Spend™

spend.com

Product Guide

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Product Summary

Spend is a digital Wallet application that includes a fiat and blockchain-based currency platform enabling users access to digital banking where they can buy, sell, spend, exchange, manage, and use all supported currencies. The Spend Wallet is paired with the Spend Card, a Visa co-branded card, that gives users the ability to use their funds at over 45 million locations worldwide. Spend.com offers a number of other products and services as outlined in this Product Guide.

Our product line includes:

Spend Wallet

A secure digital wallet used to store, spend, send, and receive currencies. Users are able to buy, sell, manage and pay with their cryptocurrencies as well. Included in the Spend Wallet is our Lend by Spend product that allows users to get loans directly within the application where available. The Spend Wallet makes it easy for clients to be able to manage their funds and Spend Visa Card.

Spend Card

A Visa card connected to the client's Spend Wallet that allows the user to shop at over **45** million locations worldwide. The Spend Card is available in **36** countries and growing.

Spend Pay

Spend Pay utilizes the Spend Authorization Engine, a proprietary real time conversion system, to give users and merchants the ability to accept/pay with cryptocurrencies or foreign currencies converted to fiat on either the Spend Card or Spend Wallet application directly at point-of-sale.
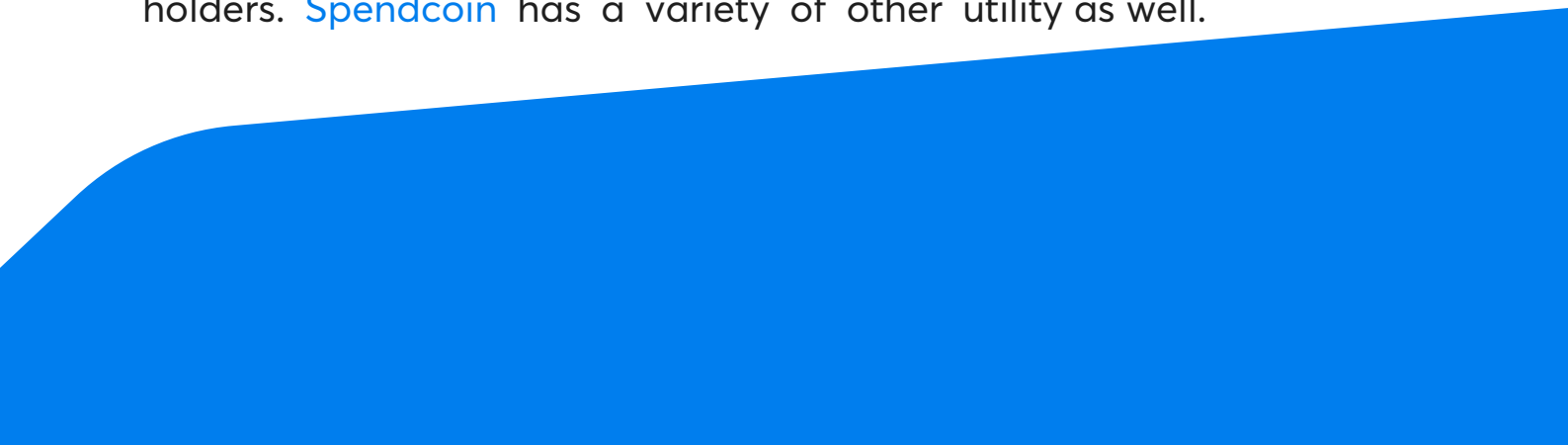
Spend Business

A commercial-based API and Software Development Kit (SDK) designed for businesses and merchants whom want to create powerful applications on top of our platform. We are introducing this as "Banking-as-a-Service" alongside a wide array of other business products that our clients can take advantage of to help get their product to market quickly. Spend Business was designed to meet all financial services needs. These services will cater both fiat and crypto based businesses giving them an ultimate bridge if they choose to utilize it. Businesses will be able to build their own custom solution using our infrastructure to create white label based products as well.

Spend Coin

A decentralized digital currency that currently operates on the Ethereum network which is used to access services on the Spend ecosystem of products, may be used as a currency at over 45 million locations worldwide, and a rewards point for our Spend Card holders. Spendcoin has a variety of other utility as well.
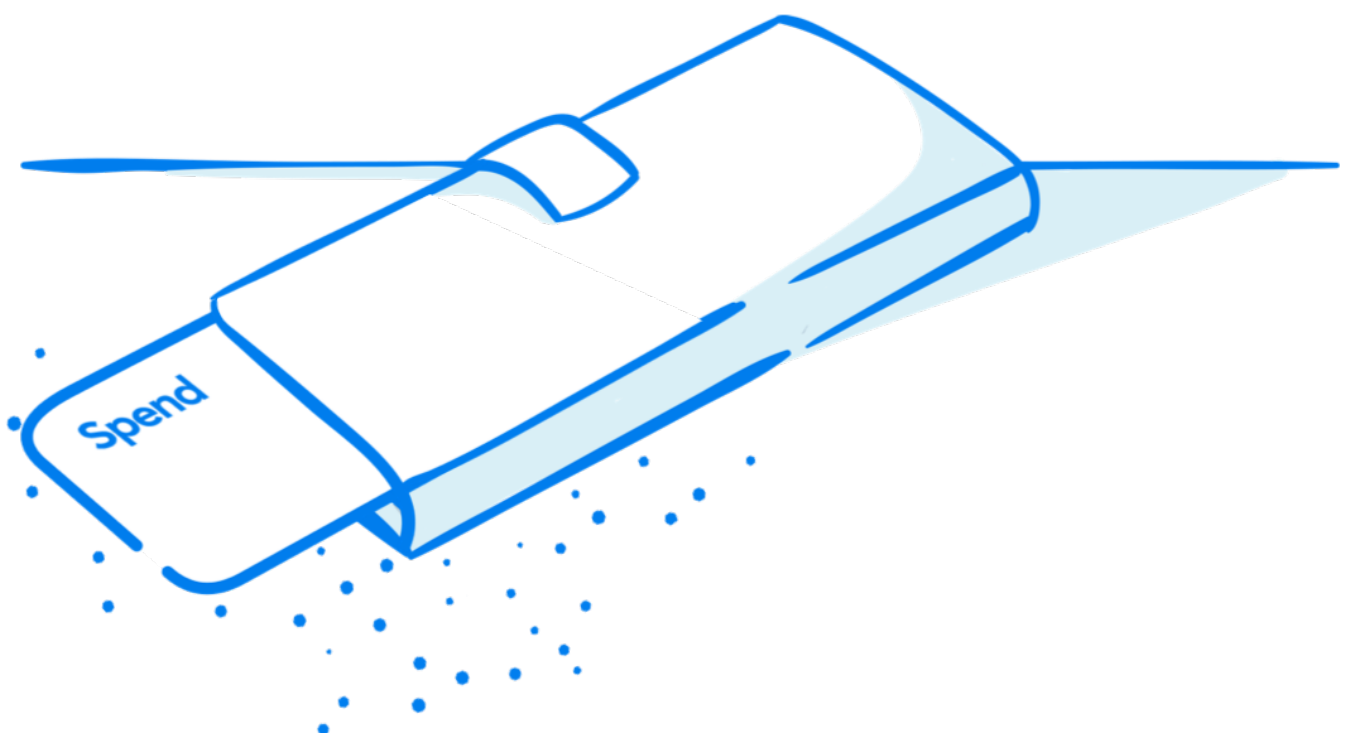
Product Details

Spend Wallet

Spend Wallet is a multi-currency digital application that enables a secure connection to our network via any smart mobile device. The user's Spend Wallet allows them to connect and utilize their Spend Card, access to currency exchange/interchange features, manage all their digital assets, buy/sell digital assets, learn about various digital currencies, and more. Users are also able to obtain loans and buy digital gift cards all from the app.

The Spend Wallet gives users a dynamic portal with access directly through the Spend App. In select regions users can even open a bank account, such as in the US, directly within the app. Users in the US are able to open a digital bank account where the USD deposits are FDIC insured through our banking relationships. Users can fund their wallets and accounts through conventional transfer methods such as ACH or Wires.
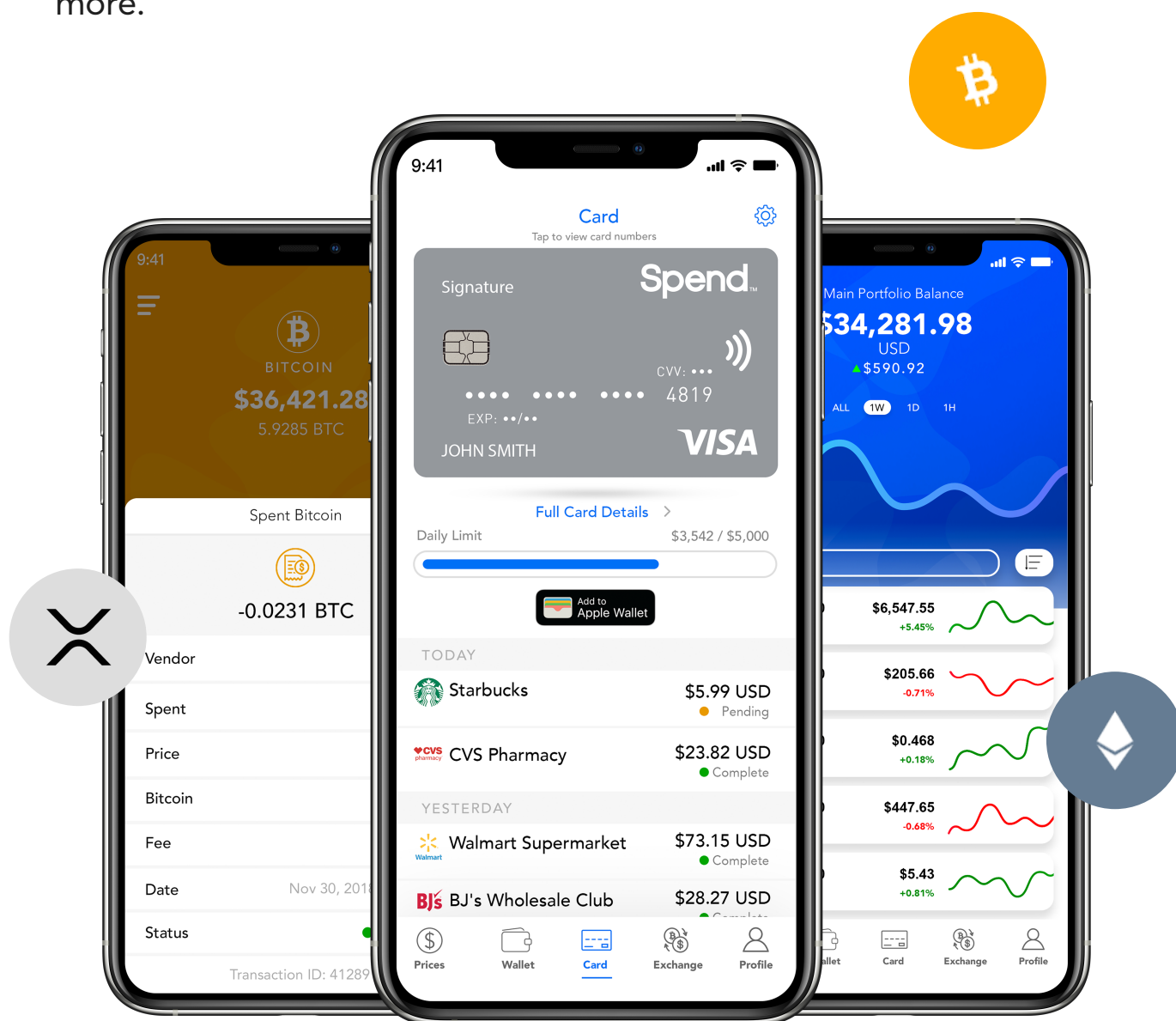
The first step in creating a global account is to download/access the Spend App which is available in the Apple iOS App Store and Google Play Store. Once the user has accessed the Spend App they will input basic information to setup his/her account. After the user has created an account, a multi-currency wallet will be automatically created that can host and be funded with fiat or digital based currencies in a full banking interfaced product.

The private keys that are connected to the Spend Wallet account holders will be stored securely via an industry AES encryption standard and assets will be stored via an industry approved hot & cold storage solution method. However, Spend keeps 0% of user assets in hot wallets and maintains it's own reserves for hot wallets. These funds will be secure from theft/hackers giving our users peace of mind knowing our system utilizes the highest standard of security while maintaining a PCI-DSS level 1 certification.
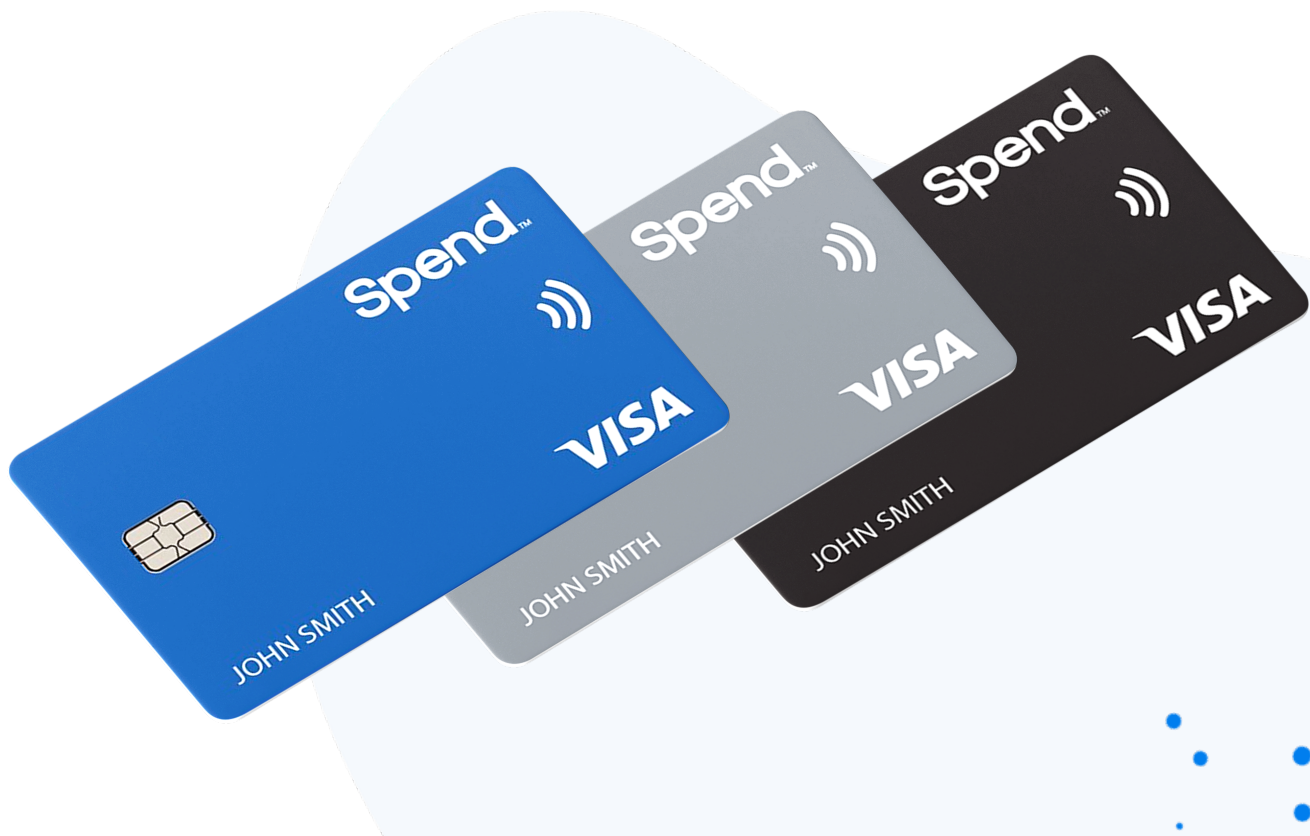
Once the user has their assets in the Spend Wallet, they can be securely stored, transferred or spent via the Spend App or the Spend Card. The user has the ability to select which currency to enable as the default transactional currency and has the option to change this at any time through the Spend App. Within the Spend App users will be able to control their Spend Card by enabling users to lock/unlock the card, track their card shipment, verify their identity, upgrade their tiers, exchange/interchange currencies, buy/sell digital assets, view stats/data on various digital assets, conversion of digital assets to fiat in real time to spend, and much more.

Spend Card

The Spend Card enables our clients access to their funds, whether it be fiat currency or digital currency, at over 45 million locations worldwide thanks to operating on the Visa network. Enabling blockchain systems for our users has a great deal of benefits. Depending on the users region the Spend Card may be equipped with an EMV chip or both an EMV Chip and Visa Paywave which is an NFC based card that can tap'n'pay where accepted. Spend Card holders also have access to cash at ATM's all over the world.

Spend Cards come in physical, virtual, or digital form. The user has the choice, where available, to select which version of the Spend Card they want. We also support Apple Pay and Google Pay as well as 3DS Verification in select regions. Users are able to choose from 3 select Visa cards, Spend Essential (Blue), Spend Preferred (Gray), or Spend Black (Black).

Spend Essential

Our introductory card for users to get basic access to our spending capabilities in our ecosystem.
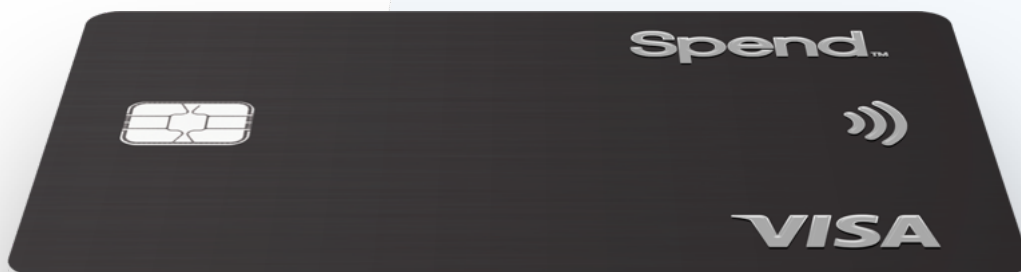
Spend Preffered

Designed for frequent shoppers with higher level of features and benefits.

Spend Black

Our elite card for the user who want the Spend Card as their primary choice of payment. Spend Black comes in a metal option as well where available.

Spend Pay

Spend Pay leverages the Spend Authorization Engine to enable real time foreign currency and digital currency/asset conversions to local legal tender via the Spend Card and/or Spend Wallet. Spend Pay enables the Spend Wallet for cross-chain communication for instant off-chain settlement of any supported digital currency or forex conversion needed 24/7/365.

By running Spend Pay, Spend has the ability to give our merchants and users the tools needed to accept or spend digital currency/assets in-store and offline while enabling them to choose whether they want to keep their payment in the original form of the digital asset used or convert in real-time market value to fiat.

Using Spend Pay makes all digital assets and currencies convertible to local legal tender all from the Spend Wallet. The local legal tender is then instantly loaded via our Spend Authorization Engine on the Spend Card.

Client Benefits

Spend Pay allows the Spend App or any Digital Currency wallet become a gateway designed to facilitate a payment to a merchant running the protocol. By integrating multi-platform friendly SDKs any merchant can begin accepting digital currencies immediately. By opening this channel merchants can now target a whole new class of business and savings. Bridging this gap enables instant payments powered by blockchains.
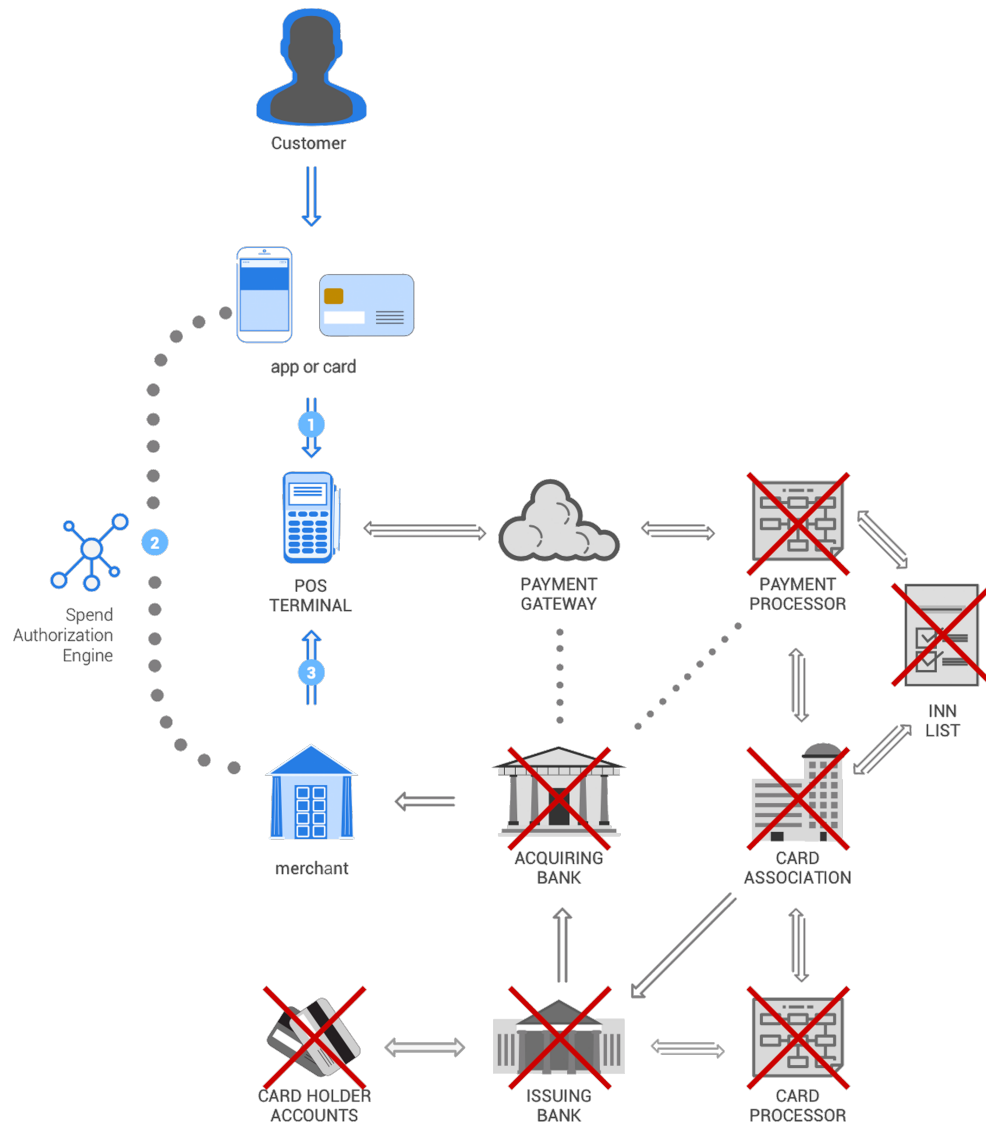
Merchant Benefits

Enabling blockchain systems for a merchant has a great deal of benefits. Blockchains offer practical solutions to merchants in two major aspects; cost and fraud. By accepting a payment via a blockchain currency or asset it se- riously reduces the number of fraud possibilities by enforcing a non-editable public ledger that verifies the transactions in a decentralized manner making it impossible to forge. By virtue of design this automatically creates board- erless payments due to the decentralized infrastructure of these currencies.

Typical merchant fees charged to merchants for processing credit cards can range from 2-5% depending on, but not limited to, type of risk, region, and processing volume. By enabling blockchain based payments merchants eliminate all additional processes typically performed by the current financial payment protocols offered. Merchants can see upward of a 50% savings by processing through Spend Pay than traditional merchant services accounts.

Spend Pay Flow

Streamlined Authorization, Clearing & Settlement

1. A customer presents their app at merchant POS for payment in any cryptocurrency supported

2. The app requests the current conversion rate for the customer's desired cryptocurrency and submits a blockchain transaction

3. One-time authorization code in real time authorizes the transaction on the merchant's POS terminal, then pushes fiat funds to the merchant's bank account. The customer's purchase is complete.

Spend Business

The Spend Software Development Kit (SDK) and commercial API lirary that allows businesses to build a powerful customizable application on top of our current infrastructure. For example, if the business wants to create their own digital currency, digital wallet, transfer system, identity verification platform, and white label prepaid card, they can right within our APIs without the need or knowledge of the cores. By trusting Spend to handle all the backend work, we give a library of API's that allows our clients to integrate into any application or build one from scratch.

Clients have a dedicated support and technical manager to ensure a smooth process. By giving these tools and API library to developers of businesses they are now able to execute a wide array of calls. They will have the ability to create a custom wallet with currencies that they want to support whether it's a virtual currency, fiat, or asset all of these can be stored through our SDK and leverage the Spend Authorization Engine. The client can issue their own white label based prepaid card to connect to the wallet they are building to have the ability to utilize our proprietary conversion engine to make these currencies spendable at point of sale. Business can build payment protocols and money transfer services all through a few API calls for fiat and virtual currency or assets.

By utilizing Spend SDK the user gets access to a user CRM management system ran entirely through the blockchain and the cloud. The user will have the ability to run KYC/AML checks on these users instantly and manage these conditions all from a backend portal. These are just a few of the main features of the Spend SDK. We are constantly improving and developing the SDK to meet the needs of businesses worldwide.

More information may be found at spend.com/business

Lend by **Spend**

The Lend by Spend program is designed to give users the ability to obtain both secured and unsecured prime loans directly from the Spend Wallet Application. Users are able to apply for an unsecured prime loan if they are a qualified buyer and approved by an underwriter. Spend is a licensed lender in select regions/states.

Users are also able to get instant secured loans utilizing their blockchain assets without actually having to sell the asset, giving them access to funds that they can use as credit on their Spend Visa Card or on their Spend Wallet. Wallet users will be able to to take a collateralized short-term loan against their favorite blockchain asset like Bitcoin or Ethereum. Our system allows you to take a 20-50% Loan-To-Market-Value (LTVMV) against your digital asset. Loan Origination fees are 2% on the loan amount which may be discounted by 50% if paid by Spendcoins. Spend Preferred and Spend Black members who have active Spendcoin locked can enjoy rates as low as 7%. Non-members or Memberships with unlocked Spendcoin can enjoy rates as low as 12%. Loan terms range from 30 days to 1 year with no pre-payment penalty fees.

Spendcoin

Spendcoin was created by the Spend Foundation to act as a membership reward and access digital currency to the Spend ecosystem of products. Spendcoin has a wide array of current functions on the Spend platform.

Spendcoins today may be used as a utility token for:

— Spend Card Membership

— Convert to Fiat at 45M Locations Worldwide

— Use Towards Spend Business SDK Services

— Redeem Towards Fees With Discounts

— Use as Collateral For a Loan

— Purchase Instant Digital Gift Cards

— Use as a Payment Method on Spend Pay & Shop

— Spend VIP Membership

— Enhanced Referral Rewards

Spend VIP

Spend VIP is an exclusive membership rewards program designed for our Spend Preferred and Spend Black Members. This program gives additional rewards back percentages at a top retailers when using a Spend Visa Card.

Proof-of-Purchase

Membership Rewards

Spend Membership participants are automatically enrolled in our Proof-of- Purchase Membership Rewards Program. This enables a user to earn up to 6% back on all qualifying card purchases made via the Spend Wallet and Spend Card. By utilizing blockchain technology users are able to receive a comprehensive rewards program that's generated directly from the network.

Up to **6%** 😮 Rewards back!

Conclusion

We believe that blockchain technologies will soon be a complement to the current payment infrastructure we all know worldwide. Traditional payment instruments will look to this protocol as a way for efficiency, ease, and global accessibility. However, the technical and operational complexity in properly managing the instruments that run off this technology will have most companies seek an intermediary service or platform to handle the hurdles. These services must be designed where we can't compromise the core principles of security, data protection, compliance, and the choice of freedom for the user to use their preferred payment method or instrument.

The Spend ecosystem of products have been tailored around the mission to solve the complexity and broad reach of requirements currently needed to run a full scale multi-currency consumer and merchant platform. We eliminate the challenges for everyday consumers to have access to a global wallet that can act as their bank account with the benefits of a connected prepaid debit card and virtual currency capabilities. We give a decentralized portal for merchants to have control of their business needs. These features are all accessible to users worldwide. Spend.com and its suite of products will give the user an all-in-one platform that the user will trust to manage and spend their funds and assets. Creating a digital global commerce is our goal and we achieve it with the Spend.com product line.

Spend.com ™

Follow us on social media and add our website to your favorites to stay up-to-date on all things Spend!

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