

# Hello Clever

Market Leader in C2B Real-time Payments  
Australia & APAC

Investment Opportunity  
October 2024



# Executive Summary

Hello Clever is a market leader in enabling **Consumer-to-Business Real-Time Payments** (C2B RTP) for businesses in Australia and APAC.



**\$250M USD**

CY2024 in processing GMV

**\$5M USD**

CY2024 gross revenue

**\$500k USD**

Annual EBITA projected 2024

**400+**

Merchants in our books, bringing 120K+ transacted consumers

**4 Markets**

Home market Australia & expanding into APAC

**\$3M USD**  
Seed Raised from Global VC



**son tech**



# The Problem

**C2B payments** have long been dominated by **card schemes** and payment **generalists** like Stripe and Square; whereas local alternative payment methods are **under-adopted**.

## Merchant Problems

- High **chargeback** and fraud rates;
- Complex **multi-layered** funds flow, delayed settlement 3+ days;
- Just infrastructure, little to no **consumer value chain**; additional **costs** for consumer acquisition & retention

## Consumer Problems

- **Limited acceptance** of alternative payment methods;
- **Unprotected** from identity theft and card fraud;
- **Unrewarding** spending experience: fees, surcharge, debt traps, fragmented rewards apps.

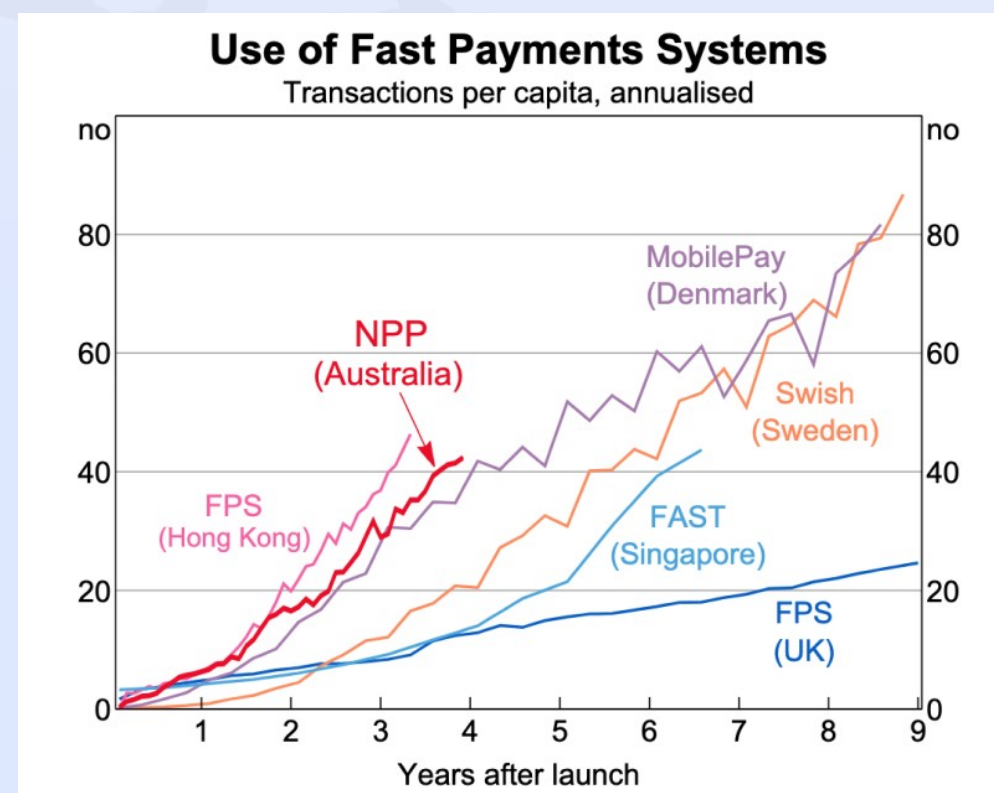


# Market landscape: Perfect Timing

We saw an **opportunity** to solve this multifaceted problem with real-time **account-to-account (A2A)** payments.

## Global A2A Payments

- **Market value\***: from \$22 trillion (2024) to \$58 trillion (2028); growing at a CAGR of 20.4%;
- **Fueled by** digital payments, ecommerce transactions, and the shift towards cashless economies.



### Australia A2A Payments: NPP

- **88.8M** account holders, 90% is **NPP reachable**;
- **3.3M daily** transactions, worth \$3.7B (end 2022);
- **Faster** adoption velocity than peer markets;
- **5%** of e-commerce are A2A transactions (2023).

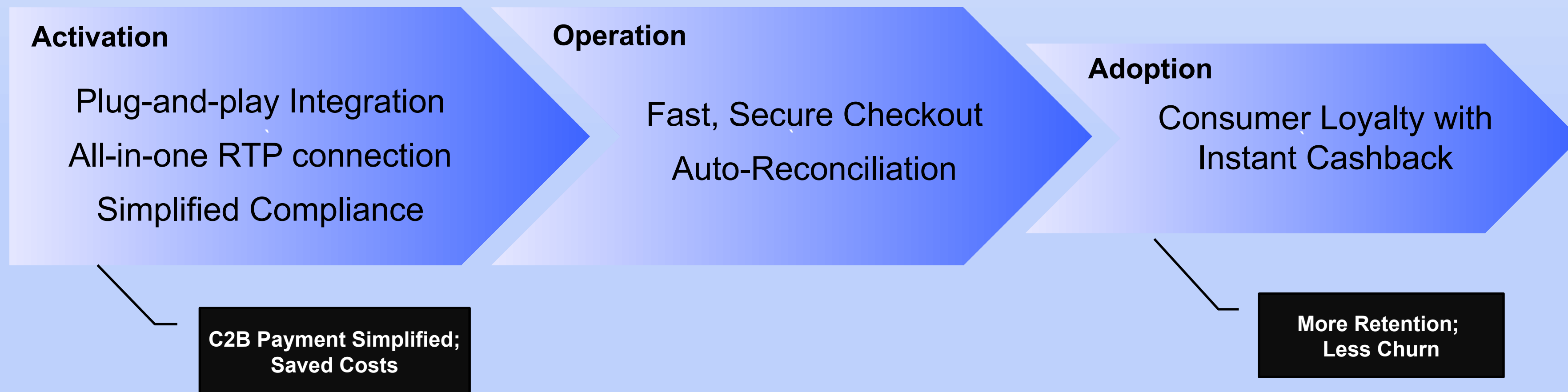
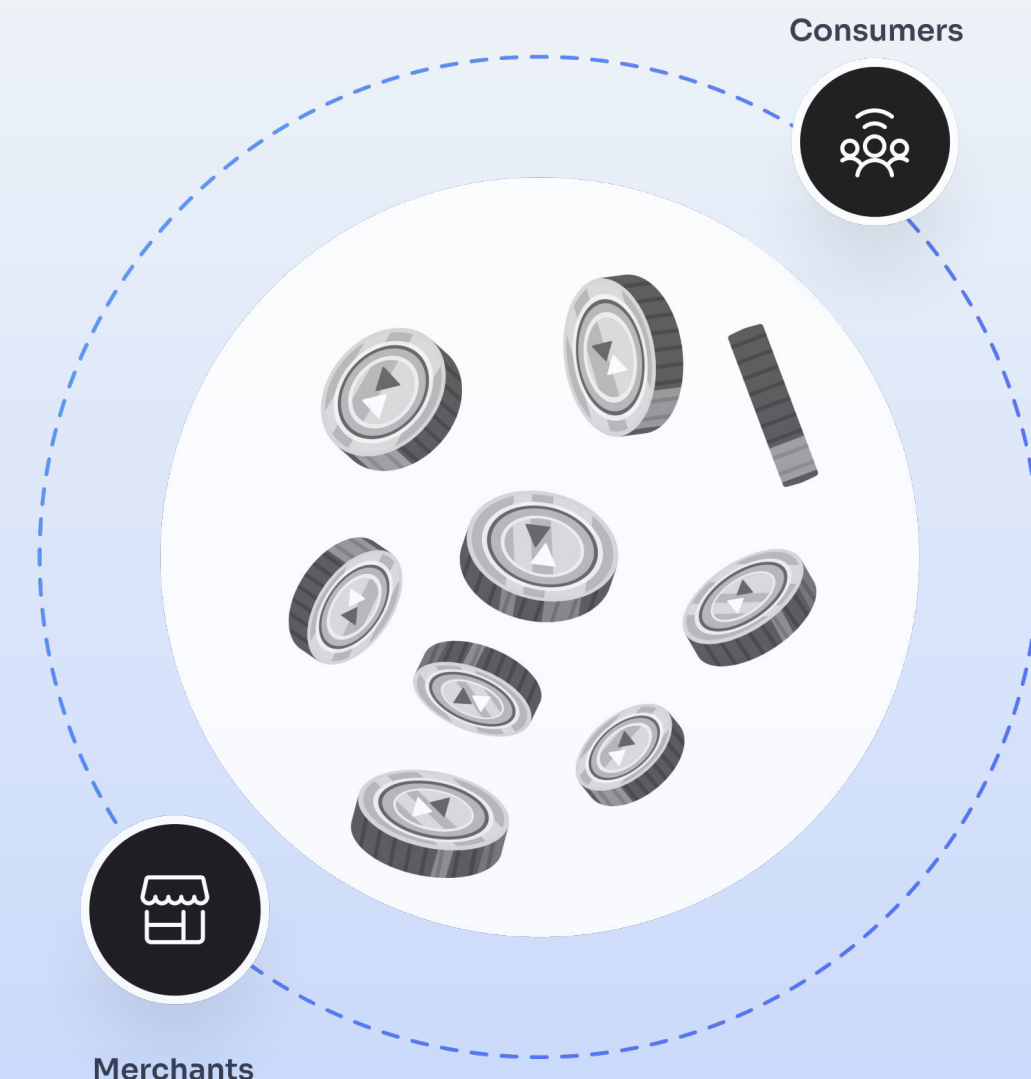
### SEA A2A Payments

- Significant growth in real-time payment adoption driven by governmental support and the booming digital industry;
- The e-commerce market in SEA reached **\$62B** in 2020, with RTP playing a crucial role in facilitating seamless and secure online transactions.

# Problem **Solved!**

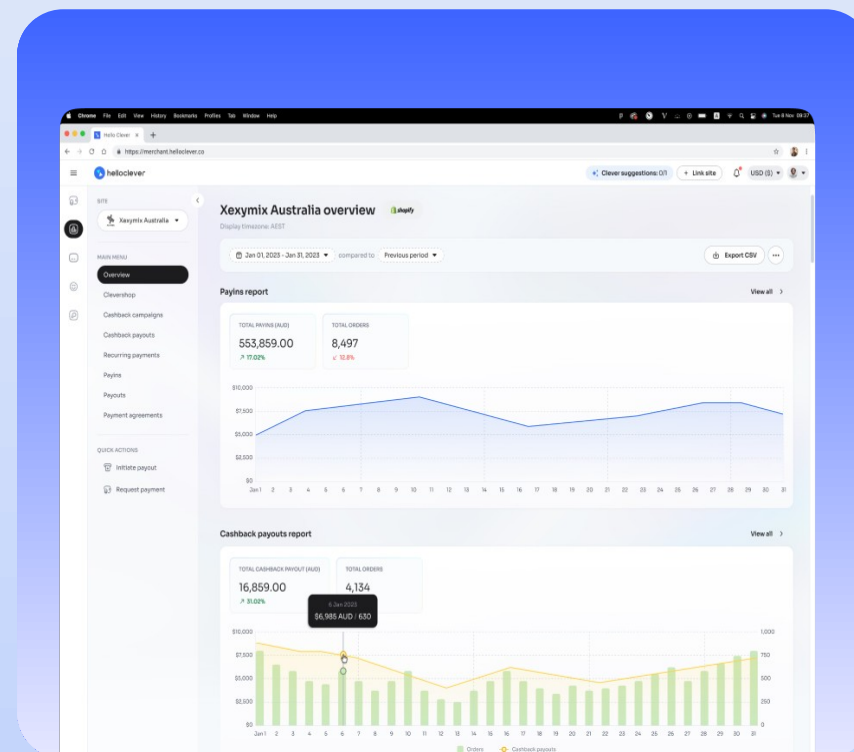
Hello Clever is a **real-time payment enabler** that empowers merchants from *activation* to *adoption* of A2A payments.

We harness the speed and security of A2A payments to help merchants **improve their cashflow** and **build long-term relationships** with their customers.

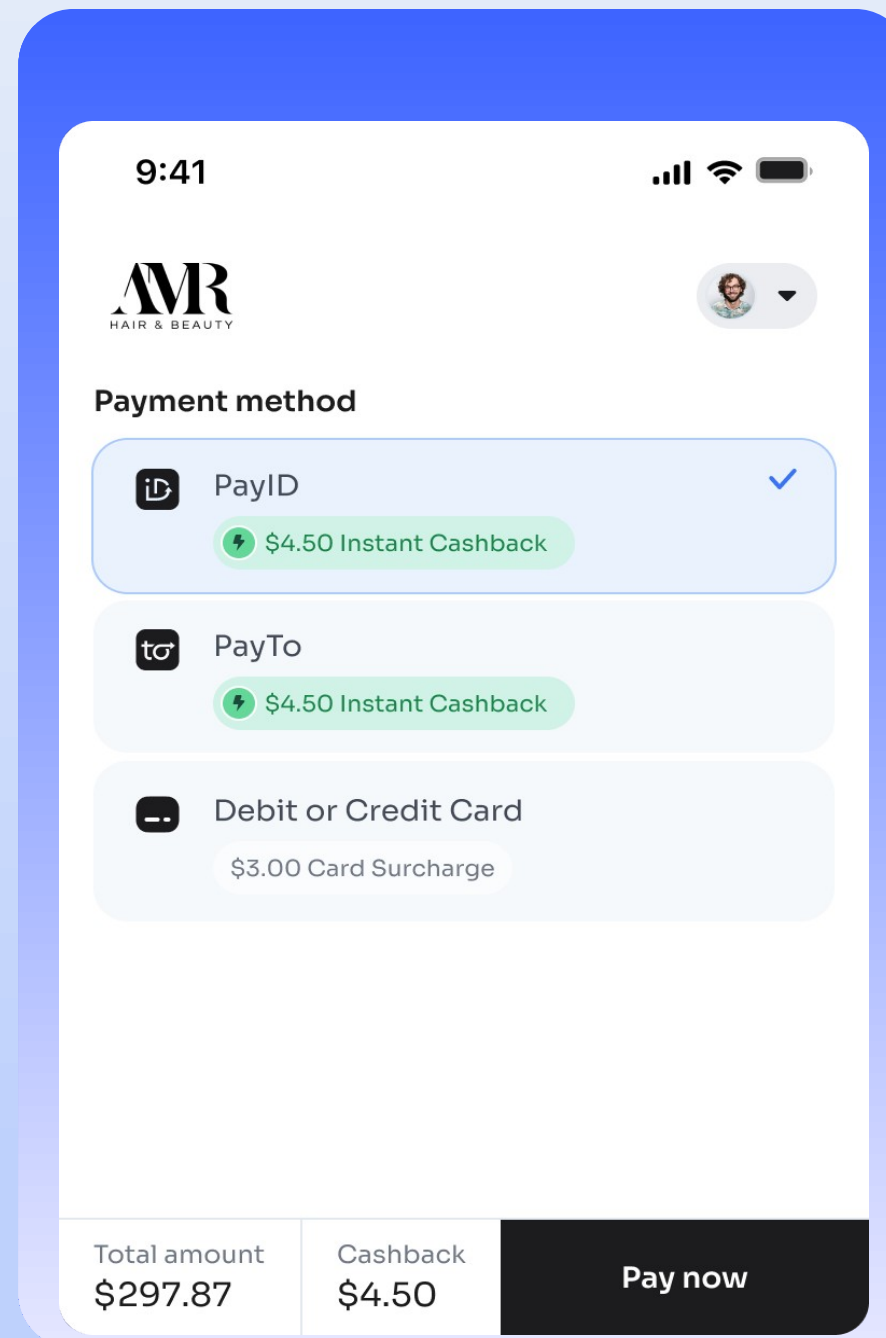


# The Hello Clever Platform

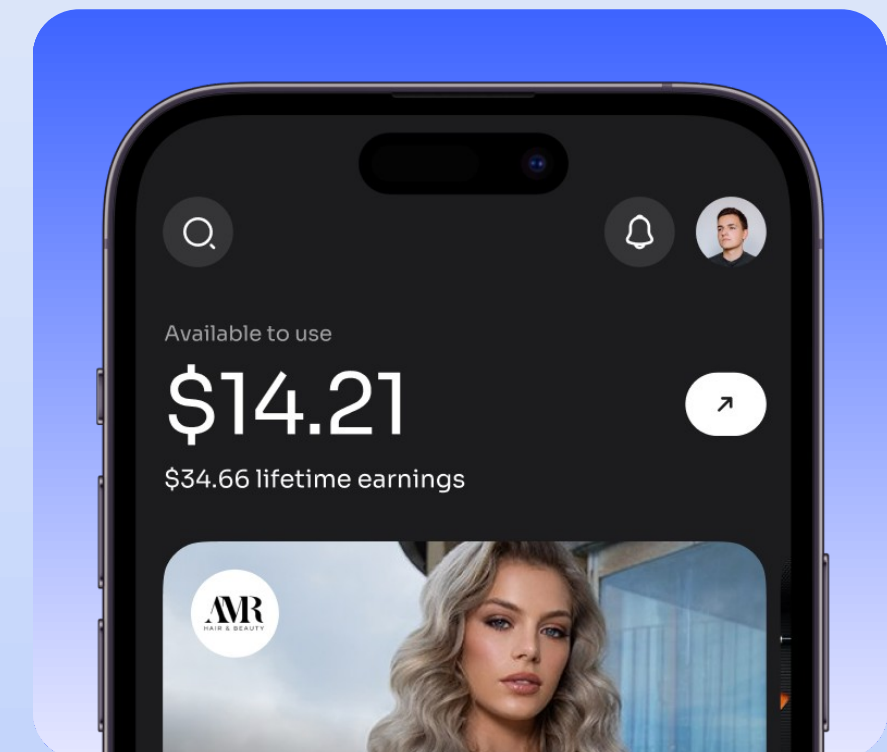
400+ Merchants



Funds Flow Management  
Customer & Sales Insights  
Transaction Monitoring  
Cashback Campaigns


120K+ Consumers



Cashback Redemption  
Merchant Marketplace  
Deals Personalisation  
Consumer Demographic

At the core, we provide a plug-and-play, customisable RTP checkout experience for merchants to drive **real-time payment traffic** while incentivising consumers to build **buyer-seller stickiness**.

# Key **Defensibility**

We build our **merchant products with end consumers in mind**.

Our philosophy is simple: *Merchants should get paid in real-time, and consumers should get rewarded for spending their hard-earned money*. We offer a seamless and gratifying experience for both parties, fostering loyalty and satisfaction.

	Business Type	Real-time Payment Enabler	Wholesaler of NPP	Traditional Banks	NPP Payment Distributors	Card Payment Providers	Rewards Platforms
	Representatives	Hello Clever	Cuscal, ASL	CommBank, ANZ, Wespac	Azupay, Zepto, Monoova	Stripe, Adyen, Merchant Warrior	Shopback, Cashrewards
	A2A backbone infrastructure		x				
	P2P real-time payment	x		x	x		
	C2B real-time payment	x	x		x		
	Local rail fees	x	x	x	x		
	Card payment incl. Apple/Google Pay	x		x		x	
	Simplified plug-and-play integration	x				x	
	Simplified security and compliance	x				x	
	Auto-reconciliation	x		x	x	x	
	Reduced chargeback & fraud by design	x	x	x	x		
	Tailorable express checkout	x				x	
	Integrated consumer loyalty	x		x			x
	Instant cashback	x					
	Consumer app/touchpoints	x		x			x

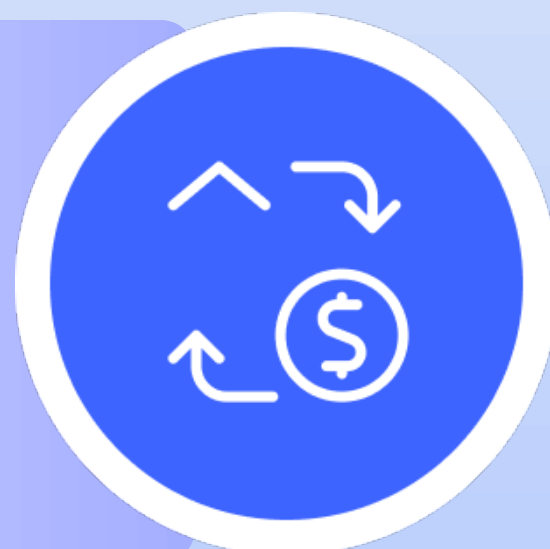
# Business Model

Rewarding the **value exchange** between consumers and merchants via hybrid business models that benefit both side of the equation.

## Core Revenue (~80%)

### Transaction Fee

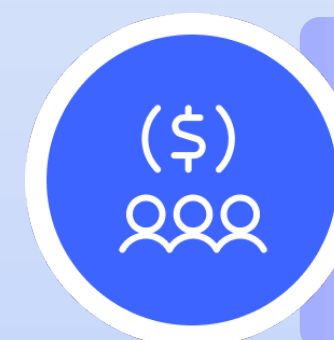
1-3% + flat fee per transaction, tiered by volumes



Direct Merchants  
(~40%)

Aggregator Merchants  
(~60%)

## Other Revenues (~20%)



### Subscription

\$500 minimal fee for enterprise merchants



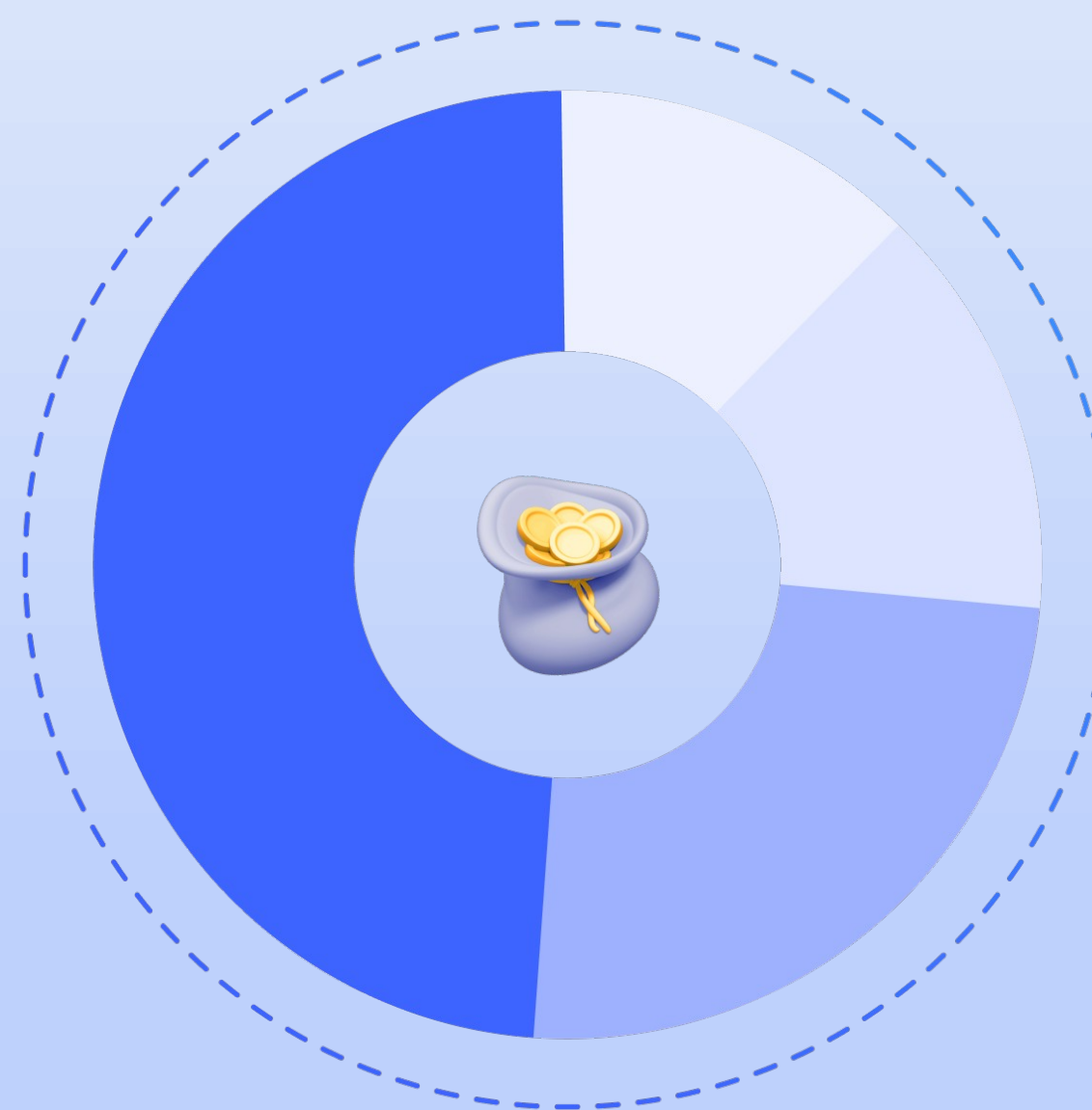
### Referral

Commission per transaction with referred partners



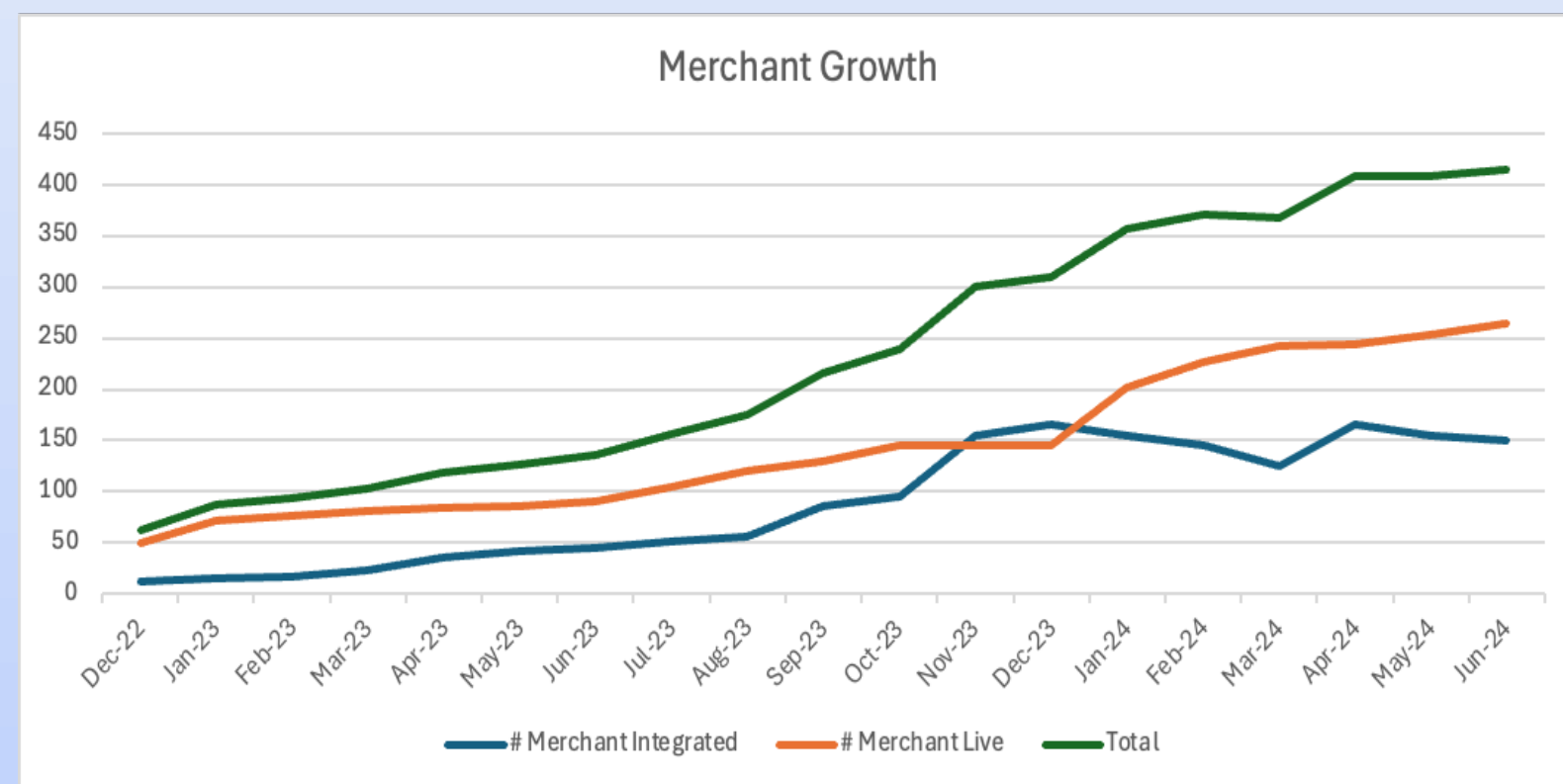
### Operational Margins

FX margin from international settlements



# Proven Growth

For a 6-month period, we delivered **127% NRR** (Net Revenue Retention\*) on *Distribution Partner Channels* and **400% NRR** on *Direct Merchant Channels*.

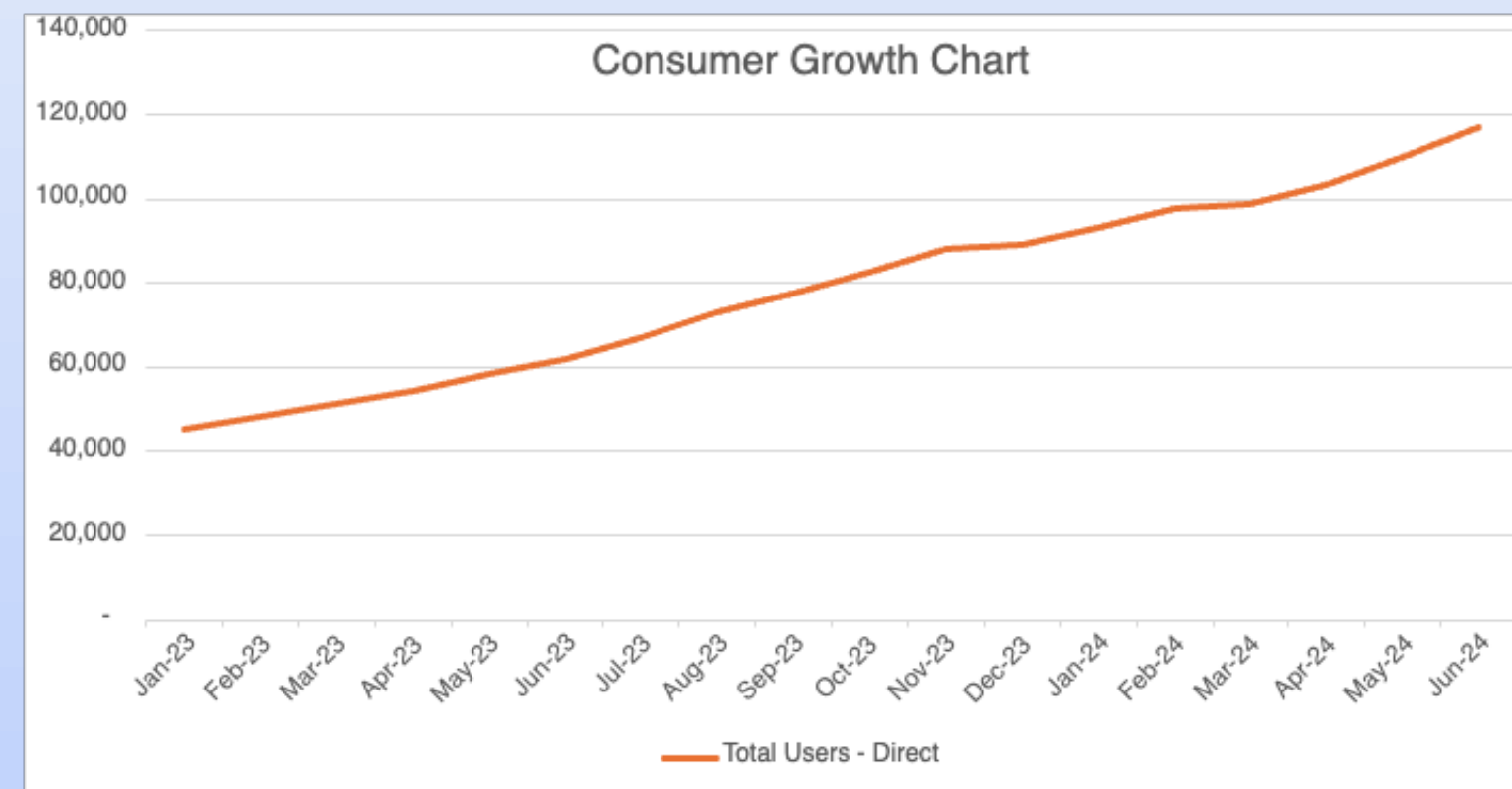


## 400+ Merchants

Diversified across industries: E-commerce, Telco, Insurance, Finance Services, etc.

## Less than 5%

Merchants churned across all channels



## 120k+ Direct Customers

Main demographic: Australian, aged 18-35, online shoppers, with NPP-reachable bank accounts

## \$50K Cashback Delivered

During 100+ merchant led cashback campaigns.

# Finance Outlook

In 2024, we have unlocked **profitable** growth and delivered significant improvements in Gross Revenue and EBIT

Hello Clever Group \$AUD	2022	2023	2024	2025	2026	2027
	Actual	Actual	Forecast	Forecast	Forecast	Forecast
<b>GROSS REVENUE</b>	<b>24,329</b>	<b>976,873</b>	<b>6,745,484</b>	<b>8,813,040</b>	<b>12,338,256</b>	<b>17,273,558</b>
COST OF SALES	(101,376)	(364,063)	(2,223,208)	(3,084,564)	(4,626,846)	(6,909,423)
<b>GROSS PROFIT</b>	<b>(77,047)</b>	<b>612,810</b>	<b>4,522,276</b>	<b>5,728,476</b>	<b>7,711,410</b>	<b>10,364,135</b>
STAFF COSTS	1,140,514	1,468,993	3,153,069	3,941,336	5,123,737	6,660,858
OFFICE COSTS	3,065	25,679	112,928	180,000	222,000	420,000
TRAVEL & ENTERTAINMENT COSTS	46,905	89,324	308,089	385,111	500,644	650,837
COMMERCIAL COSTS	76,680	56,009	427,976	534,970	695,461	904,100
IT & COMMUNICATION COSTS	29,561	28,317	184,374	230,467	299,607	389,490
FINANCE COSTS	128,365	121,130	58,709	73,386	95,401	124,022
<b>EXPENSES</b>	<b>1,425,090</b>	<b>1,789,452</b>	<b>4,245,144</b>	<b>5,345,270</b>	<b>6,936,851</b>	<b>9,149,307</b>
<b>EBIT</b>	<b>(1,502,137)</b>	<b>(1,176,642)</b>	<b>277,132</b>	<b>383,206</b>	<b>774,559</b>	<b>1,214,828</b>
OTHER INCOME			253,568	231,000	289,500	365,550
<b>NET PROFIT</b>	<b>(1,502,137)</b>	<b>(1,176,642)</b>	<b>530,700</b>	<b>614,206</b>	<b>1,064,059</b>	<b>1,580,378</b>

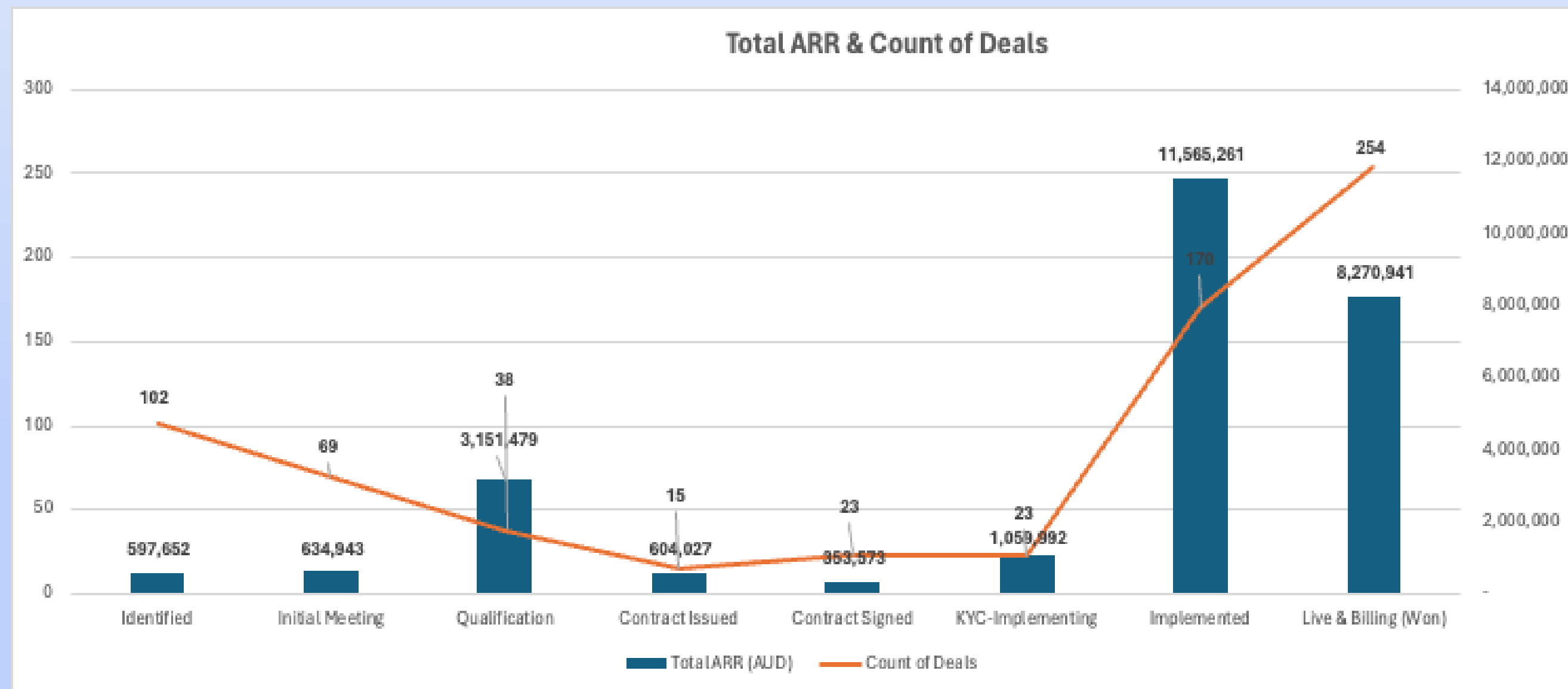
# Finance Outlook

With **expansion** opportunities, we can accelerate our growth and diversify revenues in other markets

Hello Clever Group \$AUD	2022	2023	2024	2025	2026	2027	2025	2026	2027	2024	2025	2026	2027
	Actual	Actual	Forecast	Forecast	Forecast	Forecast	Expansion	Expansion	Expansion	TOTAL	TOTAL	TOTAL	TOTAL
GROSS REVENUE	24,329	976,873	6,745,484	8,813,040	12,338,256	17,273,558	5,895,768	15,261,246	22,306,490	6,745,484	14,708,808	27,599,502	39,580,048
COST OF SALES	(101,376)	(364,063)	(2,223,208)	(3,084,564)	(4,626,846)	(6,909,423)	(3,608,000)	(9,330,294)	(13,630,394)	(2,223,208)	(6,692,564)	(13,957,140)	(20,539,817)
GROSS PROFIT	(77,047)	612,810	4,522,276	5,728,476	7,711,410	10,364,135	2,287,768	5,930,952	8,676,096	4,522,276	8,016,244	13,642,362	19,040,231
STAFF COSTS	1,140,514	1,468,993	3,153,069	3,941,336	5,123,737	6,660,858	2,352,667	2,961,200	3,257,320	3,153,069	6,294,003	8,084,937	9,918,178
OFFICE COSTS	3,065	25,679	112,928	180,000	222,000	420,000	125,000	48,000	48,000	112,928	305,000	270,000	468,000
TRAVEL & ENTERTAINMENT COSTS	46,905	89,324	308,089	385,111	500,644	650,837	77,000	84,000	84,000	308,089	462,111	584,644	734,837
COMMERCIAL COSTS	76,680	56,009	427,976	534,970	695,461	904,100	960,000	1,768,000	1,768,000	427,976	1,494,970	2,463,461	2,672,100
IT & COMMUNICATION COSTS	29,561	28,317	184,374	230,467	299,607	389,490				184,374	230,467	299,607	389,490
FINANCE COSTS	128,365	121,130	58,709	73,386	95,401	124,022				58,709	73,386	95,401	124,022
EXPENSES	1,425,090	1,789,452	4,245,144	5,345,270	6,936,851	9,149,307	3,514,667	4,861,200	5,157,320	4,245,144	8,859,937	11,798,051	14,306,627
EBIT	(1,502,137)	(1,176,642)	277,132	383,206	774,559	1,214,828	(1,226,899)	1,069,752	3,518,776	277,132	(843,693)	1,844,310	4,733,604
OTHER INCOME			253,568	231,000	289,500	365,550				253,568	231,000	289,500	365,550
NET PROFIT	(1,502,137)	(1,176,642)	530,700	614,206	1,064,059	1,580,378	(1,226,899)	1,069,752	3,518,776	530,700	(612,693)	2,133,810	5,099,154

# Market Outlook

**600+** opportunities in our pipelines with current forecast potential of **\$26M+ AUD**



# Meet our Team

Our business is built with **diversity**.

We are a team of **~45 talents** based across Australia, Singapore, Vietnam, and EU. Our board, advisory, and growth teams are seasoned in payments and enterprise sales, while our operations and product teams bring diverse expertise. This blend creates our unique approach to enabling real-time payments.

## Executive



**Caroline Tran**  
Co-founder, CEO, Board  
ex-WPP, IPG, Wavemaker



**Gavin Nguyen**  
Co-founder, CTO, Board  
ex-Microsoft



**Reinard Surya**  
COO  
ex-WPP

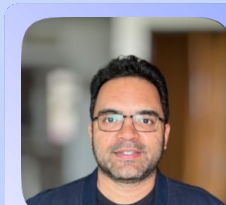


**Lakun Agrawal**  
CFO  
ex-GroupM, Wavemaker

## Team Leaders



**Raj Achariya**  
ANZ Head of Growth  
ex-Monoova



**Raj Kasi**  
APAC Head of Growth  
ex-Xanpay



**Gareth Twist**  
UK & EU Growth Director  
ex-BVNK



**Chris Haylock**  
Head of Strategy  
ex-IBM, Azupay



**Edgar Bennett**  
Head of Marketing  
ex-Paper Moose



**Ruby Herrera**  
Head of Customer Success  
ex-Uber



**Ha An Trinh**  
Head of Operations  
ex-Pacific Ocean



**Edwin Do**  
Product Lead  
ex-Momo

## Board & Advisors



**Mark Munoz**  
Board  
Vectr Fintech Ventures



**Daniel Johnson**  
Board  
Angel Investor



**David Hanna**  
Advisor  
Founder & CEO at Finmo



**Tilen Chetty**  
Advisor  
Director of Product at Mastercard

# Investment Opportunity

Currently raising:

**AUD \$3m**

Bridging Round led by  
Vectr and Eli Capital

Hello Clever is **profitable!**

... and we look for strategic partners to **fuel our engine**.  
The investment is for market expansion and double down on AU.

- ✓ Establish sales team onshore and offshore to reach profitability in new markets.
- ✓ Establish marketing team to educate customer about our consumer apps which will drive traffic to merchants
- ✓ Expand our product & tech team to keep improving our product and functionality
- ✓ Establishing regional management team to boost operating efficiency and develop more partnerships

# Thank **You**

 in

**Caroline Tran**

CO-FOUNDER & CEO

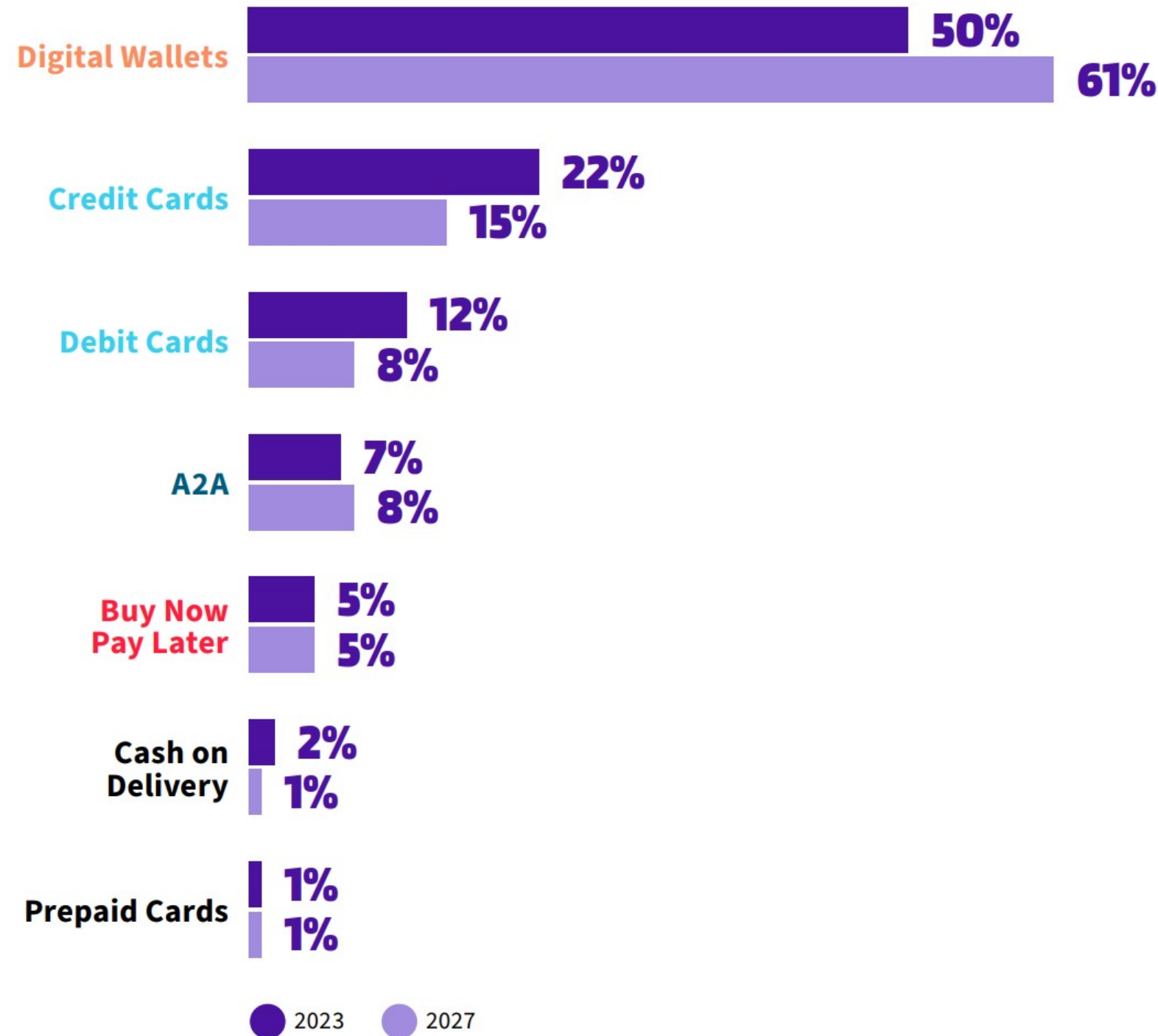
[ct@helloclever.co](mailto:ct@helloclever.co)

**+61 0400 044 759**

# References

# GLOBAL E-COM PAYMENT METHODS

Transaction value % 2023-2027



**Digital wallets** retain global supremacy in e-commerce, reaching 50% of global transaction value in 2023. Wallets are the fastest growing e-commerce payment method with a projected 15% CAGR through 2027.

**Credit and debit cards** share of e-commerce transaction value as a direct payment method **are projected to decline slightly** through the forecast period to 2027. However, much of this “decline” is card spend shifting to use within digital wallets.

**Account-to-account (A2A)** payments continue to **flourish** in select markets such as Brazil, India and Poland, compensating for slower growth in large card-dominated markets such as the UK and USA. Global A2A transaction values are forecast to rise at 14% CAGR through 2027, gaining 1% global share during that time.

**Buy Now Pay Later (BNPL)** global transaction values **grew 18%** in 2022-23 to reach 5% share of global e-com spend, or over \$316 billion. We project growth in the forecast period to 2027 of 9% CAGR, equal to that of global e-com growth as a whole and therefore retaining 5% global share through 2027.

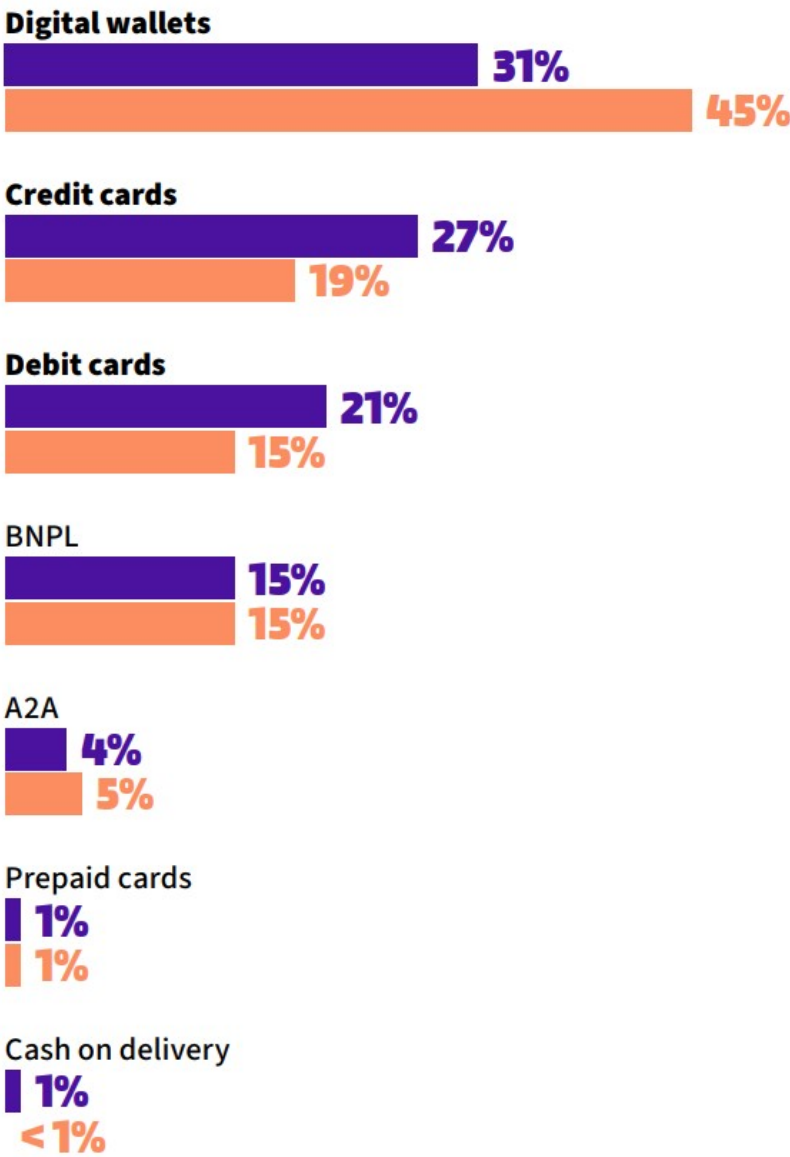
**Cryptocurrencies** (0.2%, ~\$11 billion), **post-pay** (0.3%, ~\$20 billion) and **pre-pay** (0.3%, ~\$17.5 billion) each registered less than 0.5% of global e-commerce transaction value in 2023.

# AUSTRALIA

**PAYMENT METHODS** Transaction value % 2023-2027

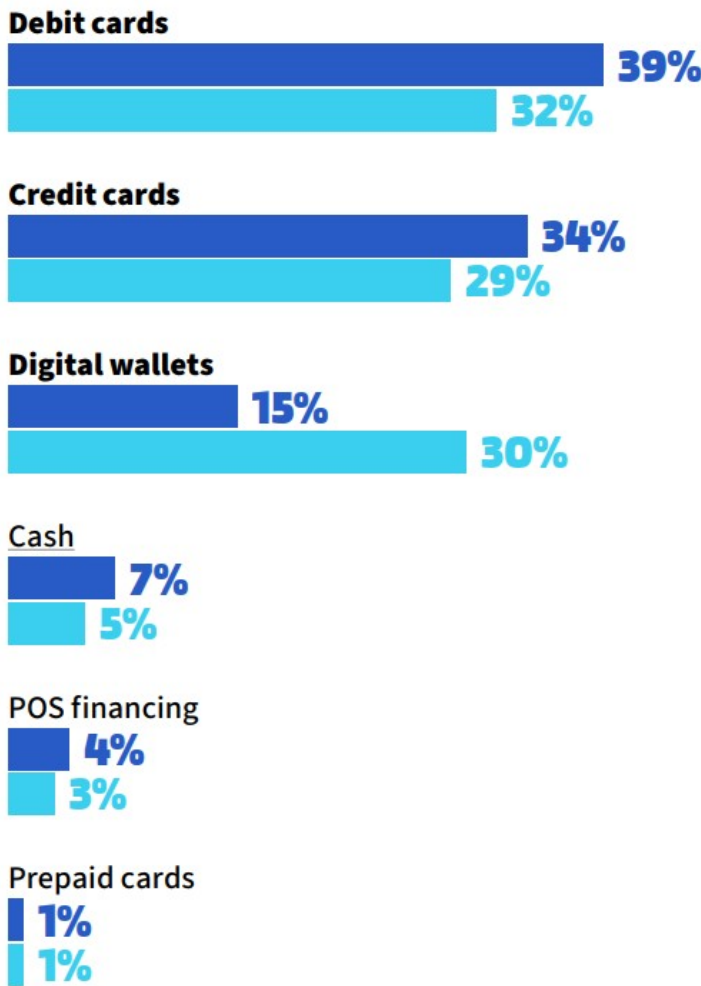
## E-COM

● 2023 ● 2027



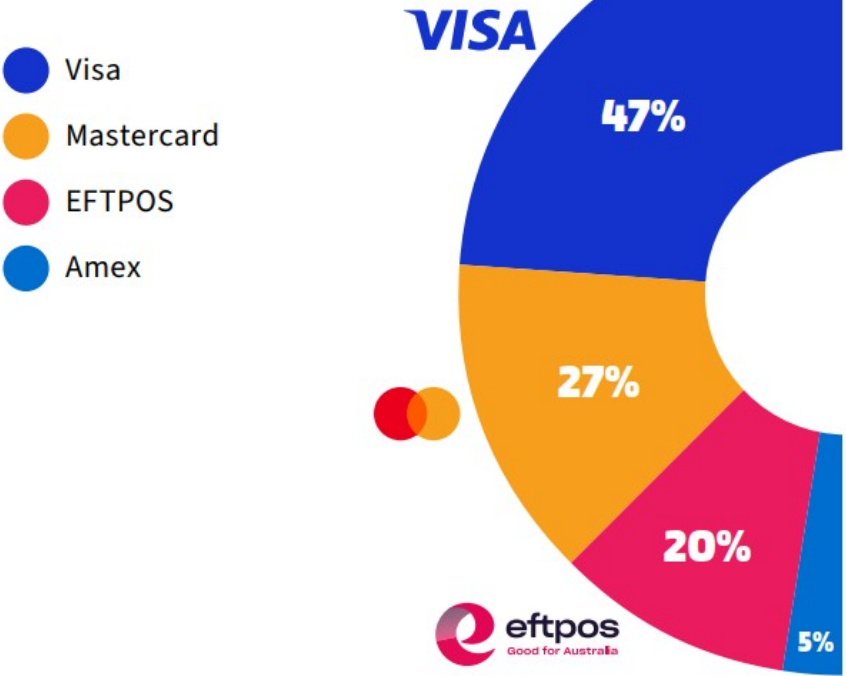
## POS

● 2023 ● 2027



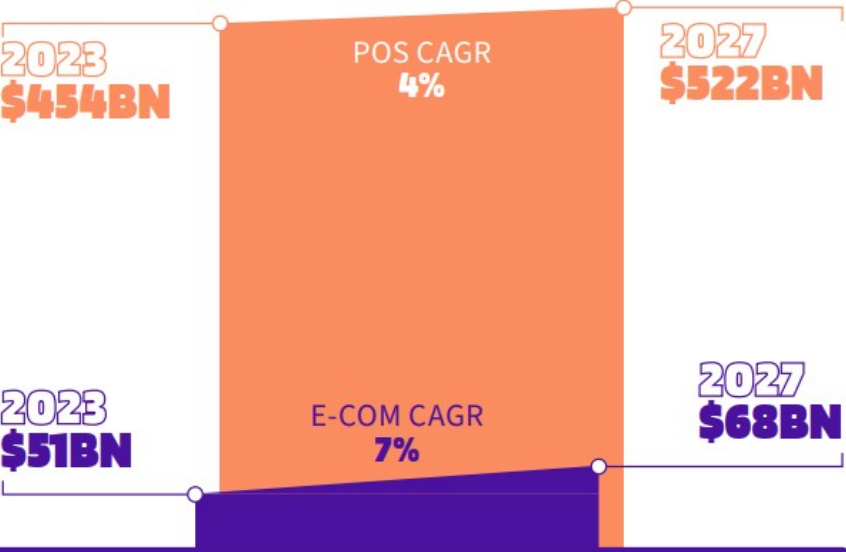
## CARD SCHEME SHARE

E-com and POS



## MARKET SIZE PROJECTIONS

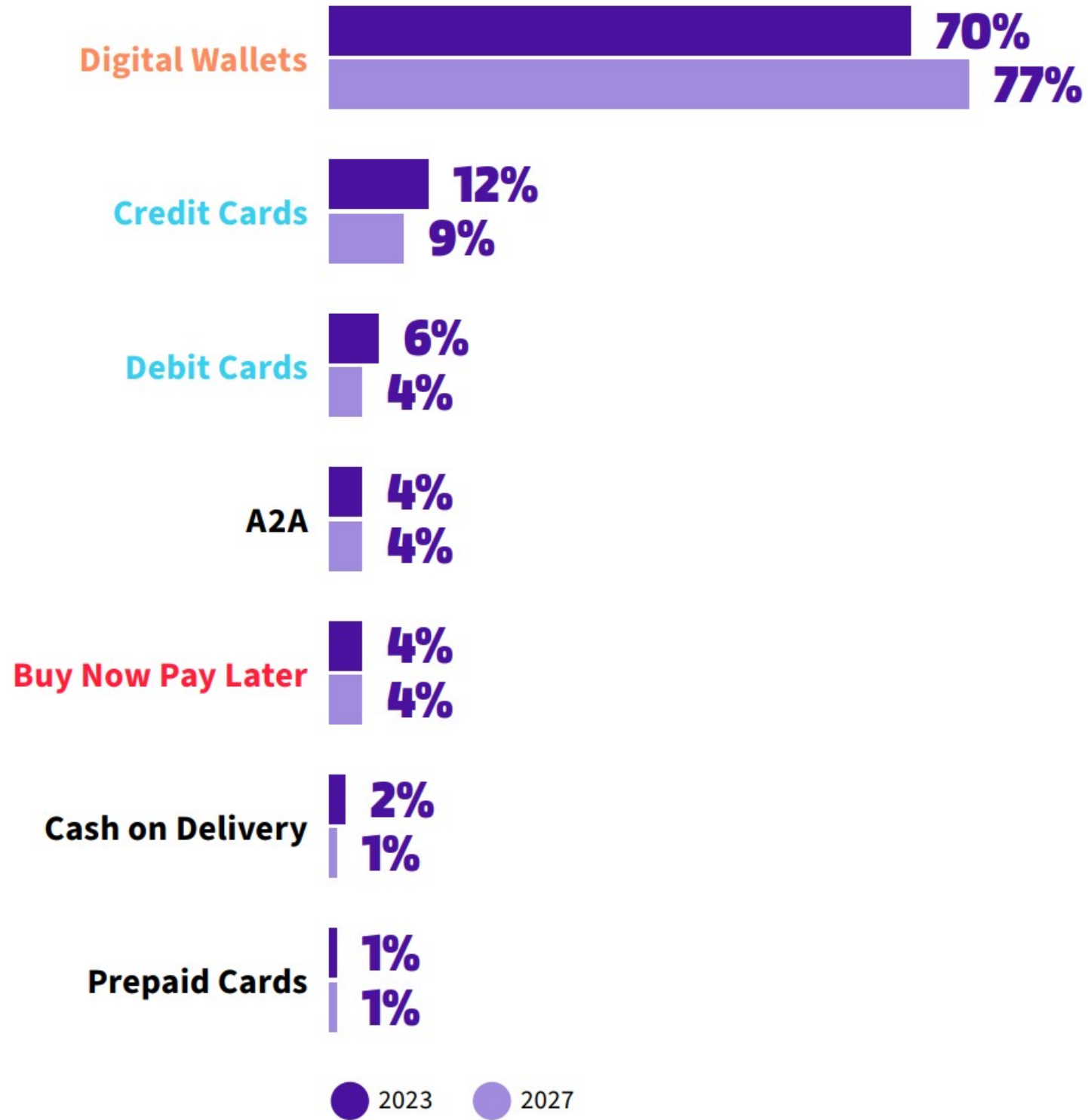
● POS ● E-com



## POPULAR PAYMENT METHODS



2023 = estimate; 2027 = forecast. Totals may not equal 100% due to rounding.  
 \*Card scheme shares are for the most recently available data (2022).



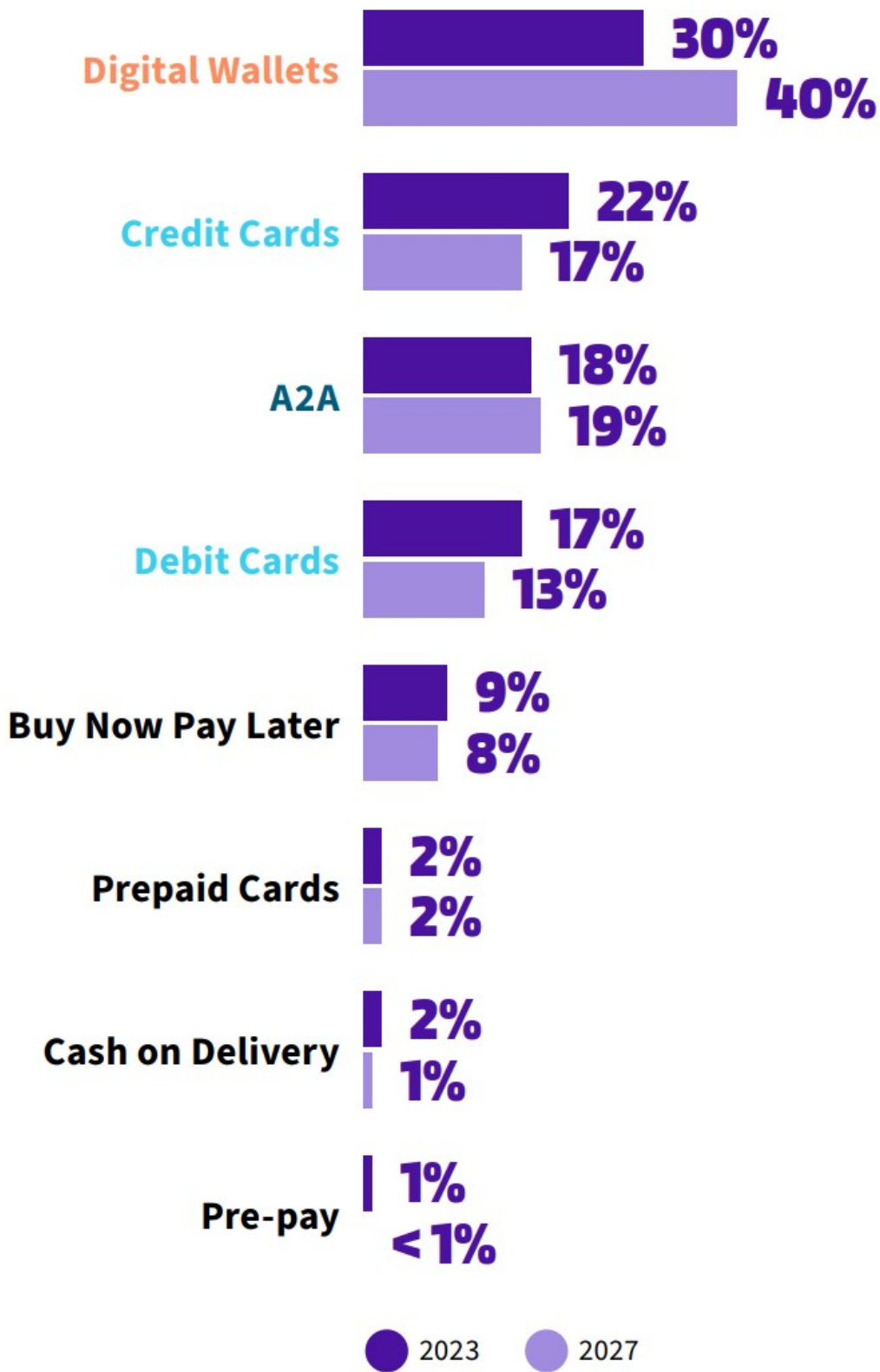
# APAC E-COM PAYMENT METHODS

APAC MARKET GUIDES

		Digital Wallets	Credit Cards	Debit Cards + Prepaid Cards	Account to Account (A2A)	Buy Now Pay Later	Cash on Delivery	Others
	Australia	31%	27%	22%	4%	15% ★	1%	<1%
	China	82% ★	5%	5%	2%	4%	1%	1%
	Hong Kong	32%	41%	7%	15%	1%	3%	1%
	India	56%	15%	9%	12%	3%	3%	1%
	Indonesia	40%	10%	8%	28%	3%	11%	1%
	Japan	20%	57% ★	5%	6%	3%	2%	6%
	Malaysia	24%	16%	12%	39%	4%	3%	2%
	New Zealand	24%	28%	23% ★	12%	11%	<1%	<1%
	Philippines	34%	19%	16%	16%	1%	14%	<1%
	Singapore	37%	42%	8%	8%	3%	1%	1%
	South Korea	27%	56%	8%	5%	1%	1%	2%
	Taiwan	26%	47%	5%	9%	1%	9%	3%
	Thailand	27%	12%	7%	44% ★	1%	8%	1%
	Vietnam	36%	17%	9%	20%	1%	17% ★	1%

● Country leading payment method    ★ Regional high

Totals may not equal 100% due to rounding.



# EUROPE E-COM PAYMENT METHODS

EUROPE MARKET GUIDES

		Digital Wallets	Credit Cards	Debit Cards + Prepaid Cards	Account to Account (A2A)	Buy Now Pay Later	Cash on Delivery	Others
	Belgium	18%	15%	31% ★	19%	13%	2%	2%
	Denmark	31%	21%	27%	7%	12%	1%	<1%
	Finland	26%	12%	14%	33%	13%	2%	1%
	France	28%	25%	25%	13%	5%	2%	1%
	Germany	32%	11%	6%	24%	21% ★	4%	2%
	Ireland	30%	20%	31% ★	11%	3%	3%	2%
	Italy	35%	21%	25%	9%	6%	3%	2%
	Netherlands	10%	10%	3%	64%	11%	1%	1%
	Norway	14%	21%	20%	27%	15%	1%	2%
	Poland	15%	6%	8%	68% ★	3%	1%	<1%
	Spain	33%	26%	14%	20%	2%	2%	1%
	Sweden	15%	16%	15%	30%	21% ★	1%	1%
	Turkey	16%	48% ★	14%	14%	1%	5% ★	2%
	UK	38% ★	24%	23%	7%	7%	1%	<1%

Country leading payment method (orange background)    ★ Regional high

Totals may not equal 100% due to rounding.