

DZING Finance

London 2019



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Who We Are?

- Dzing Finance Ltd was established in May, 2018, with the aim to build a highly attractive mobile financial service and win a decent share in the European FinTech market.
- We are a team of professionals with big experience in banking, IT development, marketing, strategic and operational management.
- Helped by professional consultants with international experience in various fields, including law, business strategy, IT, corporate finance, accounting and audit, in December, 2018, we submitted the application to the UK Financial Conduct Authority for authorization as a payment institution.
- Currently we are in the final stage of software development.
- We expect to achieve the authorization and plan to launch the service before mid-2019.





Our Business Idea

- Payment transactions, like everything else in this world, are becoming fast, more affordable, wireless and digital.
- We believe that the finances of the future must be exceptionally easy and convenient. Every transaction should be very simple, like the sound of a coin – "dzing!".
- In Dzing Finance we are building a mobile financial service that we aspire people will be using every day and which will make their lives much more comfortable.
- Headquartered in London, UK, we strive to address the financial needs of not only the British but the entire European part of the world.



Our Core Strategic Statements

Our mission

We work to make everyday payments as simple and awesome, as the sound of a coin – “dzing!”.

Our vision

Build an outstanding financial service and win a decent share in the European FinTech market.

Our values

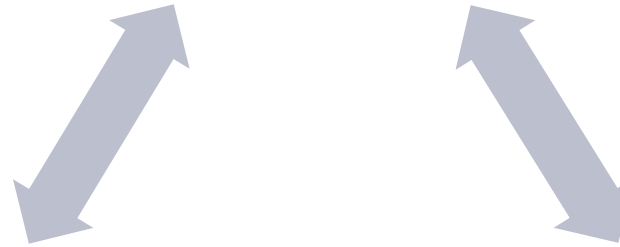
Safe service. We are responsible for the safety of your money.
No hidden commissions. All our fees are transparent and clear.
“Slow” means “bad”. We aim to meet your needs instantly.

Our goals

Total number of customers – 200,000 in 2021.
Total number of active customers – 160,000 in 2021.
Total volume of payment transactions provided – £600,000,000 in 2021.
ROE – 100% in 2021.

Core Success Points of Our Business

We raise the bar in the market in terms of convenience and quality of payment services



We are cost-effective

We are highly attractive, but not the cheapest service provider in the market





Our Service

- Free, fast and easy online account opening (UK account and IBAN)
 - Free and convenient management of a multicurrency account (GBP, EUR, USD, and 32 more) through a mobile app
 - Money transfers (free transfers to other Dzing clients; free GBP transfers to the UK banks; SEPA and SWIFT transfers)
 - Direct debit
 - Debit payment cards (virtual and physical; supplementary cards for family members)
 - Different top-up options (free top-up via bank transfer; instant top-up by another card; instant top-up by cash at cash points and post offices)
 - Exchange between currencies at very attractive (close to market) rates
 - Easy and instant card-to-card transfers
 - Free and safe card payments for purchases (in physical or online stores)
 - Cash withdrawal at ATMs (free withdrawal of a limited amount)
 - Total balance available (a client can make a card payment with all the funds available in different currencies without the need to exchange in advance)
 - Subscription to premium products (including free card issuing and delivery, bigger limits to get free service; other benefits)
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Our Customers



Freelancers



Students



Travelers



Migrant workers and expats



Urban professionals



Business customers
(mostly –
SME)

Our Partners

Vendor name	Service provided
Wirecard Card Solutions Ltd	MasterCard BIN sponsorship service, Card acquiring service
Nitecrest Ltd	Plastic card manufacturing service
Global Processing Services Ltd	Card processing service
The Currency Cloud Ltd	Foreign exchange and payments service
GB Group plc	Online identity verification (e-KYC), PEP and enhanced sanctions check



Internal Control Mechanisms

- We have developed the governance arrangement and the internal control mechanisms, consisting of the mapping of our risks and their preventative measures, our procedures to carry out controls, our accounting procedure for the purpose of reporting financial information, our personnel for this function, and details of our management body.
 - Internal and compliance control will be the responsibility of our Chief Compliance and Money Laundering Reporting Officer (CCO-MLRO).
 - Our control measures will be carried out regularly on a weekly basis, whereas the monitoring will be conducted daily. In relation to our security controls, our compliance function will work closely with our systems and security function.
 - Overall, our compliance team will carry out and monitor our controls, whilst working closely with other functions where required. Our periodical controls will be carried out either monthly, unless where otherwise stated by our CCO-MLRO.
 - Our accounting software is with Sage, using their 'off the shelf' package. This software will enable us to record and report our financial information, specifically our requirements with the Financial Conduct Authority.
 - We will not be outsourcing any functions of our business.
 - We will not be implementing any agents or branches.
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Anti-Money Laundering

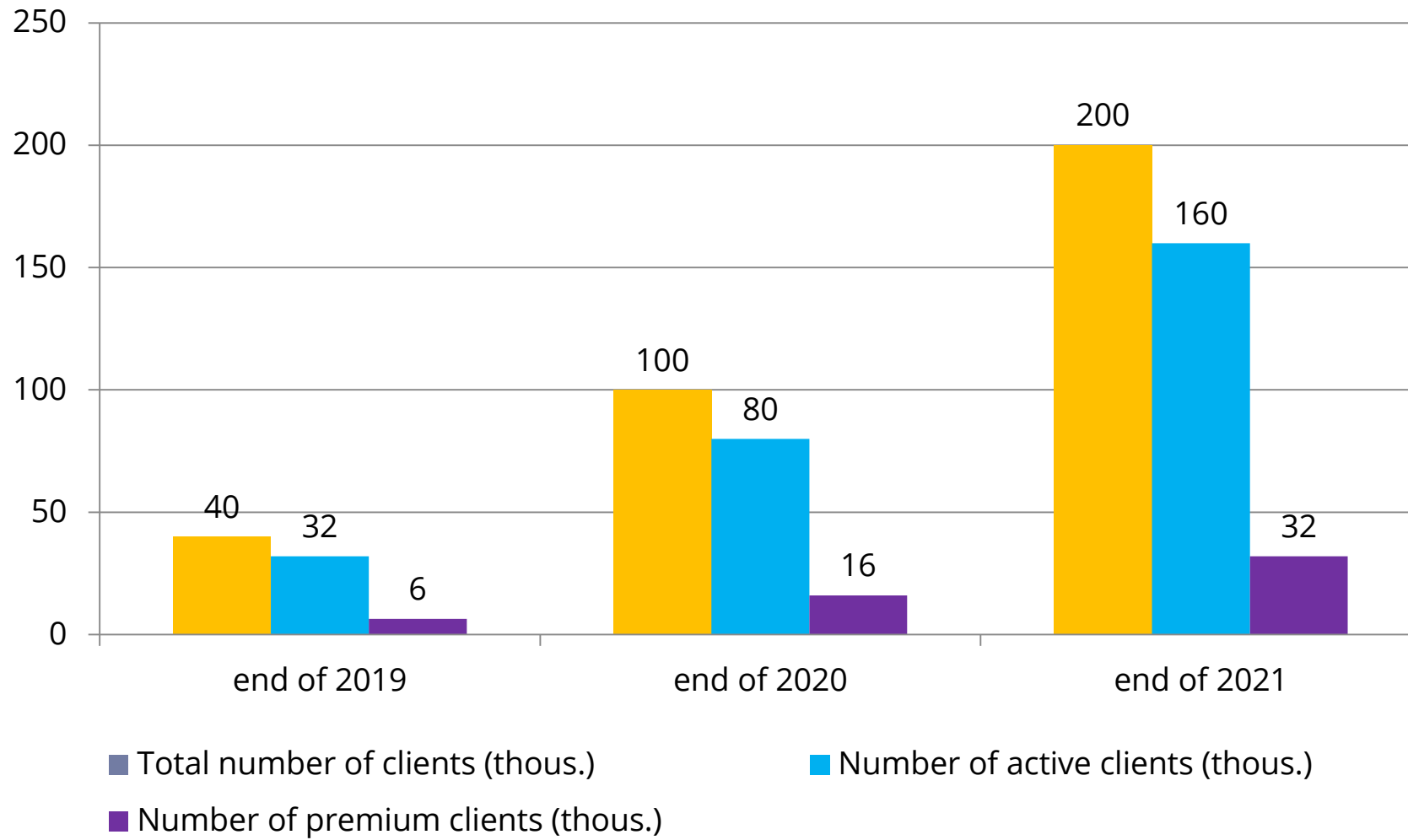
- We have adopted the Anti-Money Laundering Staff Manual to be used by all the staff members. This document describes staff roles and responsibilities with regards to money laundering, staff training framework, staff reporting obligations, customer identification, due diligence and check of PEP status procedures.
- We have put in place systems and controls that prevent money laundering and terrorist financing by detecting unusual transactions and predetermined patterns of activity.
- Our senior management is aware of their obligations under the money laundering regulations as well as the firm's controls, policies and procedures concerning risks, their mitigation, and controls.
- Staff members' responsibilities will be documented in a physical copy and provided to them so that they can refer to this throughout the course of their employment.
- We will provide regular and appropriate training to ensure that our staff is aware of criminal law relating to: money laundering and terrorist financing; money laundering regulations; FCA rules; industry guidance; the risks money laundering and terrorist financing pose to the business; etc.
- Where any staff member have grounds for knowledge or suspicion of money laundering or terrorist financing, he or she will be obliged to report to the MLRO.



Risk Management Framework

- We have implemented an operational and security risk management framework, which includes the following: the comprehensive security policy; security and operational risks and their mitigation measures; procedure for reporting security and operational risks; procedure for incident management and reporting; detection and classification of security and operational risks.
- We have established three effective lines of defence to help us identify and management operational and security risks. We recognise that are a number of critical success factors. We will ensure that an active support and guidance is available from our senior management and body. This will enable accountability and assurance to be effective.
- Our security measures will be audited by auditors who have expertise in IT security and payments, who are operationally independent from our firm. The frequency of these audits will be subject to the nature of the security risk.
- We have implemented a 'defence-in-depth' approach and have defined multiple controls for the same risk, including, two-factor authentication and multiple firewalls. Our security measures entail the application of 'least privilege' and segregation of duties.
- We have established a procedure for reporting operational and security incidents.
- We have established a business continuity plan to enhance our ability in providing uninterrupted payment services and limiting losses in the case of disruptions.

Our Marketing Goals



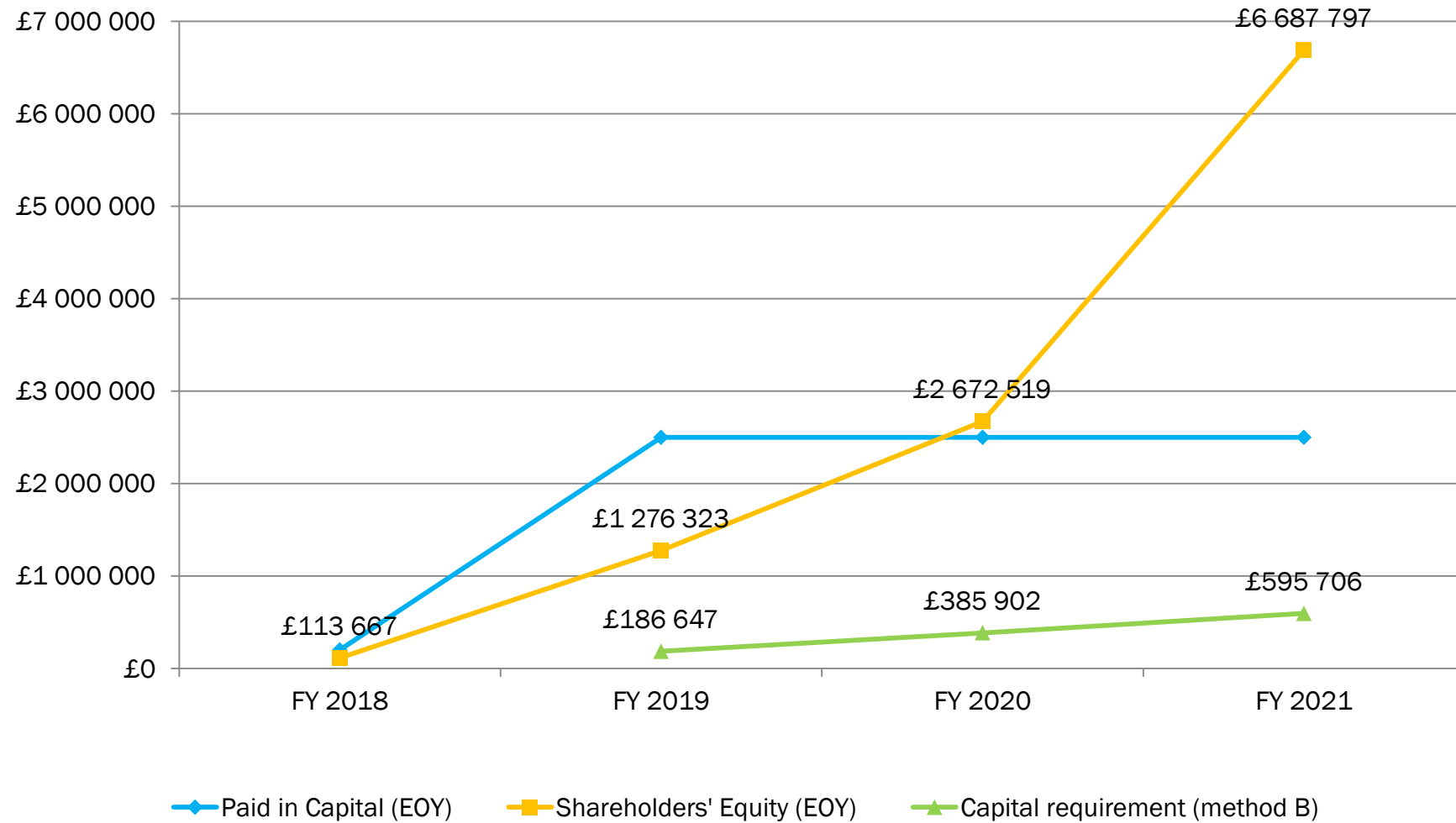
Projected P&L Statement

	FY 2018	FY 2019	FY 2020	FY 2021
Revenue	£0	£1 657 341	£5 865 773	£11 972 105
Card Issue and Service Fees	£0	£542 325	£1 462 116	£2 796 114
Transactions Fees and Commissions	£0	£1 068 710	£4 220 840	£8 795 074
Split Revenues - Positive interchange	£0	£45 292	£178 881	£372 740
Interest Income	£0	£1 014	£3 936	£8 177
Direct Costs	£650	£735 213	£1 235 565	£2 107 642
Gross Profit	-£650	£922 129	£4 630 209	£9 864 463
Expenses	£85 533	£1 835 947	£2 305 379	£2 894 002
Personnel Expenses	£30 750	£989 200	£1 512 000	£1 998 300
Marketing and Promotion Expenses	£2 050	£376 591	£241 179	£220 268
Professional Fees	£44 333	£277 556	£227 000	£227 833
General and Administrative Expenses	£8 400	£192 600	£325 200	£447 600
EBITDA	-£86 183	-£913 818	£2 324 829	£6 970 462
Depreciation and Amortization	£150	£223 525	£313 600	£360 950
Income Tax	£0	£0	£149 635	£1 255 807
Net Income	-£86 333	-£1 137 343	£1 861 594	£5 353 704

Projected Balance Sheet

	FY 2018	FY 2019	FY 2020	FY 2021
Assets				
Cash, Net of fund belong to customers	£112 150	£231 968	£2 107 701	£7 396 980
Accounts Receivable	£0	£7 230	£19 991	£39 018
Fixed and Intangible Assets	£5 850	£1 197 325	£1 251 725	£908 775
Total Assets	£118 000	£1 436 523	£3 379 417	£8 344 773
Liabilities				
Accounts Payable	£0	£0	£0	£0
Accrued Liabilities	£4 333	£160 200	£241 500	£318 550
Dividends Payable	£0	£0	£465 399	£1 338 426
Total Liabilities	£4 333	£160 200	£706 899	£1 656 976
Equity				
Paid in Capital	£200 000	£2 500 000	£2 500 000	£2 500 000
Retained Earnings	£0	-£86 333	-£1 223 677	£172 519
Undistributed Profit/Loss	-£86 333	-£1 137 343	£1 396 196	£4 015 278
Total Equity	£113 667	£1 276 323	£2 672 519	£6 687 797
Total Liabilities and Equity	£118 000	£1 436 523	£3 379 417	£8 344 773
Off-Balance Accounts				
Due to Customers (Clients' funds)	£0	£1 707 218	£4 291 324	£8 283 885

Projected Own Capital





Dzing Finance Ltd

is a company registered
in England and Wales
(No. 11380591)

Company phone number:

0203 965 0533

Company registration address:

12 Hammersmith Grove,
London W6 7AP,
United Kingdom

Company email:

info@dzing.finance