



# Investor Presentation

August 2019

NASDAQ: PAYS

A red rectangular box containing the text "IMPORTANT NOTICES" in white, bold, uppercase letters. The box is positioned on the left side of the slide, overlapping a dark blue vertical bar that contains several white icons: a stack of papers, a calendar, a smartphone, and a calculator with a dollar sign.

**FORWARD LOOKING STATEMENTS AND USE OF NON-GAAP FINANCIAL INFORMATION.** This presentation may include "forward-looking statements." To the extent that the information presented in this presentation discusses financial projections, information, or expectations about the Company's business plans, results of operations, returns on equity, markets, or otherwise makes statements about future events, such statements are forward-looking. Such forward-looking statements can be identified by the use of words such as "should," "may," "intends," "anticipates," "believes," "estimates," "projects," "forecasts," "expects," "plans," and "proposes." Although the Company believes that the expectations reflected in these forward-looking statements are based on reasonable assumptions, there are a number of risks and uncertainties that could cause actual results to differ materially from such forward-looking statements. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading "Risk Factors" and elsewhere our 2018 Form 10-K. Forward-looking statements speak only as of the date of the document in which they are contained, and the Company does not undertake any duty to update any forward-looking statements except as may be required by law. This presentation also includes adjusted EBITDA, a non-GAAP financial measure, that is not prepared in accordance with, nor an alternative to, financial measures prepared in accordance with U.S. generally accepted accounting principles ("GAAP"). In addition, adjusted EBITDA is not based on any standardized methodology prescribed by GAAP and is not necessarily comparable to similarly-titled measures presented by other companies. A reconciliation of these measures to the most directly comparable GAAP measure is included in the Appendix to this presentation.

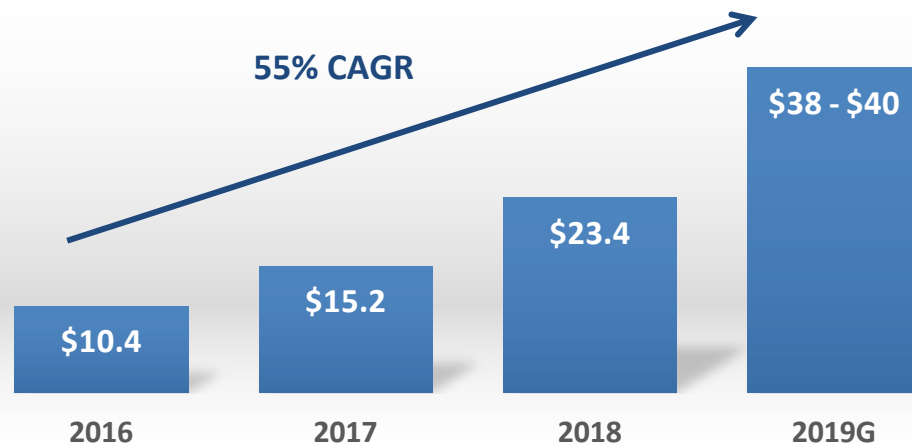
- A vertically integrated provider of innovative prepaid card programs and payment processing services
- Serving Corporate, Consumer and Government customers
- A leading provider to the domestic Plasma industry
- Growing Pharmaceutical clients and programs
- Preparing to launch the Paysign Premier Card

## Financial Snapshot

Stock Price (8/2/19)	\$13.38
52 Week Range	\$2.63 – \$18.67
Market Cap	\$636.3M
Shares Outstanding	47.6M
TTM Revenue	\$29.2M
Cash	\$6.3M
Debt	\$0

Note: as of June 30, 2019 except for Stock Price, Range and Market Cap

■ Revenue





Fast growing, high margin profitable business with predictable recurring revenues



Superior client retention and service quality



Leading proprietary Paysign® pre-paid technology platform



Strong Cash Flows and no Debt



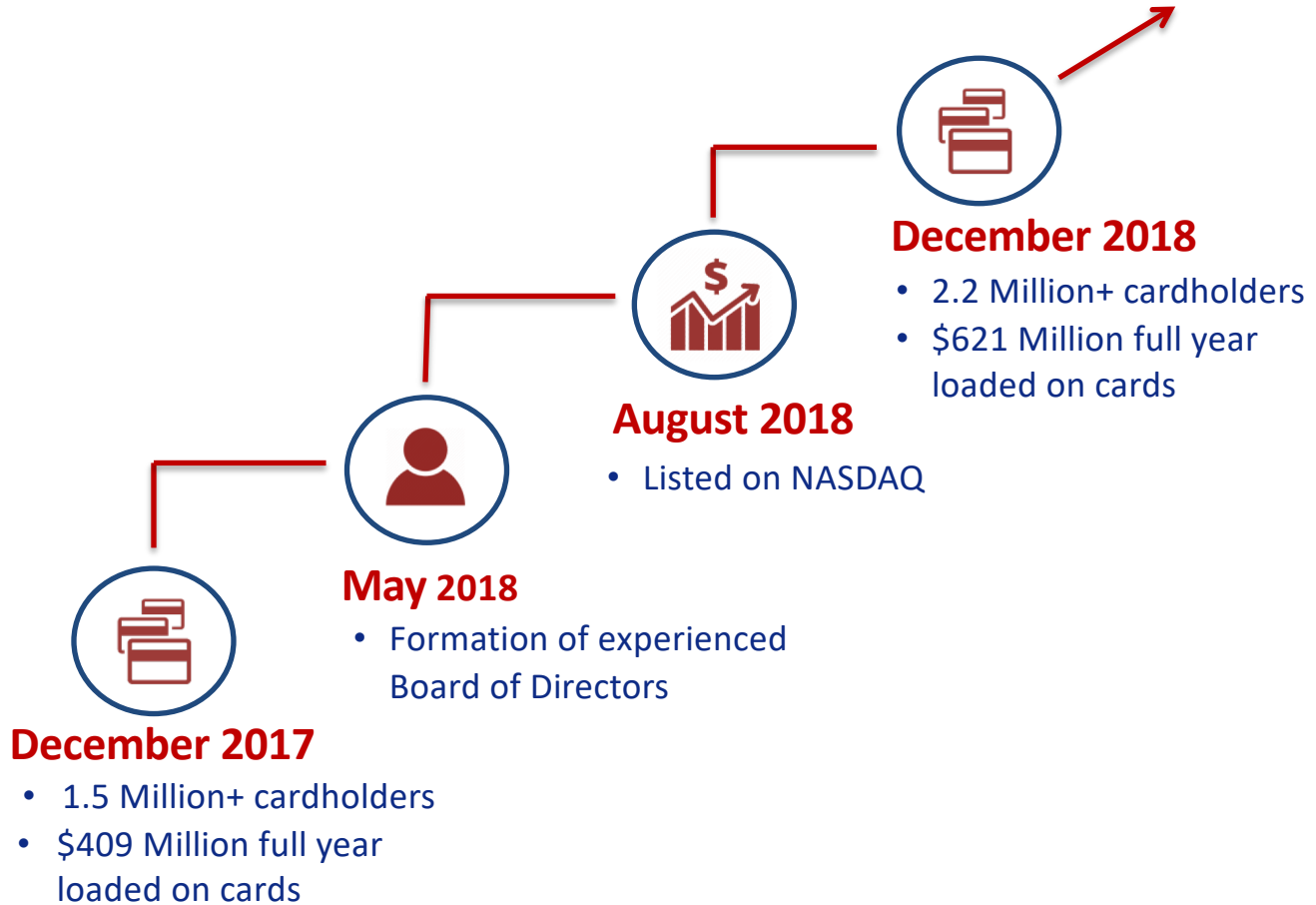
Highly accomplished and experienced management team and board



Large market opportunity in Corporate Incentives and GPR with high barriers to entry

# Our Recent Milestones

**2018 revenue grew 54% and ROE was 37%**



# Paysign Markets and Growth Strategy



Seek to leverage our technology platform and our vertically integrated capabilities to further accelerate revenue growth and our product offerings...

Paysign  
Premier Card

- Cross-sell new product to cardholders to enable ability to direct deposit funds to a debit account with bill pay, money transfer, remote deposit capture and opt-in overdraft features

Other Incentive &  
Rebate Programs

- Delivering additional Incentives and Rebate programs to create loyalty and to drive consumer behavior

Pharmaceutical

- Partnering with Pharma industry by providing Co-Pay Assistance Programs, Buy and Bill Programs and Pharmaceutical Rebates

Plasma

- Industry donations grew 10.1% 2012-2017
- Leading provider of pre-paid corporate incentive cards

2018

2019

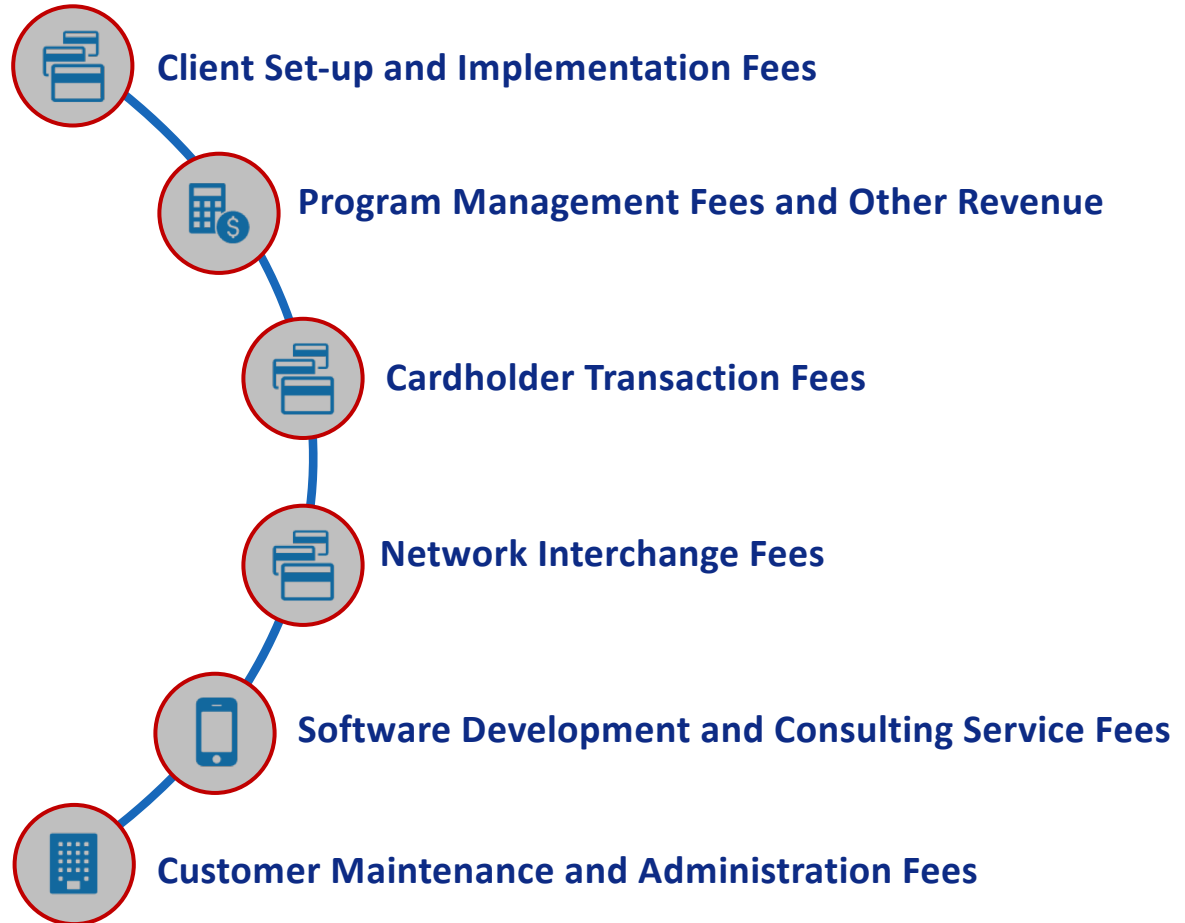
2020

2021

## Programs and Client Retention

Paysign currently has 2.5+ Million cardholders

The company has maintained 100% client retention for 8 years running



## Technology as a differentiator

Platform has allowed Paysign to significantly expand programs and to seamlessly enter Pharma industry



### Built on modern cross-platform architecture

Allows company to significantly expand its operational capabilities through flexibility, scalability and ease of customization



### Real time payments with 99.999% uptime

Significantly reduces the time and cost of card program development resulting in high client satisfaction and strong revenue building opportunities



### Easy-to-use and customized design

Tailored to the unique requirements of the customer



### Equipped to facilitate EMV

(EuroPay, MasterCard & Visa) smart card payment system (Chip and PIN) payments on a global basis

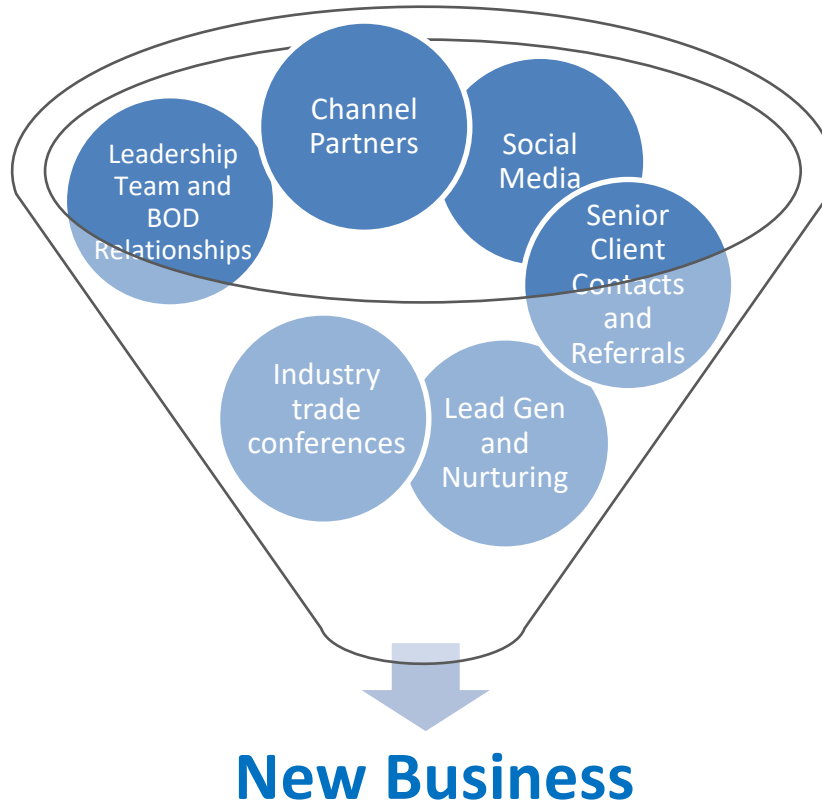


### Meets PCI-DSS 2.0 compliance standards



## Strong Pipeline Process

Experienced pre-paid and financials services sales team and Paysign senior management



- Multiple lead sources
- 8 stage pipeline
- High conversion rate
- Strong process management

## What sets Paysign apart

- Technology
- Processor
- Modus operandi
- Experience

### Paysign, Inc.

**End-to-End Solutions:** Processor and a Program Manager

**Customized:** Innovative and client tailored payment solutions

**Superior Service:** 100% in-house and bi-lingual customer service

**Expedient and Nimble:** Rapidly deploy programs and changes

**Extended Services:** Offer a suite of value added services

VS

### Competitors

Processor (or) a Program Manager

Customization cost and time to implement can be cost prohibitive

Multiple parties can lead to multiple call touches

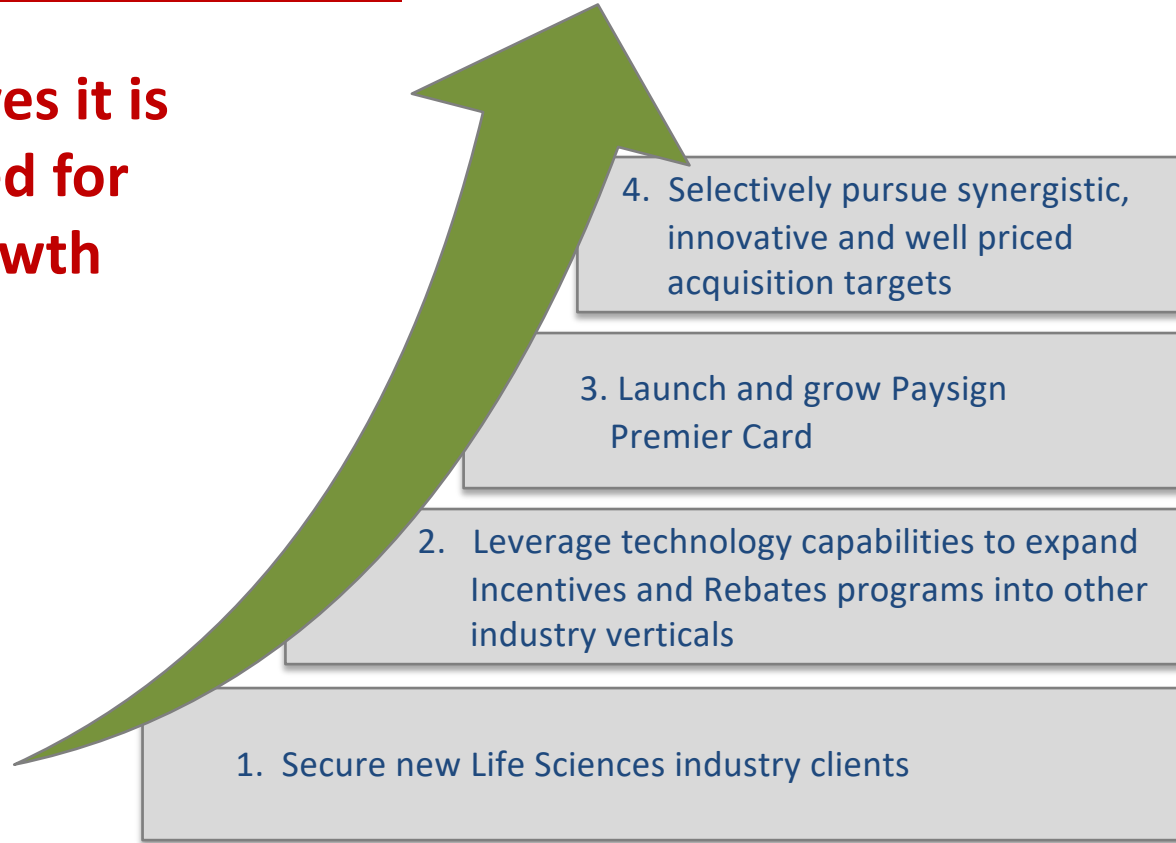
Lacking integration; slower and more expensive to implement

Limited value added services

# Exceptional Growth Opportunities

**Paysign believes it is well positioned for continued growth**

**Technology Payment Processing Platform has allowed company to significantly expand client programs**



# Investment by the Numbers



## Growth

New signed business and growth in Life Sciences has contributed to 50%+ Revenue growth; a strong Balance Sheet and positive cash flows



\$23.4 million  
2018 Revenue



\$4.9 million  
2018 Adjusted EBITDA



\$621 million  
2018 Loaded on Card



\$38-\$40 million  
2019 Revenue Guidance



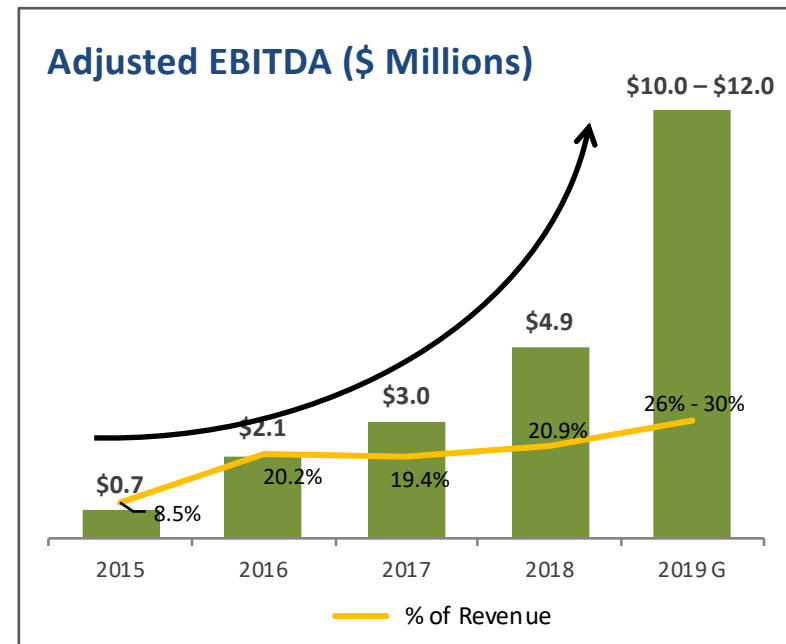
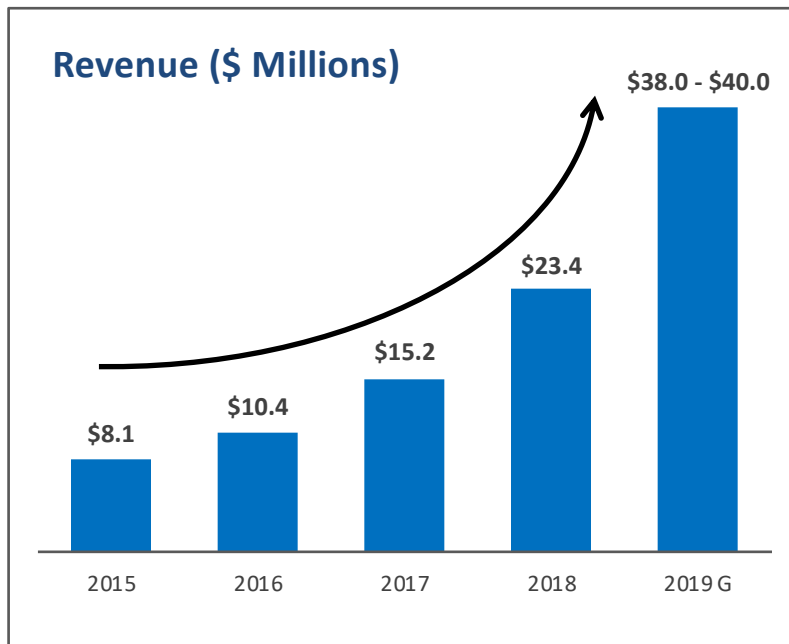
\$10 - \$12 million  
2019 Adjusted EBITDA  
Guidance



\$0  
2018 Debt

## High Revenue Capture

Paysign has experienced strong year-over-year growth and has improved margins through increased efficiencies and higher margin revenue sources



See Appendix for Adjusted EBITDA calculation

# APPENDIX

## **Mark Newcomer**, *President, CEO, and Vice Chairman of the Board of Directors*

- Co-founded the Company in 2001; and driving force behind the Company's significant growth and strategic direction
- Shaping the future of the business as a premier prepaid card services leader, delivering a strong value proposition for clients and over 2 million cardholders; oversees all financial, operational, technological and strategic decisions for the company, including: technology investments, the evaluation of strategic acquisitions, new product development and the formation and cultivation of third-party relationships
- Served on the X-9 committee which developed standards for the electronic payments industry alongside IBM, Diebold, First Data, KPMG, MasterCard, Melon Bank, Visa, Wells Fargo, the Federal Reserve and others
- Attended Cal-Poly San Luis Obispo where he majored in Bio-Science

## **Daniel Spence**, *Chief Technology Officer and Director*

- Co-founded the Company in 2001
- 30+ years of senior IT experience
- Prior experience includes Director of Technology Planning at the Associated Press, Project Manager of implementation of Medicare Easyclaim for ANZ Bank in Australia, Coca-Cola Business Operations & Business analyst for Australia Post

## **Mark Attinger**, *Chief Financial Officer*

- 30+ years of experience in Financial Services and BPO industries with concentration in Finance, Operations and executive leadership
- Prior experience includes CEO and CFO of Zxerex, CEO of Affina, and Vice President at American Express and Vice President at NextCard
- Bachelor of Science in Finance, minor in Accounting; and Masters in Business Administration (MBA) from Brigham Young University

## **Joan Herman**, *Chief Operating Officer and Director*

- 30+ years of industry experience
- Previously at Sunrise Banks as Senior Vice President, Payments Division where she led the new prepaid business
- Prior experience includes various management positions in operations, product development and sales and marketing at UMB Bank, Heartland Bank, and Boatmen's Bank
- Board member of the Network Branded Prepaid Card Association and serves as Treasurer

## **Robert Strobo**, *General Counsel, Chief Legal Officer and Secretary*

- 13+ years of legal experience in non-traditional banking
- Previously at Republic Bank & Trust Company (Louisville, KY) as Deputy General Counsel and Vice President where he managed all legal affairs for Republic's non-traditional bank programs, including payments, small-dollar consumer lending, commercial lending and tax related products
- B.A. in Psychology and Philosophy from the University of Kentucky and J.D. from DePaul University College of Law in Chicago, Illinois

## **Matt Lanford**, *Chief Product Officer*

- 30 years of experience in the payments industry.
- Previously at InComm was SVP/ GM of the Financial Services division responsible for consumer gift and general purpose reloadable cards and the VanillaDirect cash-in network. Prior to InComm, was with Mastercard for 10 years and he held various positions in product management, strategy development and investor relations. Also served as Head of Prepaid for Europe based in London with responsibility for innovation, product development, go-to-market strategy and commercialization of the MasterCard prepaid portfolio of products.
- B.S. in Computer Science from the University of Arkansas at Little Rock

## **Eric Trudeau**, *Chief Compliance Officer*

- 20 years of experience working in the card industry, focusing on prepaid and credit products
- Previously with Global Cash Card, Inc., Sunrise Banks and Meta Payment Systems (a division of Meta Bank)
- Certified member (CAMS) of the Association of Certified Anti-Money Laundering Specialists
- Bachelor of Science Degree from South Dakota University

## **Egon Kardum**, *Chief Information Officer*

- 30+ years experience in various technical roles providing enterprise IT services at several global companies
- Former Associate Director, Hosting Solutions Bristol-Myers Squibb
- Former Manager of Server Technology, The Associated Press



# Board of Directors (Independents)



## **Dan Henry**, *Chairman of the Board*

- Former CEO of NetSpend (2008-2013). Grew annual revenue from \$129M to \$351M, with over 2.4 million cardholder accounts. NetSpend acquired by Total System Services: (NYSE: TSS) for \$1.4B
- Co-founder, Former President and Chief Operations Officer and Director at Euronet Worldwide (NASDAQ: EFFT). A leader in secure electronic financial transaction processing. Current market cap: \$5.4B
- Sits on Board of The Brinks Company. (NYSE: BCO), CARD Corporation (Card.com), RxSavings Solutions, Balance Innovations and Align Income Share Fund
- Received a B.S. in Business Administration with majors in Finance, Economics and Real Estate from the University of Missouri, Columbia

## **Dennis Triplett**, *Director*

- 35+ years in the banking industry including serving as the President and CEO of two banks in the Midwest
- Former CEO of Healthcare Services at UMB Bank, N.A a leading provider of healthcare payment solutions including health savings account (HSAs), health care spending accounts and payments technology

## **Quinn Williams**, *Director*

- 30+ years of legal experience focusing on mergers and acquisitions, public and private securities offerings, and venture capital transaction
- Serves as corporate counsel for numerous public/private companies and was formerly general counsel and board member of Swensen's Inc.
- Mr. Williams is a shareholder with Greenberg Traurig LLP and admitted to the Bar in New York and Arizona

## **Bruce A. Mina**, *Director*

- 30+ years of experience as a Certified Public accountant
- Founder and Managing member of Mina Llano Higgins Group, LLP
- Former CFO of Coal Brick Oven Pizzeria, Inc.
- Currently CFO for Academy of Aviation in Long Island, NY

## Balance Sheet

- No Debt
- 2018 Book Value increased \$4.1 million or 80.4%
- 2018 ROE<sup>1</sup> was 36.6%

Balance Sheet Summary	Jun 2019	Dec 2018	Dec 2017
Cash	\$6,289,008	\$5,615,073	\$2,748,313
Cash Restricted	42,600,430	26,050,668	14,416,444
Other Current Assets	1,915,525	1,512,544	738,312
<b>Total Current Assets</b>	<b>50,804,963</b>	<b>33,178,285</b>	<b>17,903,069</b>
Non Current Assets	3,237,773	2,999,423	2,499,510
<b>Total Assets</b>	<b>54,042,736</b>	<b>36,177,708</b>	<b>20,402,579</b>
Accounts Payable and Accrued Liabilities	1,005,867	1,327,497	1,145,083
Customer Card Funding	40,323,617	25,960,974	14,416,444
<b>Total Liabilities</b>	<b>41,329,484</b>	<b>27,288,471</b>	<b>15,561,527</b>
<b>Total Equity <sup>2</sup></b>	<b>12,713,251</b>	<b>8,889,237</b>	<b>4,841,052</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$54,042,735</b>	<b>\$36,177,708</b>	<b>\$20,402,579</b>

<sup>1</sup> Paysign Net Income/ Average Stockholders Equity

<sup>2</sup> Includes non-controlling interest of (\$207,998), (\$206,930) and (\$200,117) for 2019, 2018 and 2017, respectively

## Income Statement Summary

## Revenue and Reconciliation of Net Income to Adjusted EBITDA

Income Statement	H1 <sup>A</sup> 2019	H1 2018	FY 2018	FY 2017
Revenue	\$15,893,561	\$10,137,042	\$23,425,675	\$15,234,091
Net income (loss)	\$2,610,462	\$1,144,563	\$2,588,054	\$1,791,141
Income Tax Expense	7,786	0	0	6,000
Interest Income	(250,985)	(53,615)	(139,738)	(7,603)
Depreciation and amortization	729,271	496,079	1,089,521	876,191
EBITDA	3,096,534	1,587,027	3,537,837	2,665,729
Stock-based compensation	1,214,620	349,582	1,366,944	308,696
<b>Adjusted EBITDA</b>	<b>\$4,311,154</b>	<b>\$1,936,309</b>	<b>\$4,904,781</b>	<b>\$2,974,425</b>

*A - H1 represents first 6 Months for 2019 and 2018 respectively.*



## **Paysign, Inc.**

1700 W Horizon Ridge Parkway  
Suite 200  
Henderson, Nevada  
Office: (702) 453-2221  
[www.Paysign.com](http://www.Paysign.com)

## **Company Contact:**

Jim McCroy  
Investor Relations  
Office: 702.749.7269  
[IR@Paysign.com](mailto:IR@Paysign.com)