

## Who is I<sup>4</sup> Commerce?

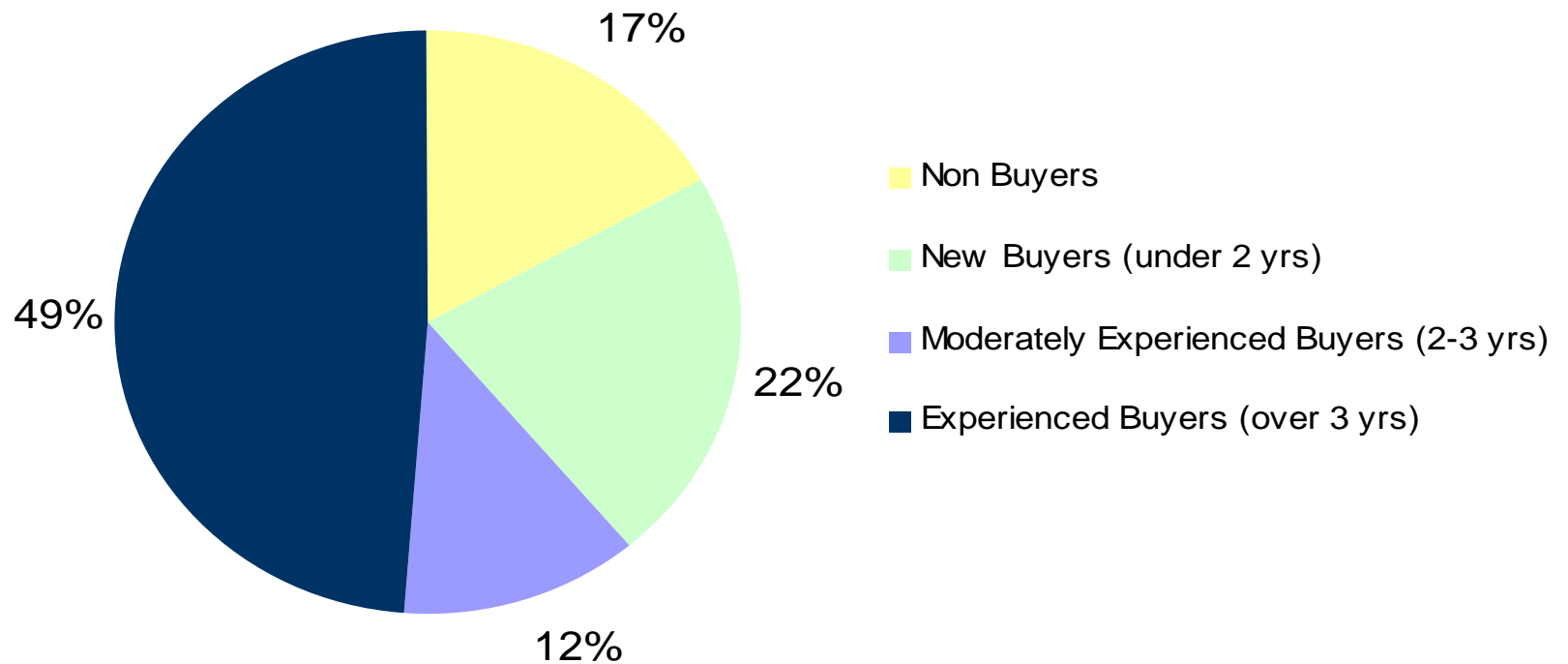
- ▶ I<sup>4</sup> Commerce is a rapidly growing *payment technology company* connecting retailers with customers by improving the purchase experience.
- ▶ We power PayCapture, a real-time *credit decisioning engine* designed to enhance the consumer experience, serving the unique credit needs of multichannel merchants.
- ▶ We possess *payment marketing expertise* - leveraging experience with more than 260 leading brand retailers - which assists merchants in marketing 'payment' as a way to drive bottom line results.

# Discussion Points

- ▶ Reaching an untapped market
  
- ▶ Solution overview
  - Bill Me Later<sup>®</sup>
  
  - Other Third Party Billing Mechanisms
    - How they can prevent fraud

# Reaching an Untapped Market

# Almost 40% of Online Users are New to Web Buying or Not Buying Yet



Likewise, 40% of online shoppers buy infrequently or not at all

Source: Javelin Research 2006

# New Web Buyers are Motivated by Non Traditional Payment Methods

	Non Buyers	New Buyers	Experienced Buyers
Primary Motivation	Security fears prevent purchase	Convenience drives purchase & Security fears limit purchase	Discounts & hard to find merchandise drive purchase
Motivation Detail	45% said they don't shop online due to security & privacy concerns	When asked what would encourage them to buy more online, new vs. existing buyers were: 100% more likely to say a non credit card payment option 67% more likely to say more convenient checkout & payment	When asked what would encourage them to buy more online, existing vs. new buyers were: 24% more likely to say discounts or free shipping 33% more likely to say hard to find merchandise
Comfort w/ Online Shopping	Very low	Low	High

**38% of Bill Me Later® shoppers are new to web buying vs. 27% of shoppers using other payment methods**

Source: Javelin Research 2006



# Bill Me Later<sup>®</sup> Reaches Non Standard Segment of New Web Buyers

Only Those Who's Tenure Shopping Online is Less Than 2 Years

	Bill Me Later <sup>®</sup>	All other online buyers
Children under 18 in household	78% at least one	51% at least one
Age groups	58% Age 25 - 44	35% Age 25 - 44
Income groups	57% \$35,000 to \$100,000	37% \$35,000 to \$100,000
Payment cards owned	2.5 card	2.8 cards
Store-branded cards owned	1.1	0.8
Gender	59% Female	53% Male
Kids	41% two of more	34% two or more

Source: Javelin Research 2006

# Bill Me Later<sup>®</sup> Acceptance Page

## Complete Bill Me Later<sup>®</sup> Single Page Application Form



**Bill Me Later** *Buy Fast. Feel Secure.<sup>®</sup>*  
[What is Bill Me Later<sup>®</sup>?](#)

**Current Billing Address**  
Please verify that this is your current billing address.

Full Name:	Bobby Tester
Street Address:	13 Example Dr
Apt/Suite:	APT 2
City, ST, Zip:	Testville, MD 21254
Home Phone Number:	(443) 621-1234

[Update your billing info.](#)

**Data Verification**  
For verification purposes, please provide your date of birth and the last four digits of your social security number.

Date of Birth:    Social Security Number: XXX - XX -

**E-Sign Consent and Terms and Conditions**  
You must read the E-sign consent section of the [Terms and Conditions](#) prior to checking the box below.

I agree to have the [Terms and Conditions](#) presented electronically.

[Terms and Conditions of the Bill Me Later<sup>®</sup> Payment System.](#) [\(printer friendly version\)](#)

Bill Me Later<sup>®</sup> is an open-end credit plan offered through Chase Manhattan Bank USA, N.A. (The Bank). By using Bill Me Later to complete this purchase, you apply for credit and you agree that you have read the Terms and Conditions; you authorize The Bank to review your credit report and you understand that this account is subject to finance charges and late fees and is governed by Delaware and Federal law. You authorize the Merchant to share your personal information, including email

[I agree and complete order.](#)

[Other Payment Methods](#)

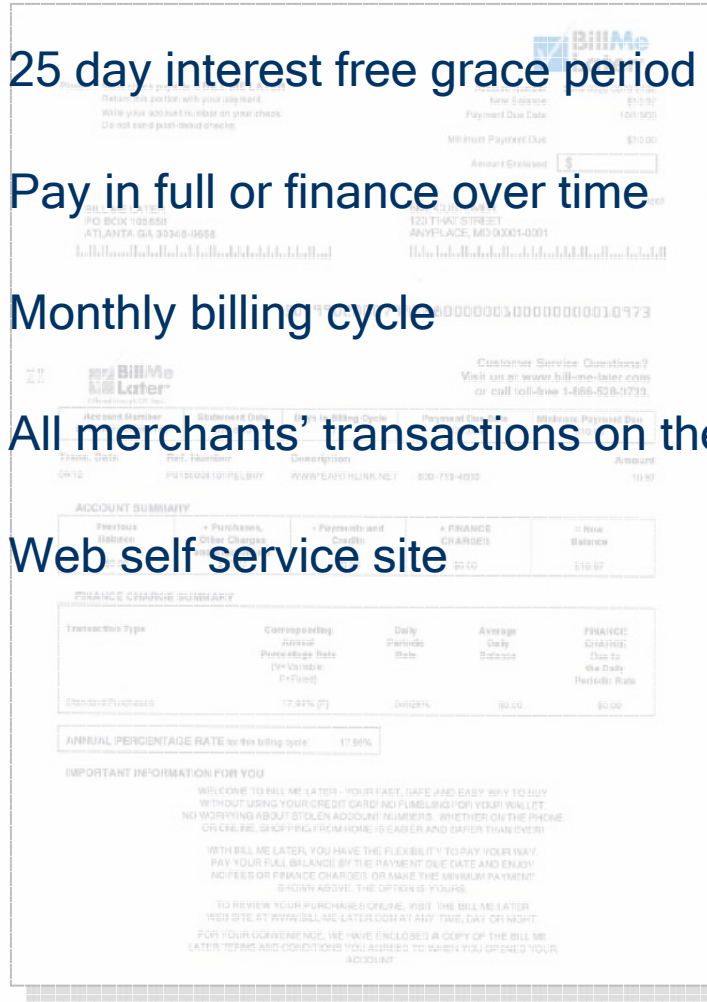
### Quick and Easy

- 1 Verify Address
- 2 Enter DOB & Last 4 SSN
- 3 Check "I Agree"
- 4 Click Button to "Complete Order"

# Billed Like a Credit Card

## Customer Billing Experience

- ▶ 25 day interest free grace period
- ▶ Pay in full or finance over time
- ▶ Monthly billing cycle
- ▶ All merchants' transactions on the same bill
- ▶ Web self service site





## Bill Me Later Minimizes Fraud

- ▶ Elimination of credit card number and expiration date as purchase credentials.
- ▶ Use of proprietary dB's and algorithms to perform a thorough authentication of the transaction.
- ▶ Transaction-based underwriting model that extends credit one request at a time.
- ▶ Bill Me Later recently named “most trusted form of online payment” by Gartner Research over credit cards, debit cards, AMEX, PayPal, eCheck.

## Other Third Party Billing Mechanisms

- ▶ Secure e-bill changes the venue of the actual purchase transaction to the customer's web-banking site which improves security.
- ▶ E-Wallets - improve the ability to perform rigorous authentication by centralizing the purchase process.