

# BITCOIN BASICS AND BENEFITS

Payment21® AML-compliant Digital Currency Processing

# WHAT IS BITCOIN?



## The First Successful Digital Currency

- To send money domestically and abroad
- To pay for goods & services
- To fund a variety of types of accounts
- To top-up prepaid cards, wallets, phone accounts, etc.
- As an alternative store of value option or investment asset.
- To facilitate corporate cash management in emerging countries

# WHY ACCEPT BITCOIN?

## **LOWER COST**

Fees around 1%  
Significant Savings

## **LOWER RISK**

No Chargebacks  
No Fraud

## **BORDERLESS PAYMENTS**

Accept bitcoin in any currency  
Target Post-Millennials

## **FASTER SETTLEMENTS**

Receive EUR  
Better Cash Flow

# NEW TARGET GROUP



## New Type of Customers

- Generation Z - Post Millennials
- YUPIDS - Young, Urban, Professional,
- Intellectual and Digital Natives
- Millions of Users in Asia
- Multinationals in Emerging Countries

## Bitcoin Shoppers tend to:

- Spend more
- Request fewer refunds
- Become loyal customers

# MERCHANT ADOPTION



"If you're a retailer, there's really no reason not to accept Bitcoin at this point" [del.ly/6018IYHE](https://del.ly/6018IYHE) via [@nytimes](#)

# USE CASES



## **Pay for Digital Goods and Services**

Opportunity to serve new markets.



## **E-Wallets, Phone & Prepaid Card Top Up**

Convenient and cheapest way to  
top up accounts.

# BITCOIN QUOTES



“Bitcoin is an open internet technology, not dissimilar to SMTP or HTTP, which provided the foundation for innovations like Email and the Web, and transformed industry and society forever. Bitcoin holds similar disruptive potential, most immediately as a new payments platform, modernizing how we use money, but also for applications that have yet to be imagined.”

**Jeremy Allaire - Creator of Coldfusion technology  
(Former Macromedia CTO)**



“Virtual Currencies may hold long term premises, particularly if the innovation promotes a faster more secure and more efficient payment system”

**“Ben Bernanke, United States Federal Reserve”**



- Registered with the Swiss Financial Market Authority
- Zero risk exposure – the merchant never holds bitcoin
- Faster access to funds, resulting in better cash flow
- Focus on regulatory and banking needs
- State of the Art API integration



A person wearing a blue shirt is holding a white smartphone. In the background, a laptop screen displays various charts and graphs, including a bar chart and a line graph. The scene is set in an office or business environment.

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