

# Hello Clever – Real-time Payments

Pre Series A Equity Investment Term sheet raising \$3,000,000 AUD

\$1,000,000 AUD committed by

VECTR Ventures under the VECTR FINTECH II fund

Sophisticated & Wholesale Investors Only

## TRANSACTION SUMMARY

**Date:** November 2024

**Company:** Cleverpay Holdings PTE LTD

**Subsidiary:** Hello Clever Pty Ltd (ACN 69 637 950 497) of 388 George Street, Sydney NSW 2000

**Valuation:** \$1.41 a share valuation equates to \$22.2m USD/ \$33.8m AUD Pre Money

## OFFER DETAILS

Hello Clever is Australia's leading real-time payments and loyalty fintech, and an early pioneer of real time payments. This strategic market advantage positions the business to capitalise on the growing shift towards Account-to-Account payments. The company's merchant solution has achieved strong product-market fit and is rapidly gaining market share due to its cost competitiveness. It enables merchants to receive instant payments with zero chargebacks, while a proprietary loyalty system helps SMEs boost sales and engagement through instant cashback campaigns. Highly scalable and profitable, Hello Clever is on track to generate approximately \$7 million AUD in revenue for CY24.



# Hello Clever Media Links

[Forbes Asia Top 100](#)

[HelloClever & Tyro Partnership](#)

[Hello Clever \\$4.5m Seed Raise](#)

## INVESTMENT TERMS

- Equity Issue Price \$1.41 / \$22.2m USD/ \$33.8m AUD pre money
- ~4.8x Revenue
- Pre Series A preference Shares
- 1x Liquidation Preference

## INVESTMENT HIGHLIGHTS

- Hello Clever Pty Ltd is an established fintech business, uniquely positioned to capitalise on Australia's rapid shift towards real time digital payments. The Company is in the scale up phase and is rapidly expanding in Australia and in the APAC region.
- Blue Chip client base includes **Tyro, Capital.com, Aftershock, Launtel & Steadfast Group.**
- The Use of Funds is to fuel growth locally in Australia as well as in Japan, Philippines, Thailand and Malaysia.
- Market expansions are merchant demand driven with strategic partnerships established already in each jurisdiction.
- The business is highly capital-efficient, with an offshore tech team that keeps scaling costs relatively low.
- The GMV growth rate is strong, with a robust pipeline that includes major accounts, such as Binance in Vietnam, set to close soon.
- Hello Clever is profitable and boasts a highly scalable business model, positioning it to capitalise on the rapid growth of A2A payments and the ongoing regulatory push against credit card fees.
- Hello Clever's closest local competitor, Waave, was recently acquired by Banked, one of Europe's leading fintech companies. Local fintech valuations, both listed and private, have surged, with companies like Zip Co Ltd and Block reaching multi-year highs.

[Zip Share price](#) [Block Share Price](#)

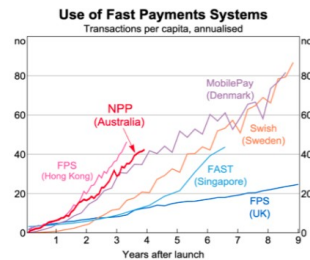
- The Company intends to IPO within the next 2-3 years providing investors with liquidity.

## THE A2A OPPORTUNITY

### Market landscape: Perfect Timing

#### Global A2A Payments

The global A2A payments market has witnessed significant growth in recent years and is projected to continue expanding at a rapid pace. According to a report by Allied Market Research, the global A2A payments market was valued at \$1.45 trillion in 2020 and is expected to reach \$5.98 trillion by 2027, growing at a CAGR of 20.4% during the forecast period. This growth is fueled by the increasing adoption of digital payment methods, rising e-commerce transactions, and the shift towards cashless economies.



#### Australian PayID

In 2022, around half of Australians had heard of PayID and 30 per cent had used it in the past year.

- ✓ NPP has over 72m account holders and there are 2.8 million average daily NPP transactions. Over 105 financial institutions participate in the NPP.
- ✓ (end 2022) There are 13 million registered PayIDs.
- ✓ (end 2022) There are \$4 billion in average value of NPP payments every day.
- ✓ Now 90% of consumer accounts are reachable through NPP (2023) 90% of P2P payments is made through NPP (2023)

#### SEA A2A Payments

- ✓ As of recent years, South East Asia has experienced significant growth in real-time payment adoption, driven by the region's booming digital commerce industry, the digital payments industry expects to grow multifold by 2025
- ✓ The e-commerce market in South East Asia reached \$62 billion in 2020, with real-time payments playing a crucial role in facilitating seamless and secure online transactions.

















### [Chemist Warehouse Transition to A2A](#)

### [Government seeks ban on debit and credit card surcharges](#)

### [Waave Acquisition](#)

### [Wildfire Systems Raises \\$16m USD Series B](#)

## MANAGEMENT TEAM

Executive	Team Leaders	Board & Advisors
 <b>Caroline Tran</b> Co-founder, CEO, Board ex-WPP, IPG, Wavemaker	 <b>Raj Acharya</b> ANZ Head of Growth ex-Monooova	 <b>Mark Munoz</b> Board Vectr Fintech Ventures
 <b>Gavin Nguyen</b> Co-founder, CTO, Board ex-Microsoft	 <b>Raj Kasi</b> APAC Head of Growth ex-Xanpay	 <b>Daniel Johnson</b> Board Angel Investor
 <b>Reinard Surya</b> COO ex-WPP	 <b>Gareth Twist</b> UK & EU Growth Director ex-BVNL	 <b>David Hanna</b> Advisor Founder & CEO at Finmo
 <b>Lakun Agrawal</b> CFO ex-GroupM, Wavemaker	 <b>Chris Haylock</b> Head of Strategy ex-IBM, Azupay	 <b>Tilen Chetty</b> Advisor Director of Product at Mastercard
	 <b>Edgar Bennett</b> Head of Marketing ex-Paper Moose	
	 <b>Ruby Herrera</b> Head of Customer Success ex-Uber	
	 <b>Ha An Trinh</b> Head of Operations ex-Pacific Ocean	
	 <b>Edwin Do</b> Product Lead ex-Momo	

## TRANSACTION TIMELINE

**Offer Opens:** Thursday November 21<sup>st</sup> 2024

**Offer Closes:** Monday 2<sup>nd</sup> December 2024

**Funds Due:** Friday December 6<sup>th</sup> 2024

*\*The above dates are indicative only and are subject to change without notice, Eli Capital reserves the right to close the deal early*

## CONTACT

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