

## Ping Data

### Delighting customers and improving the environment

Ping Data's complete solution means the end of paper, email, and scanned receipts. Through proprietary technology and user centric design, Ping Data provides customers with an enhanced digital version of their tax receipt automatically inside their banking app. This SmartReceipt™ delivers a rich user experience including targeted offers, one-click digital loyalty, auto-reminders for returns and warranties, and a feedback survey. With Ping Data merchants are empowered to make data driven decisions that positively impact their company's performance. Most merchants know what products they are selling, but data on buyers is harder to garner. Ping Data closes this loop by tying customers to cards and cards to transactions, so merchants gain better insights into their customers' purchasing behaviours.

### Background

Payments today are digital and relatively contactless. We tap our cards, phones, even our watches, but at the end of a transaction, we still receive a centuries' old receipt that will likely end up in the bin. The team behind Ping Data is committed to creating a better solution to this outdated and broken customer experience. Ping Data's team is led by subject matter experts and previous PayPal colleagues, Paul Weingarth and Spiro Rokos, along with former ANZ data executive, Mike Boyd.

### The product – no paper, no email, no scanning

PingData has replaced the paper receipt with a digitally-enhanced version which automatically sits inside their banking app next to the transaction information. This receipt shows up immediately post-purchase and is followed by a push notification to the customer's phone alerting them the receipt has been received. Ping Data's full receipting, offers, ratings, and analytics capability is available through a light touch, integration with the merchants Point of Sale (POS) system.

### Current state of development

The product has been tested via a trial with a tier-one bank partner and MVP is expected to go live in Q1 of 2019. At the same time Ping Data is working with a range of other banks and retailers to implement the product.

### Business model

Ping Data is free for the end user to use inside their banking app. Ping Data collects a charge from banks based on monthly active users, and merchants pay to utilise add-on features like customer feedback, digital loyalty, offers, and advanced analytics.

#### Share details

Angel & Seed investors	\$2.5M
No of shareholders	<10

#### Size of market

300 billion transactions annually @ 2-5 cents per transaction

#### Upside Case

- Replacement of antiquated paper systems for card transactions
- Senior team with strong background in fintech
- System which unlocks value across customers, banks and retailers

#### Downside Case

- Time take to integrate with banks and on-board system through retail network
- Still in test mode
- Excludes cash transaction therefore, in the near term, retailers are likely to need to retain paper-based receipt systems as well as using the PingReceipt

#### Company contacts

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