Billion TL (54%)

\*Players offering open-loop pre-paid cards under their own brand to their users. As of December 2022, due to the E-commerce Law, they are unable to suggest integrated wallets on their platforms. Source: BKM, MCA analysis.

# Global payment facilitators at a glance

The global PF ecosystem is growing consistently both in acquiring market share and the number of global payment facilitators.

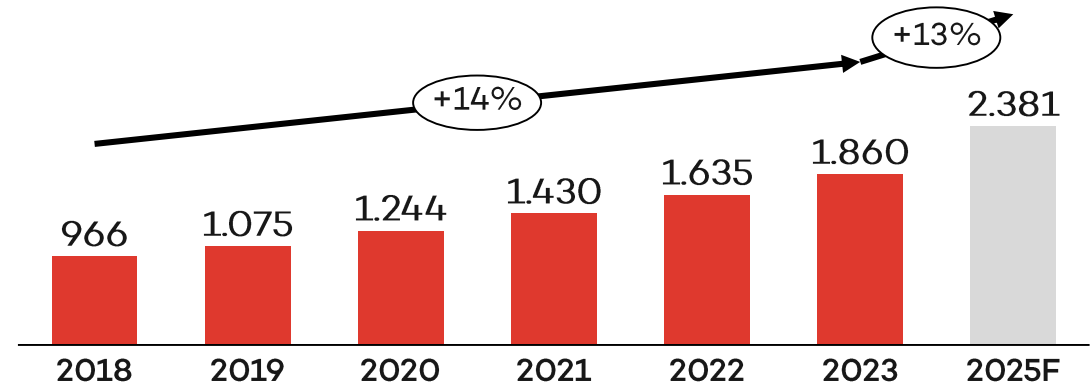
## Global acquiring market volume, trillion USD



### Highlights

- Global PF market volume is growing by an average of **29%** annually while total acquiring volume has grown with **8%**
- The global e-commerce volume of card payments reached **11 trillion dollars** in 2022 and is expected to exceed **20 trillion dollars** in 2025

## Number of global payment facilitators



### Highlights

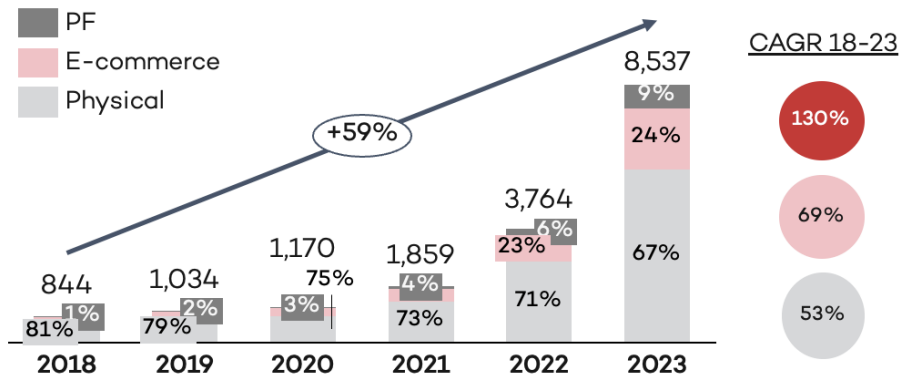
- Global payment facilitator number is growing by an average of **14%** annually
- **The market is expected to consolidate** with a growth rate slowly decreasing despite the new players entering the market

Source: Infinipect PF Report, BCG Global Payments Report 2023

# The Turkish acceptance market reflects the increase in regional and global trends

In parallel with global and regional trends, the Turkish acceptance market experiences similar increasing PF existence

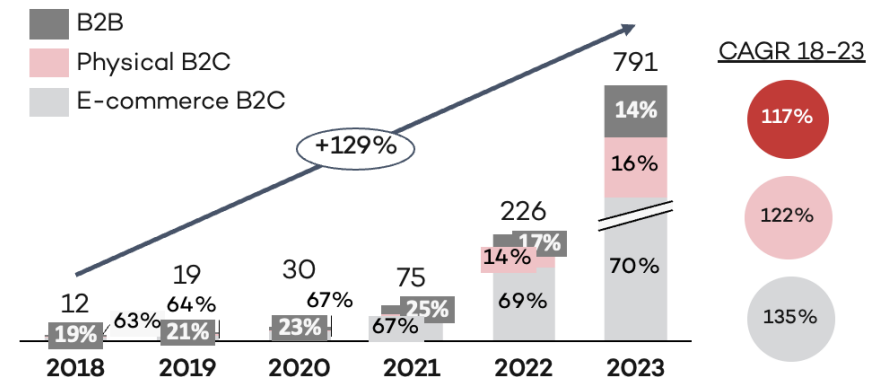
Türkiye - segment breakdown of acquiring market, billion TRY



## Highlights

- Acquiring market volume grew by 59% CAGR in the last 5 years and more than doubled in the last year
- Average annual growth of PF volume is approximately 2 times more than the total acquiring volume growth (130% vs. 59%)
- Installment trxs. make up 26% of the total PF volume (vs. 19% in total)

Türkiye - segment breakdown of PF market, billion TRY



## Highlights

- Physical is the **second fastest growing segment** within payment facilitators over the last five years (18% installment)
- B2B grew in volume **but lost share** in total (31% installment)
- E-commerce B2C represents a large majority of total PF volume (33% installment)

Source: Infinipect PF Report, BCG Global Payments Report 2023

# AKBANK

- Strong shareholder, **Sabancı Holding**, **2nd largest multi-business enterprises** in Türkiye
- Reached **highest CAR with 18.5%** between private banks in Türkiye
- Sustainable fee generation supported by digital customer base & average traffic per active customer
- **702 branches and 12.900 employees** all around Türkiye
- Presence in financial industry focusing on banking, leasing, e-money, asset management, brokerage and corporate venture capital
- Focusing on sustainable economy and aiming to increase sustainable borrowing secured by the bank until 2030
- Best Bank and Best Bank for Digital Solutions in Türkiye





- Tosla is **Akbank's %100 subsidiary**
- Established to provide **payment services and issue electronic money**
- Licenced by the law no: 6493 on Payment and Securities Settlement Systems, Payment Services and Electronic Money Institutions.
- Started its operations in **15 June 2019**
- Tosla Provides **e-money services to its individual users** and operates as a **payment facilitator for SME's and businesses.**
- 64 experienced and competent team member in business teams
- Sales point in strong retailers in Türkiye (Hepsiburada, Zorlu, Helpsteps, Yemeksepeti, ŞOK, TeknoSA, CarrefourSA, İstegelsin, D&R)
- Access to all ATM'S IN Turkey (5900 Akbank ATM is free of charge)



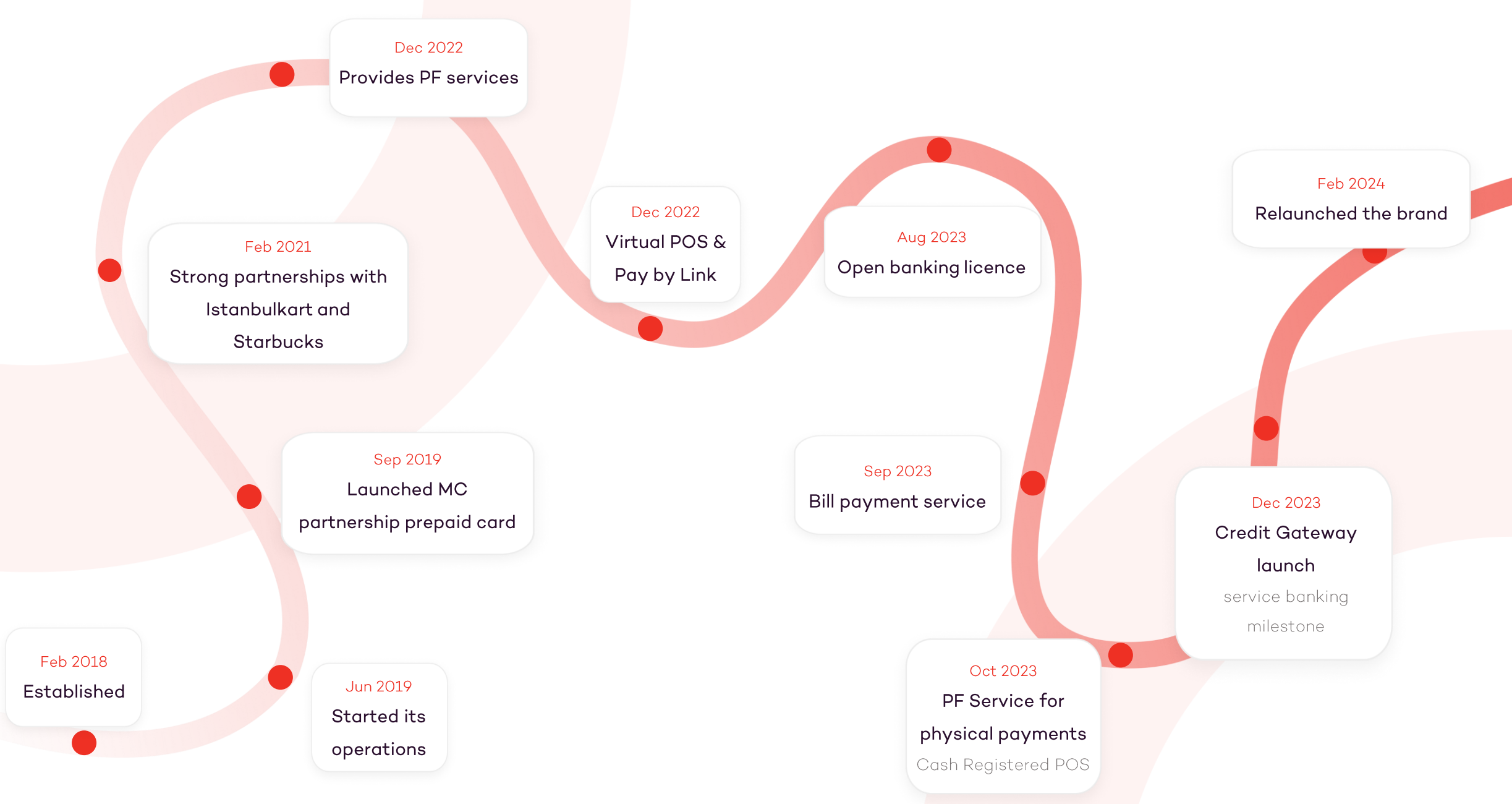


# tosla

## Your all in one payment app

Tosla provides a financial ecosystem for personal and business use.

Its main focus is to create effective partnerships with bank agnostic approach in order to provide inclusive financial services and beyond.



# 65% Card penetration

In 2022, with digital card project, customers were able to create a virtual prepaid card. They can use their digital only card for NFC and QR payments.



**5,2m customers**  
in 2024

**1m unique customers**  
benefited from campaigns in 2023

**2 university partnership**  
%86 activation rate of use  
Students can use co-branded tosla cards



# We launched our services for businesses

Our main goal is to provide a financial ecosystem for businesses with a bank agnostic approach



5.5K

Customer rate

1.6K

Active users

34M

USD Revenue (per 90 days)

# Our strategy is to become the SME challenger

Our strategy is to become «**SME Challenger**» with value added services and to meet enterprises' needs with an holistic and bank agnostic approach.



## Payment Solutions

### Physical Payments

- Cash Registered POS
- Soft POS
- Android POS

### Online Payments

- Pay by Link
- Virtual POS

### Gateway

- Credit Gateway
- Customer Financing Companies
- Payment Initiation (soon)



## Alternative solutions

### Open Banking Services

- Account Viewing
- Payment Initiation

### Financial Services (API)

- Commercial Credit
- Commercial Card
- Supplier Financing
- Credit check
- Findex Report/Scoring system



## Value Added Services

### AI services – Analytic Solutions

### Non-financial services

- Sales / Inventory / Supplier Management
- Shipping
- Online Account Management
- E-Invoice / E-Archive

We are looking for global and local partnerships with our Payment Service Provider solutions.

# How Tosla is Creating Financial Ecosystem?



## Security

- 0 cyber attack/deficit since foundation, 2018
- Tracking by Akbank security teams 24/7
- Symantec Endpoint Protection (SEP) anti-virus software
- Centralized network security
- International standards (NIST, DOD, SANS)



## Experienced Technology Teams

- Working with Akbank's dedicated technology teams for Tosla
- Experienced with Akbank's product developments
- 100 inhouse tech staff



## Anti-Fraud Systems

- Learning based tool to prevent Fraud and abuse
- 400% decrease in frauds with tools used
- Inhouse malware deduction tool development to prevent attacks that might harm customers



## Inclusive Licencing

- Permission to operate as an e-money institution to provide payment services and electronic money
- Licenced with law on Payment Securities Settlement Systems, Payment Services and Electronic-Money Institutions

# How Tosla is Creating Financial Ecosystem?



## Strong Stakeholder & Sustainable Business

- Akbank's wholly owned subsidiary
- Sustainable business
- Experienced Board of Directors



## Infrastructure

- Following latest technology and trends
- Using 116 micro service for Tosla
- Credit Gateway services are suitable with microservice architecture and using Oracle database.
- Front-end components are IOS Native, Android Native, Backoffice Web application, Tosla.com web application
- 14.5K/min API call for Tosla



## Experienced Executive and Business Team

- Experienced in finance and payment systems
- Executive team with an average experience of 22 years.
- Gender equal team
- High employee satisfaction rate
- Low turn-over ratio in 2023

# Partnerships and collaboration

## Finance



## Technology and Integrations



## Retail



## Transportation



## Strategic Partnerships



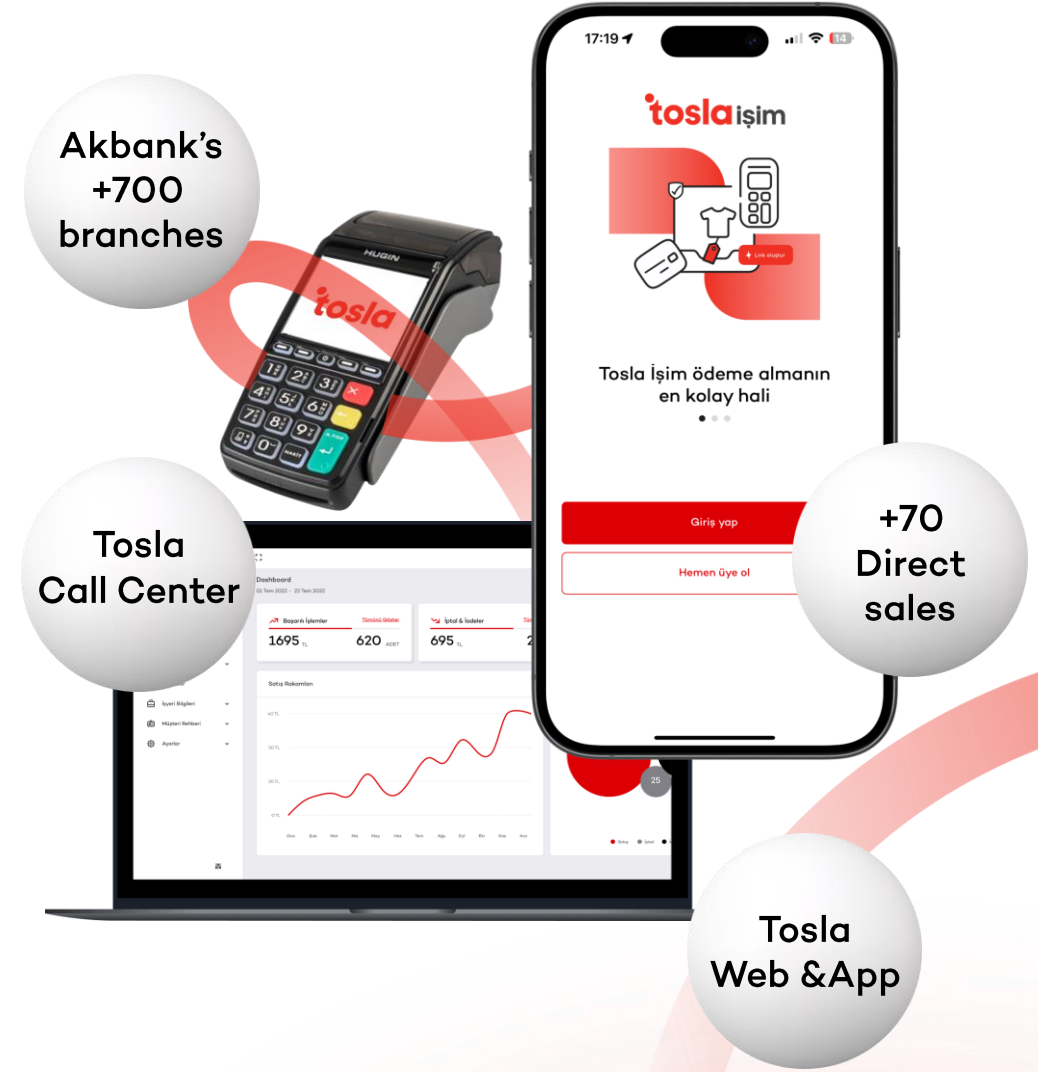
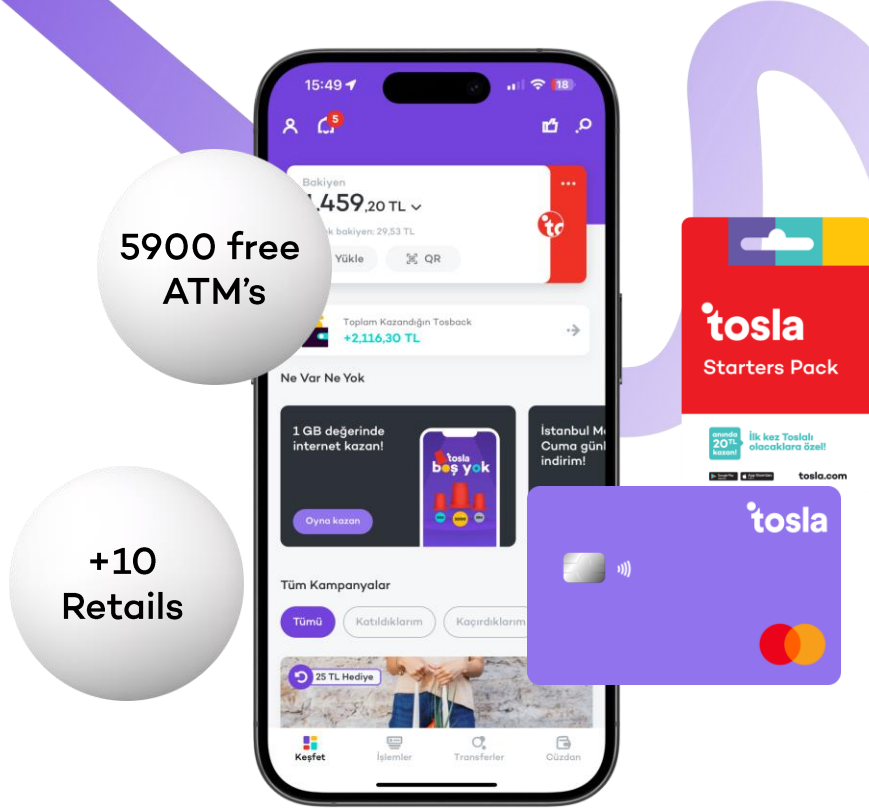
## Universities



## More Partnerships



# Your finance



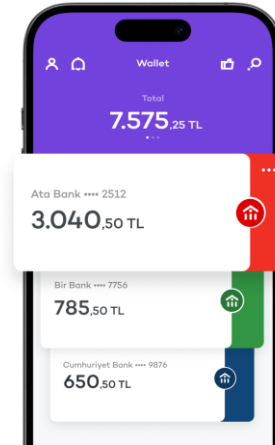
# Your business

# Solutions For You



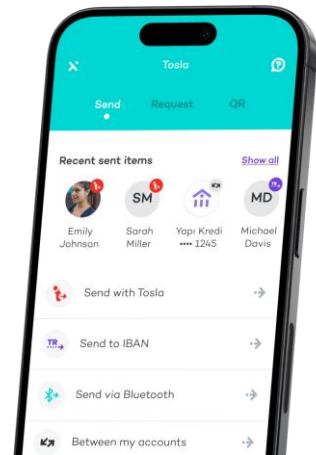
## Tosla Prepaid Card

You've found the perfect spot for an exclusive shopping experience. Utilize your physical Tosla Card with contactless capabilities, or opt for the digital version to make mobile and QR code payments.



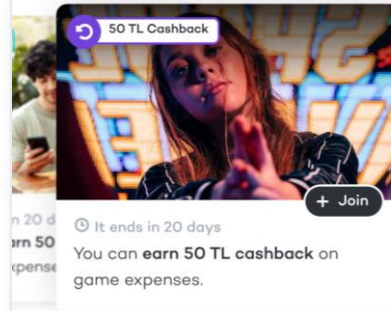
## Your bank accounts on Tosla

Instead of rushing from one bank app to another, take your bank accounts out of your pocket on Tosla, view all your current accounts from one place, and manage them easily!



## 24/7 continuous and secure money transfer

To a Tosla user, to any bank accounts. Verify your digital identity and transfer money securely on Tosla.



## Earn cashback on your purchases and payments

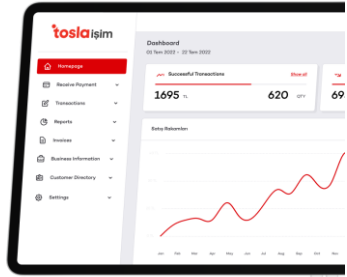
You can join in exclusive campaigns and earn cashback on your purchases. You can pay your bills regularly on Tosla without getting lost in tabs. Also, you can make transportation and Starbucks top-up's within Tosla.



See our solutions in action

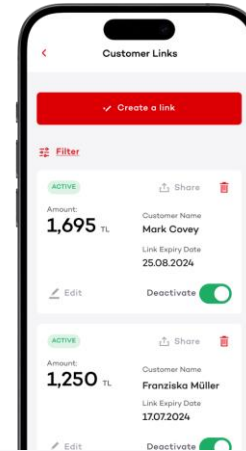


# Solutions For Your Business



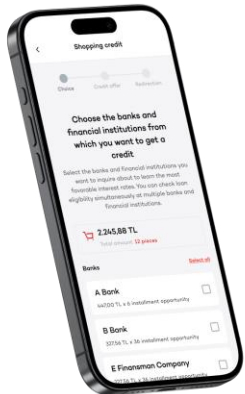
## Virtual POS

Provide payment services for credit or debit cards on your e-commerce website using Tosla Virtual POS. Easily accept payments on a single screen.



## Pay by link

Receive remote payments with a single link without a website or any integration. Share the link you create with your customers to easily and securely accept payments.



## Credit Gateway

Tosla Credit Gateway provides your customers credit offers for their purchases from different banks or financial institution. Customers can see and compare offers on a single screen. Payment will be processed for purchases with customer-chosen options.



## Cash Register POS

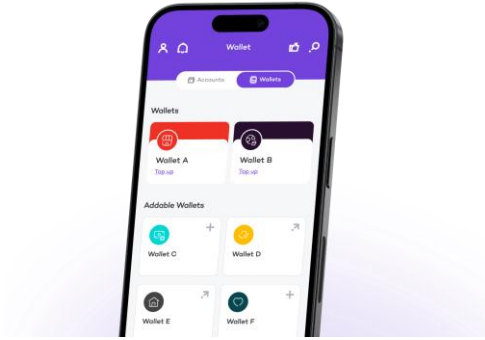
With Cash Register POS, you can accept physical payments from your customers and offer installment options for credit cards with a single integration, making things easier.



See our solutions in action

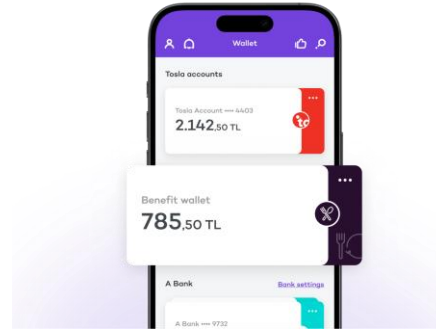


# Solutions For B2B2C



## Embedded wallet

E-commerce companies can create their own loyalty programs using Tosla's embedded wallet solution. With Tosla's advantages and end-to-end solutions, e-commerce companies can also increase customer retention.



## Employee benefit wallet

Companies or organizations can use Tosla to deposit employee benefit payments. Employees can enjoy all Tosla benefits.



## University partnerships

Tosla co-branded prepaid cards can also be used as ID cards by students, academicians and university staff by the partnerships. Students can use Tosla card for all of their purchases and administrative processes while they can enjoy all Tosla benefits.



See our solutions in action

# We Are Looking To Meet Our Future Business Partners



## For those who would like to enter Türkiye market

- Local expertise
- Trustworthy and extensive company
- Legal compatibility
- Experienced and competent team
- E-Money and PF provider (both for licensing and services)
- KYC technology (supported with NFC)



## For those who would like to start partnerships abroad

- Increasing their local expertise
- Sharing licensing in order to obtain new business models
- Trustworthy and extensive company
- Experienced and competent team



## For those who would like to invest in

- A company with high growth potential
- A company to maximize ROI
- Trustworthy and extensive company
- Experienced and competent team

# Let's work together

Send us

[contact@tosla.com](mailto:contact@tosla.com)

Call us

0850 477 0 867

Our office

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[Contact Form](#)



**tosla**

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