

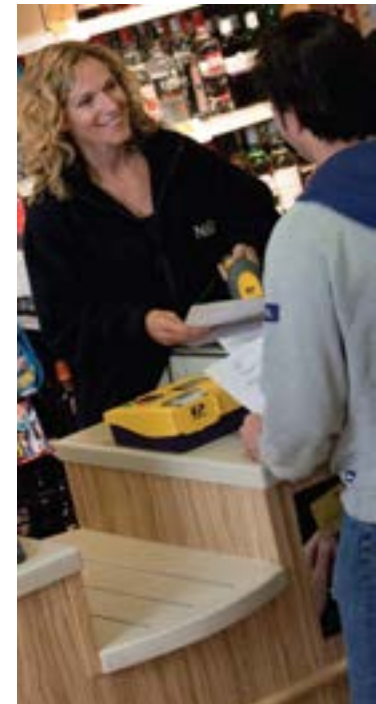


# PayPoint plc

## Half year results presentation

24 November 2011

Strictly private and confidential



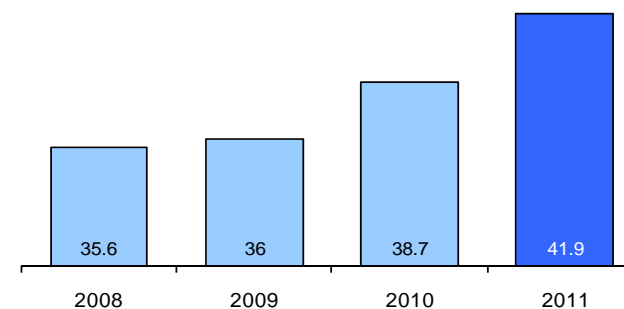


## Results summary

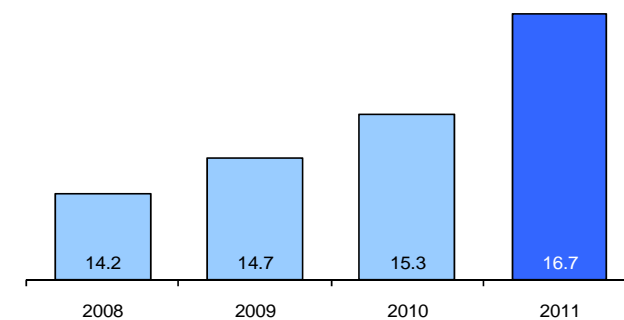
- A strong set of operational and financial results with good progress in all parts of the business
- Record transaction volumes of 292m up 9%, and operating profits also up 9% to £16.7m
- A good performance in our established business with transactions up 8%
  - UK and Ireland (UK & I) retail network transactions up 5% (net revenue up 8%)
  - Improved retail yield underpinned by 28% transaction growth in retail services
  - Internet payment transactions up by 34%
- Strong growth in our developing business with transactions up 37%
  - Romanian retail network turns to profit, on back of 8m bill payment transactions (up 69%)
  - PayByPhone transaction growth of 23%
  - Successful ramp up at Collect+ as we start to scale the business with transactions up nearly 500%
- Interim dividend of 8.7p per share, up 12%

### 6 months ended September 2011

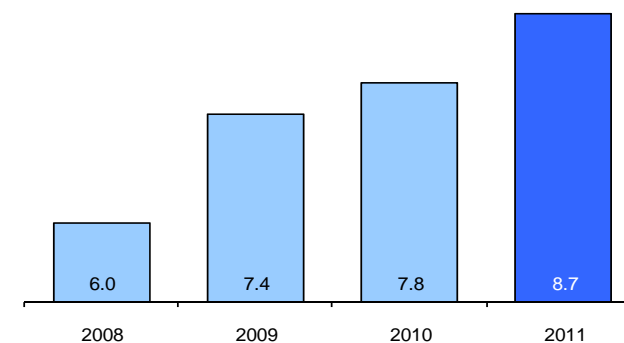
Net revenue £m



Operating profit £m

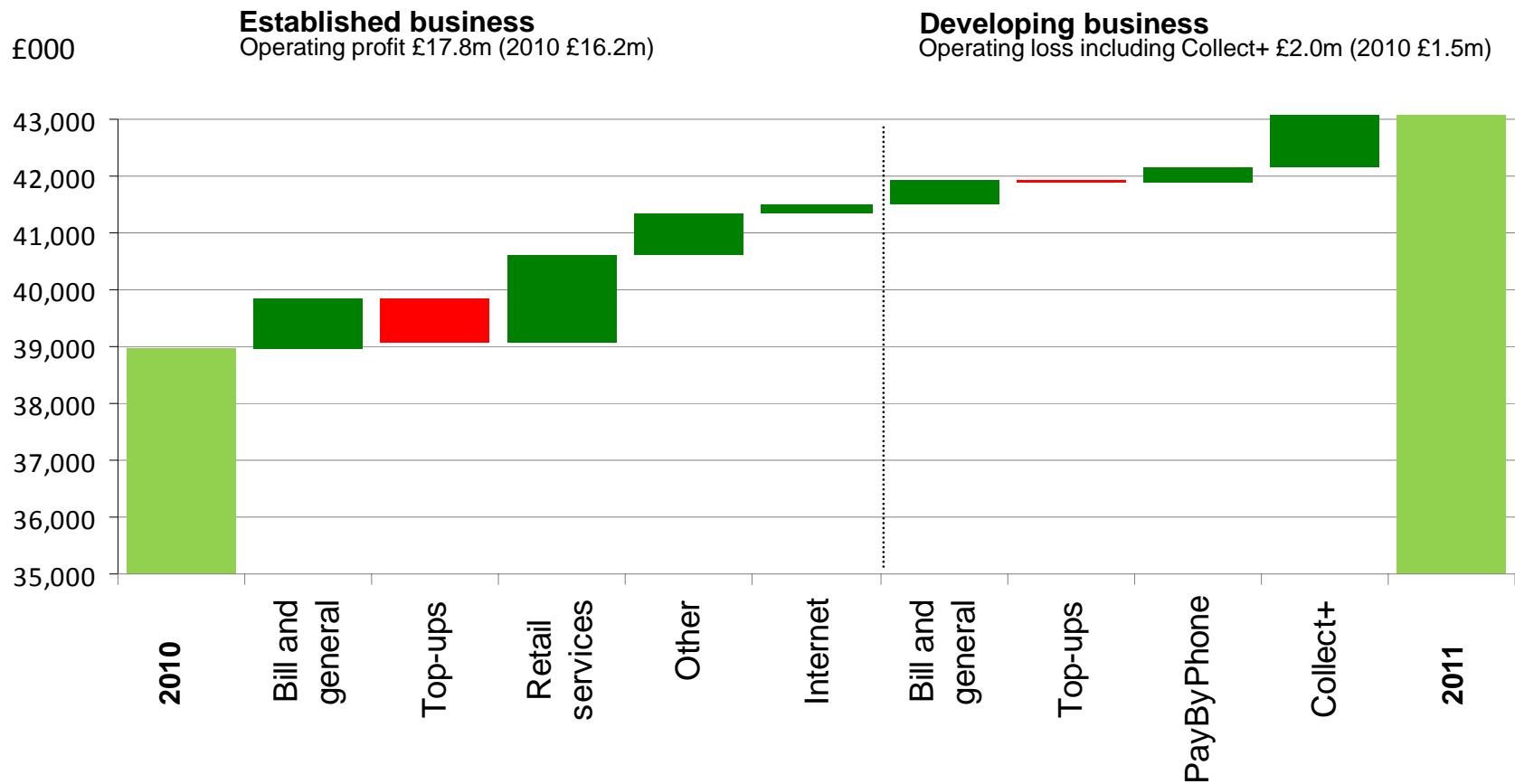


Dividends per share pence





# Net revenue bridge 6 months ended September 2011



Net revenue above includes Collect+ net revenue, which is not reported in PayPoints combined consolidated income statement



# Clear strategy, with four key elements

## Full payments capability

Multiple payment media  
Multiple payment channels



## Selected vertical markets

High volume recurring payments  
Ability to add value

energy/utilities  
telecoms & media  
financial  
transport/parking  
public sector/  
social housing  
retail (incl eCommerce)  
gaming/leisure

## Value added services / content

Differentiation to channel through products & services

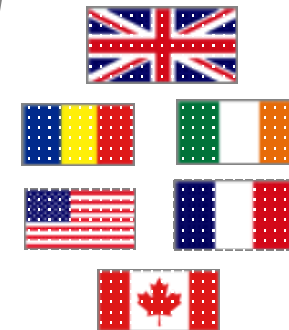
Deeper role in payments value chain

collect+



## Geographic reach

Ability to import know how and replicate UK strategy





## UK & I retail network

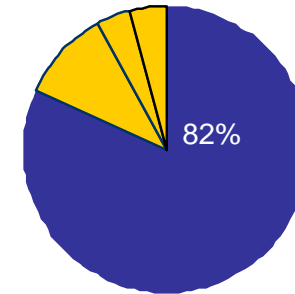
- Market leading 'over the counter' payments proposition
- Established retail network handling household bill payments, mobile phone top-ups and retail services
  - 24,000 outlets
  - Over 99% of UK population (coverage within 1 mile urban or 5 miles rural)
  - Contracted with most major utilities and service companies across the UK
  - Long client contracts, often with exclusivities
  - Strong and stable relationships with retailers (churn c. 5% pa)
- Highly cash generative installed base from which to leverage value added services
- Market leading retail technology

### Multiple retail partners include



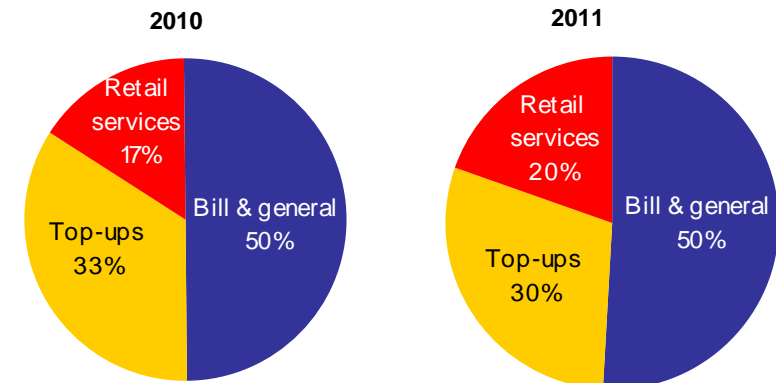
## 6 months ended September 2011

Group net revenue



|                                   | 2010  | 2011  |
|-----------------------------------|-------|-------|
| Transactions (m)                  | 228.1 | 239.0 |
| Average spend per transaction (£) | 15.1  | 15.1  |
| Transaction value (£m)            | 3,445 | 3,604 |
| Net revenue (£m)                  | 31.8  | 34.2  |

Net revenue by sector





# UK & I retail network

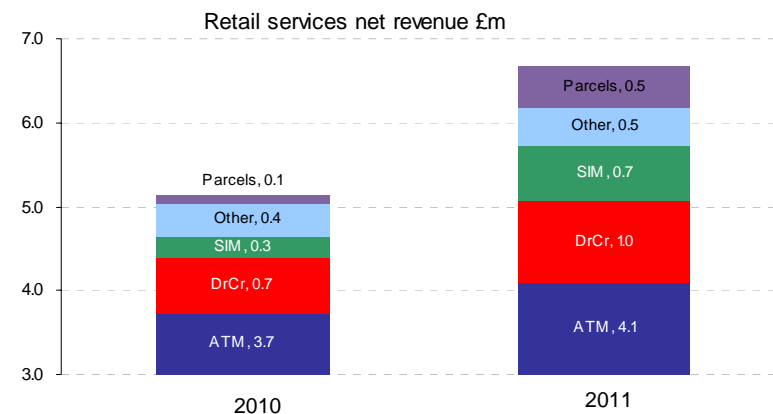
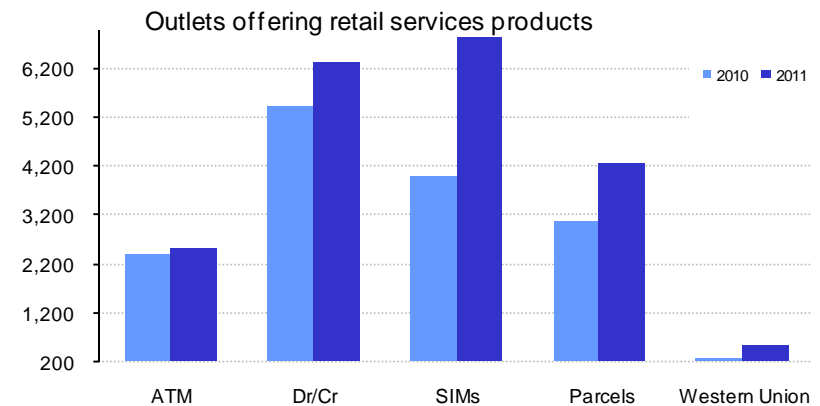
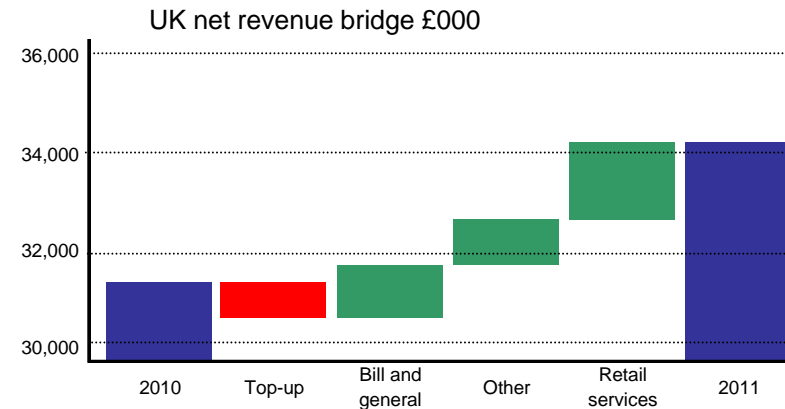
## Current dynamics

- Relatively mature payments revenues still showing growth
  - Energy prepayment
  - Local authority and housing associations
- Decline in mobile top-up transactions more than offset by growth in retail services
  - Mobile top-ups down 10%
  - ATMs up 14%; Credit/Debit up 29%; SIM sales up 56% and parcels volumes grew 5x
- Good prospects for continued growth overall

## Growth strategy

- Sell group payments capability in UK client base
- Continued retail service innovation
  - Parcels (from Collect+)
  - SIMs
  - ATMs including ‘free-to-use’
- Drive further differentiation through new technology (1,400 “virtual terminal” outlets now live)
- Simple Payment Service now contracted as cash-out scheme driven by DWP, for implementation in 2012

## 6 months ended September 2011



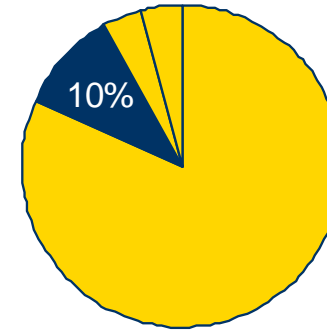


## Internet

- Well positioned, in a fast growing market
- Provides secure credit card, debit card and other payments for web merchants
- High transaction growth post acquisition
- Unique bureau and gateway proposition for merchants
- Driving growth through differentiation
  - Investing in payment and client reporting platforms

## 6 months ended September 2011

Group net revenue

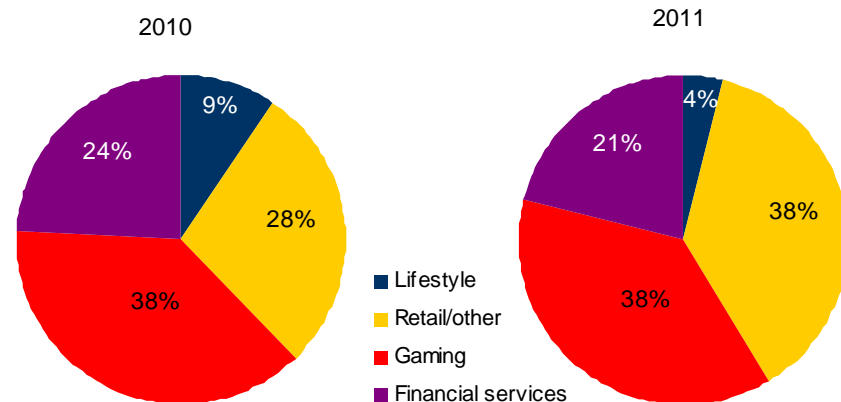


|                                   | 2010  | 2011  |
|-----------------------------------|-------|-------|
| Transactions (m)                  | 25.3  | 33.9  |
| Average spend per transaction (£) | 50.5  | 52.8  |
| Transaction value (£m)            | 1,278 | 1,791 |
| Net revenue (£m)                  | 4.2   | 4.4   |

## Web merchant partners include



Net revenue by sector





# Internet

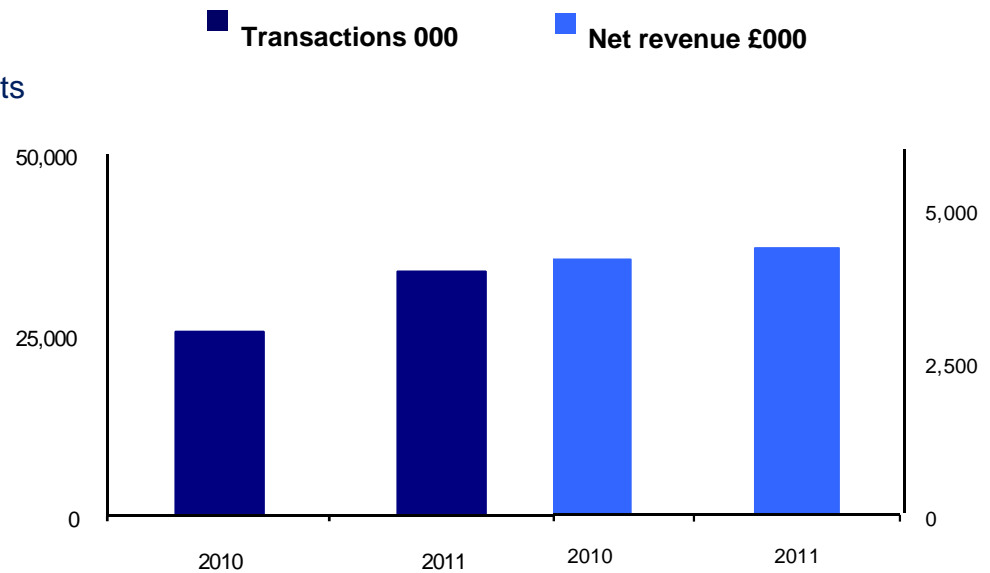
## Current dynamics

- Strong transaction growth (up 34%)
- Net revenue growth (4%) restricted in H1 because we temporarily ceased processing for one large merchant which was changing its business model. We have re-started processing for this merchant since the period end
- Positioning attracting wide range of merchants
- Transaction volumes growing from UK retail client base
- Now integrated with French acquirer to support local payments in France

## Growth strategy

- Leverage PayPoint group assets
  - Sales to UK clients as part of payment hub proposition
  - Integrated offering with PayByPhone
  - Promotion of Collect+ and PayCash
- Extension of consumer payment choices
- Develop international proposition
- Drive value added services to merchants
  - management information and fraud screening tools

6 months ended September 2011







## Romanian retail network

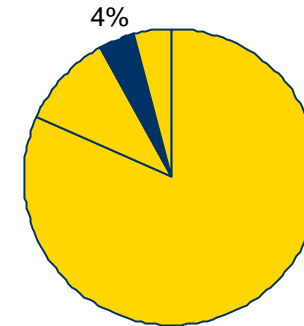
- Recreating UK retail success in strong cash based economy (22m population)
- Retail network handling household bill payments and mobile phone top-ups
  - 6,383 terminals and growing
  - Bill payment growing strongly (69%)
  - Major utilities signed up
  - Money transfer
- Good opportunities for continued profitable growth

### Romanian clients include



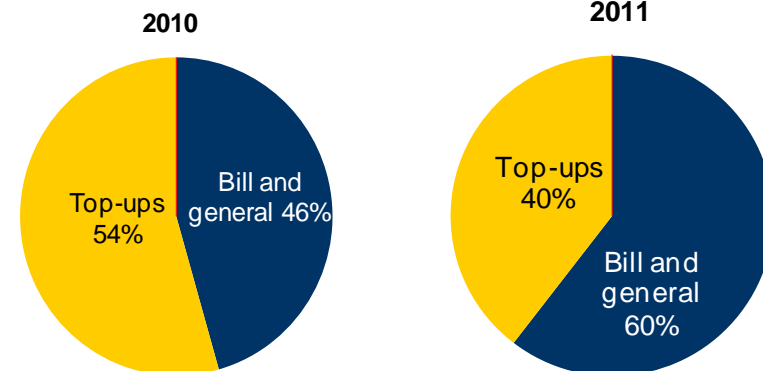
## 6 months ended September 2011

Group net revenue



|                                   | 2010  | 2011  |
|-----------------------------------|-------|-------|
| Sites                             | 5,012 | 6,383 |
| Transactions (m)                  | 7     | 11    |
| Average spend per transaction (£) | 11.1  | 14.6  |
| Transaction value (£m)            | 82    | 162   |
| Net revenue (£m)                  | 1.3   | 1.6   |

Net revenue by sector





## Romanian retail network

### Current dynamics

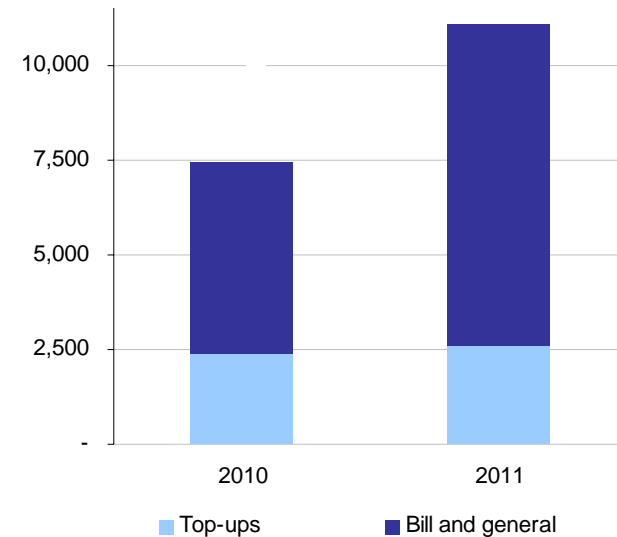
- Business now profitable
- Strong growth in bill payment volume
- Small growth in mobile top-up volume as we extend our retail network
- Launched first retail service (money transfer via Western Union) since period end
- Continuing strong control of costs

### Growth strategy

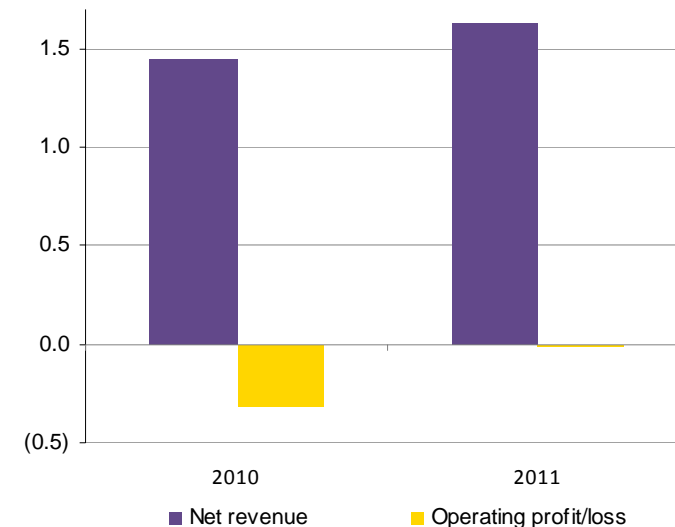
- Continued expansion of retail network
- Improve efficiency of network
- Increase in market share for bill payments with contracted clients
- Sign up new clients (commercial and government)
- Roll out Western Union money transfer service, followed by other retail services

## 6 months ended September 2011

Transaction volume (000)



Net revenue and profitability £m



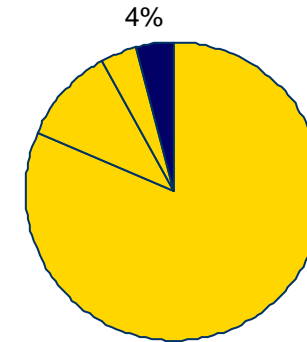


# PayByPhone

- Leader in mobile phone payments for parking in the UK, France and North America
- Mobile payment capability is central to PayPoint's payment hub strategy
- Drives increased revenue at lower cost for parking operators
  - Westminster estimated >45% rise in revenue and a 20% cut in costs
- More convenient for consumers on the move and replaces coins
- Fast growing
  - Registered users grown by 14% to 3.4m
- We continue to spend in this high growth area in order to create substantial additional value

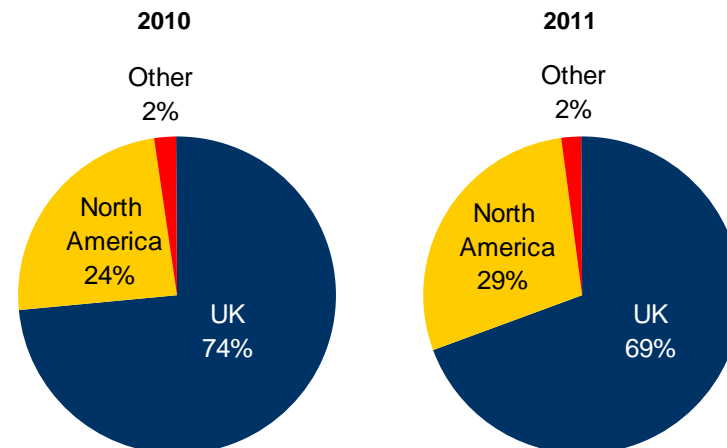
## 6 months ended September 2011

Group net revenue



|                                   | 2010 | 2011 |
|-----------------------------------|------|------|
| Transactions (m)                  | 6.6  | 8.1  |
| Average spend per transaction (£) | 4.0  | 4.0  |
| Transaction value (£m)            | 26   | 32   |
| Net revenue (£m)                  | 1.5  | 1.8  |

Net revenue by geography





# PayByPhone

## Current dynamics

- Increase in development
  - Apps launched on iPhone, BlackBerry and Android
  - Electric car rental and charging pilot
  - Bridge toll payment win in Vancouver
  - NFC\* deployment in San Francisco
  - Improved registration for consumers
  - Launch of cash payment in the UK
- Winning significant contracts
  - 33 new client wins over the period, includes:
    - Lambeth, Hackney, City of London, Aberdeen, Central Manchester
    - Ottawa, Coral Gables,
- Good activity pipeline with tenders for over 10 large cities
- Strong transaction growth from existing contracts
- Continued growth in users

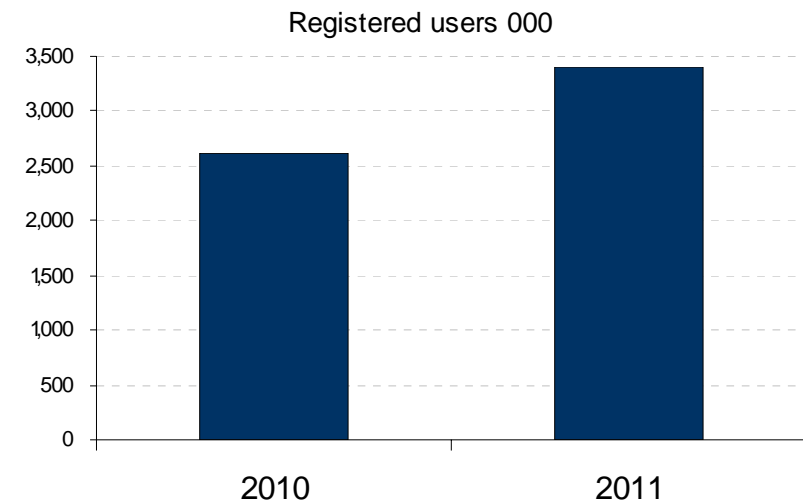
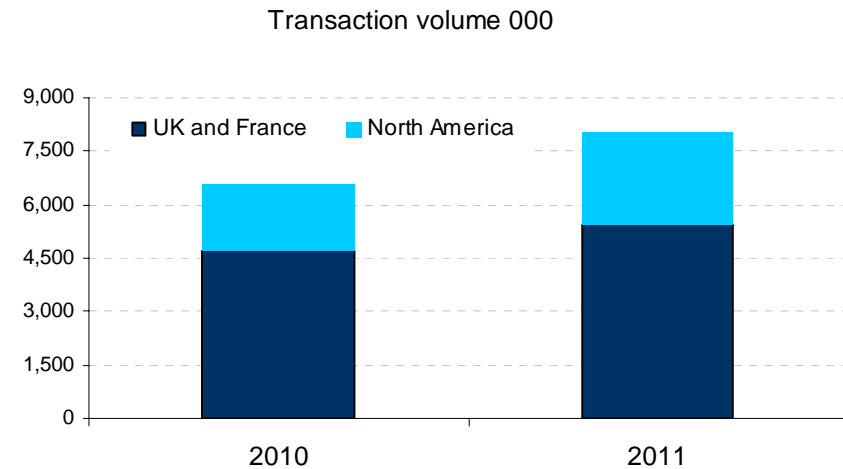
## Growth strategy

- Focus on UK, France and North America for parking payments
- Continue to develop consumer experience, particularly around smart phone apps and NFC\*
- Drive higher rate of adoption in existing clients – meter removal
- Develop non-parking mobile payments offering
- Identify new international markets

**Expect to turn to profit in year ending March 2013**

*\*Near Field Communication*

## 6 months ended September 2011





## Collect+

- Ground breaking solution for home shopping parcel fulfilment for consumers
- Joint venture with Yodel to service fast growing e-commerce / mail order (B2C) opportunities
- Collect+ provides B2C and C2C parcel services through PayPoint retailers
  - Now 4,500 sites in the UK and growing
  - 100 online/mail order brands now live
  - Volumes up 500%, revenue up over 500% to £2.7m
- Clear benefits to consumer
  - More convenient proposition
  - 40% of transactions take place outside of normal working hours
- More efficient and economical service for on-line retailers

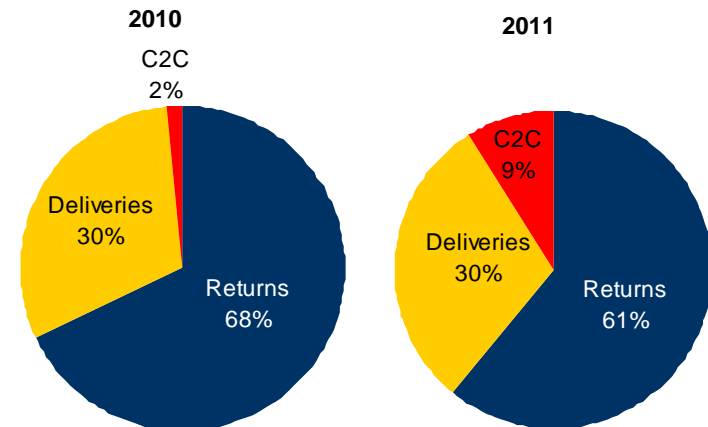
### Corporate customers include



## 6 months ended September 2011

| Collect+ at 100%          | 2010 | 2011 |
|---------------------------|------|------|
| Transactions (m)          | 0.3  | 1.4  |
| Collect+ net revenue (£m) | 0.4  | 2.3  |

### Net revenue by service



Collect+ revenue and net revenue is included in developing business streams revenue and net revenue, but as Collect+ is reported in the Consolidated Income Statement on a profit after tax only basis, revenue and net revenue needs to be eliminated to reconcile to reported revenue and net revenue



# Collect+

## Current Dynamics

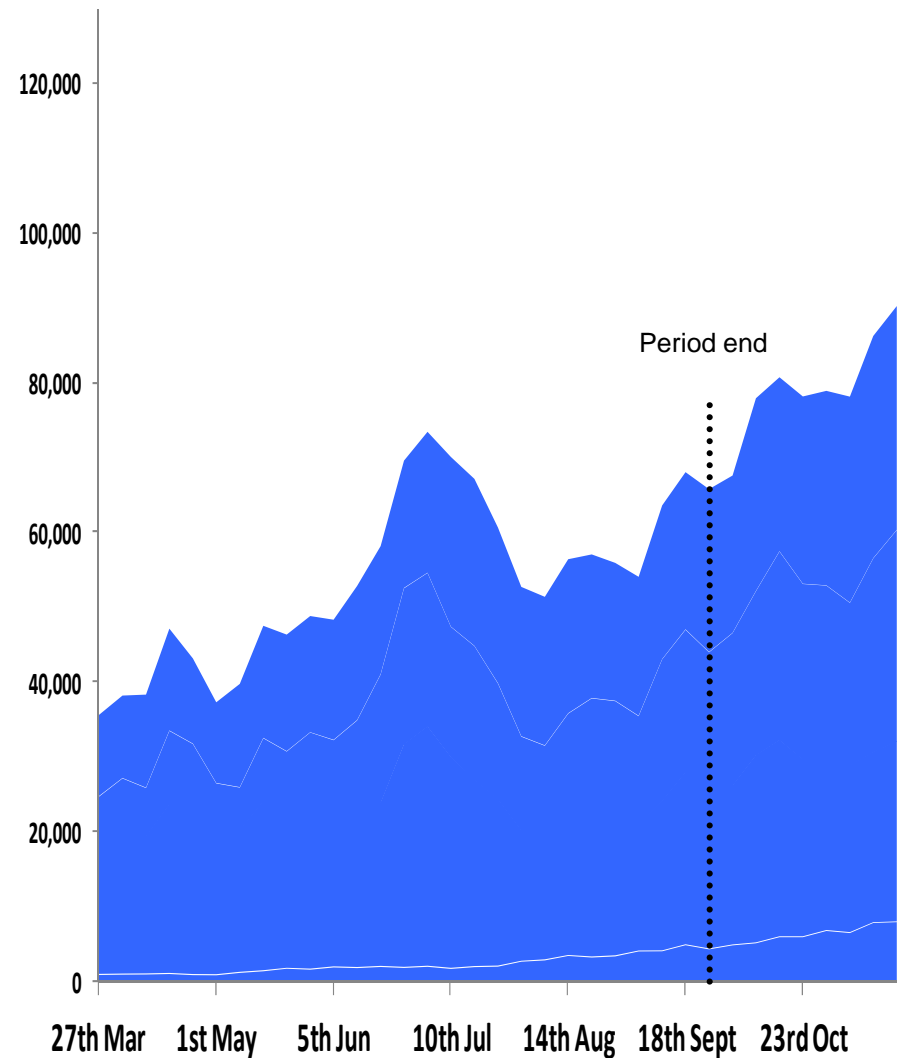
- Returns now an established offer for online retailers; used by majority of fashion retailers
- Deliveries now proven and are key to growth for 2012, as a 'Click & Collect+' proposition for retailers
- 44 new merchants signed up in the period, including JD Sports, Monsoon, Accessorize, Asda Direct, Argos Outlet, Aurora (Karen Millen and Oasis), Wiggle, MandM Direct (for deliveries)
- Consumer proposition showing encouraging growth and repeat purchase
  - Integrated into eBay marketplace
  - Linked with resellers such as Parcel2Go
- Won two prestigious industry awards

## Growth Strategy

- Continue intensive marketing to new clients
- Extend delivery into existing returns clients
- Promote consumer proposition
- Continue to extend retail network to support volume growth and consumer demand



Parcels/week



Expecting parcel service to turn profit in year ending March 2013

2011



## Outlook

- **Trading in line with expectations**
- **Established business**
  - Better yield in UK retail from retail services, energy prepayment and cash out
  - Growing internet payments through new and existing merchants and new transaction management and reporting product to be delivered in H2
- **Developing business**
  - Romania growing market share and money transfer
  - PayByPhone implementing business wins and further new business to win
  - Collect+ more returns clients, adding deliveries to returns and expanding the C2C business
  - We expect PayByPhone and the Collect+ parcel service to turn to profit next financial year



## Summary

- **Results demonstrate a robust business model**
- **All businesses progressing well**
- **Achieving growth in both the established and the developing businesses**
- **Strong financial position with good cash conversion**
- **Increased dividend**
- **Confidence in driving future growth**





## Appendices

1. Financial review
2. PayPoint management team
3. Materials to support the consumer transaction



## Appendix 1

# Financial review



Appendix 1

## Established & developing business streams

| 6 months ended September      | Established business | Developing business | Total     | Adjust Collect+ | As reported |
|-------------------------------|----------------------|---------------------|-----------|-----------------|-------------|
| <b>Transactions (000)</b>     |                      |                     |           |                 |             |
| 2011                          | 272,880              | 19,125              | 292,005   | -               | 292,005     |
| 2010                          | 253,451              | 13,973              | 267,424   | -               | 267,424     |
| <b>Transaction value £000</b> |                      |                     |           |                 |             |
| 2011                          | 5,394,898            | 193,416             | 5,588,314 | -               | 5,588,314   |
| 2010                          | 4,723,019            | 108,381             | 4,831,400 | -               | 4,831,400   |
| <b>Revenue £000</b>           |                      |                     |           |                 |             |
| 2011                          | 81,365               | 15,939              | 97,304    | (1,381)         | 95,923      |
| 2010                          | 80,337               | 12,835              | 93,172    | (274)           | 92,898      |
| <b>Net revenue £000</b>       |                      |                     |           |                 |             |
| 2011                          | 38,544               | 4,521               | 43,065    | (1,135)         | 41,930      |
| 2010                          | 35,977               | 2,973               | 38,950    | (222)           | 38,728      |



# Appendix 1 Revenue and net revenue bridge

| 6 months ended September   | Revenue<br>£000 | Net revenue<br>£000 |
|----------------------------|-----------------|---------------------|
| <b>2010 (inc Collect+)</b> | 93,172          | <b>38,950</b>       |
| Bill and general           | 2,603           | <b>1,287</b>        |
| Top-ups                    | (3,111)         | <b>(792)</b>        |
| Retail services            | 2,256           | <b>1,534</b>        |
| Internet                   | 182             | <b>182</b>          |
| PayByPhone                 | 377             | <b>273</b>          |
| Collect+                   | 1,107           | <b>913</b>          |
| Other                      | 718             | <b>718</b>          |
| <b>2011 (inc Collect+)</b> | 97,304          | <b>43,065</b>       |

### Increase in bill and general

Increase in transactions in UK prepaid energy/ local authority housing  
Increase in bill payment transaction volume in Romania

### Decrease in top-ups

Continuing decline driven by operators' preference for monthly postpay contracts and more value for money to consumers

£000

UK mobile (691)  
Romania and Ireland mobile (238)  
Other (e-money) 137

### Increase in retail services

£000

SIMs 389  
Parcels 386  
ATMs 368  
Dr/Cr 316  
Other 75

Advertising on till receipts attracts no retail agent commission

### Increase in internet

Growth from existing merchants, signup of new merchants

### Increase in PayByPhone

UK / Europe accounts for £129k

### Increase in Collect+

Predominantly signup of new clients coupled with organic growth from existing clients

### Decrease in top-ups

£000

UK mobile (3,876)  
Romania and Ireland mobile 891  
Other (e-money) (126)



## Appendix 1 Revenue to net revenue

| 6 months ended September     | 2011<br>£000  | 2010<br>£000  | Favourable/<br>(adverse) |
|------------------------------|---------------|---------------|--------------------------|
| <b>Revenue</b>               | <b>95,923</b> | <b>92,898</b> | <b>3.3%</b>              |
| Agent commission             | (33,120)      | (34,579)      |                          |
| Mobile top-ups and SIM cards | (20,076)      | (18,896)      |                          |
| Other                        | (797)         | (695)         |                          |
| <b>Net revenue</b>           | <b>41,930</b> | <b>38,728</b> | <b>8.3%</b>              |

| Agent commission | £000          |
|------------------|---------------|
| 2010             | <b>34,579</b> |
| Bill and general | 1,319         |
| Top-ups          | (3,432)       |
| Retail services  | 654           |
| 2011             | <b>33,120</b> |

| Mobile top-ups and SIMs | £000          |
|-------------------------|---------------|
| 2010                    | <b>18,896</b> |
| Romania and Ireland     | 1,116         |
| SIM cards               | 64            |
| 2011                    | <b>20,076</b> |

| Other costs   | £000       |
|---|------------|
| 2010  | <b>695</b> |
| PayByPhone call centre and merchant service charges | 102        |
| 2011  | <b>797</b> |



## Appendix 1 Costs

| 6 months ended September   | 2011<br>£000  | 2010<br>£000  | Favourable /<br>(adverse) |
|----------------------------|---------------|---------------|---------------------------|
| Net revenue                | 41,930        | 38,728        | 8.3%                      |
| Depreciation/ amortisation | (1,652)       | (1,912)       | 13.4%                     |
| Other cost of sales        | (4,268)       | (3,997)       | (6.6%)                    |
| Operating costs            | (19,316)      | (17,510)      | (10.3%)                   |
| <b>Operating profit</b>    | <b>16,694</b> | <b>15,309</b> | <b>9.0%</b>               |

UK terminal estate and ATMs becoming fully depreciated

Increased due to more Comms and till roll costs with extra transactions processed in the UK, higher maintenance charges on terminal and ATM estate as the estate gets older, field force in the UK increased

Increased due to some initial costs for SPS, Collect+ signage and continuing investment in PBP



## Appendix 1 Profit

| 6 months ended September | 2011<br>£000  | 2010<br>£000  | Favourable/<br>(adverse) |
|--------------------------|---------------|---------------|--------------------------|
| <b>Operating profit</b>  | <b>16,694</b> | <b>15,309</b> | <b>9.0%</b>              |
| Share of loss on JV      | (935)         | (726)         | (32.6)%                  |
| Interest                 | 64            | (26)          |                          |
| <b>Profit before tax</b> | <b>15,823</b> | <b>14,557</b> | <b>8.5%</b>              |
| Tax                      | (4,510)       | (4,496)       |                          |
| <b>Profit after tax</b>  | <b>11,313</b> | <b>10,061</b> | <b>8.6%</b>              |

Equivalent tax rate reduced from 30.9% to 28.5% mainly as a consequence of UK tax rate reduction



## Appendix 1 Cash flow

| 6 months ended September                    | 2011<br>£000   | 2010<br>£000  |
|---|----------------|---------------|
| <b>Profit before tax</b>                    | <b>15,823</b>  | <b>14,557</b> |
| Add back non cash items                     | 3,063          | 3,257         |
| Changes in working capital                  | (5,483)        | (2,448)       |
| Capital expenditure                         | (1,670)        | (1,051)       |
| Net Investment income                       | 53             | (6)           |
| Bank loan                                   | -              | 4,000         |
| Tax paid                                    | (5,289)        | (5,886)       |
| Acquisition and investment in joint venture | (800)          | (400)         |
| Dividends paid                              | (10,565)       | (9,765)       |
| Other payments                              | (85)           | (99)          |
| <b>Total increase / (decrease) in cash</b>  | <b>(4,953)</b> | <b>2,159</b>  |
| Cash at March                               | 26,464         | 20,769        |
| <b>Cash at September</b>                    | <b>21,511</b>  | <b>22,928</b> |

### Non cash items £000

|                       |       |
|-----------------------|-------|
| Depreciation          | 1,494 |
| Loss on joint venture | 935   |
| Share based payments  | 540   |
| Amortisation          | 158   |
| Other                 | (64)  |

### Capital expenditure £000

|                   |     |
|-------------------|-----|
| Terminals / P-Pos | 400 |
| ATM's             | 335 |
| Hardware          | 477 |
| Software          | 250 |
| Other             | 208 |

Loan repaid in full during the second half of last year

Lower due to the 2% decrease in UK rates

Effective rate 28.5% (2011, 30.9%)





## Appendix 2

# PayPoint management team



## Appendix 2

# Management team

- **David Newlands** (Non Executive Chairman) formerly Finance Director of GEC, Deputy Chairman of Standard Life, Chairman of Tomkins and currently Chairman of KESA
- **Dominic Taylor** (Chief Executive) formerly Vodafone, Granada
- **George Earle** (Finance Director) formerly Centrica, GEC, Saatchi & Saatchi, Touche Ross (now Deloitte)
- **Tim Watkin-Rees** (Business Development Director) formerly Lloyds Bank, KPMG, Atos
- **Experienced non-executives** – Andrew Robb (Chair – Remuneration, Senior Independent Director), David Morrison, Nick Wiles, Eric Anstee (Chair - Audit) and Steve Rowley



## Appendix 3

# Materials to support the consumer transaction



# Appendix 3 UK Retail: Client payment media





Appendix 3

# UK Retail: Retailer external signage





## Appendix 3 UK Retail: PPOS merchandising





Appendix 3  
**UK Retail: PPOS virtual terminal**





Appendix 3  
**UK Retail: Terminals and ATMs**







# Appendix 3 UK Retail: Terminal / PPOS receipts



Transport Ticketing

Sample SPAR Tag



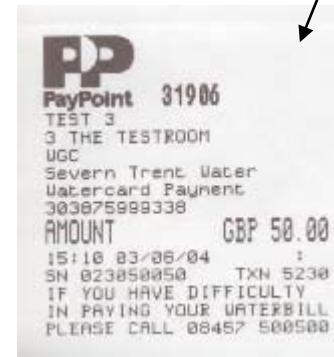
E-TopUp



E Voucher



Utility Payment





### Appendix 3

## PayByPhone: Parking payment: IVR, SMS, mobile web



smartphone

**paybyphone.co.uk**

text RED and your number plate to  
**65565**  
to begin registration

call  
**0161 714 0140**

- No more hunting for machines
- No more pocketfuls of change
- No need to display a ticket in your car
- Optional text reminders before parking expires
- Pay and extend your parking by phone

The first time you call you will need a valid credit or debit card and your vehicle registration number.

Service charges apply and depend on the level of parking fee. Optional texts are charged at 30p per text.

For details including terms and conditions visit [paybyphone.co.uk](http://paybyphone.co.uk)





Location

**7860**





The fast, easy and convenient way to pay for parking

smartphone

**paybyphone.co.uk**

text RED and your number plate to  
**65565**  
to begin registration

call  
**0207 005 0055**

cash, pay in cash at PayPoint, call  
**0330 400 2274**  
to find your nearest PayPoint outlet

- No need to display a ticket in your car
- Optional text reminders before parking expires\*
- Pay and extend your parking by phone\*

When paying by phone you will need a valid credit or debit card and your vehicle registration number.

When paying with cash at PayPoint you will need the location number and your vehicle registration number.

Service charges apply and depend on the level of parking fee. Optional texts are charged at 30p per text.

For details including terms and conditions visit [paybyphone.co.uk](http://paybyphone.co.uk)

\*This service is available when using a smartphone






See signage in parking bay  
for location number





### Appendix 3

## www.collectplus.co.uk – Parcel delivery

The screenshot shows the Collect+ website interface in a Windows Internet Explorer browser. The page title is "Parcel details :: Send a parcel :: Collect+". The URL in the address bar is "https://www.collectplus.co.uk/parcels/new?to\_postcode=W5+1AB".

The main content area is titled "Enter parcel details" and contains a form with the following fields:

- Recipient's name: [text input]
- House No. or Company: [text input]
- Address line 1: [text input] Clarendon Road
- Town/City: [text input] London
- County: [text input]
- Postcode: [text input] W5 1AB
- Standard Parcel (up to 5kg) £4.99
- Upgrade from £50 to £100 cover for £1
- Your email address: [text input]

Navigation links include "find your shop", "return a parcel", "send a parcel", and "track". There are also links for "create account" and "sign in".

The right side of the page features a map of the W5 1AB area with several "here" callouts. A prominent callout for "W5 1AB" indicates "delivered to the door from £3.99". A legend at the bottom of the map explains the callouts:

- Delivered to the door from £3.99
- Delivered to a local shop for the recipient to collect, just £3.49. We'll tell them when it arrives, ready for them to collect for up to 10 days.



### Appendix 3

## www.collectplus.co.uk – Parcel returns

The screenshot shows the 'Return a parcel' page on the Collect+ website. The page features a navigation bar with 'find your shop', 'return a parcel', 'send a parcel', and 'track' options. Below this, a three-step process is outlined: 1. Attach a Collect+ label (with sub-points: 'You can easily print one online' and 'Choose your retailer to begin'), 2. Drop off your parcel at a shop (with sub-points: 'Over 3,500 shops open late, 7 days a week' and 'No more lost Saturdays or lunchtime queues'), and 3. Retain (with sub-points: 'You'll receive proof of postage' and 'Online tracking on all parcels').

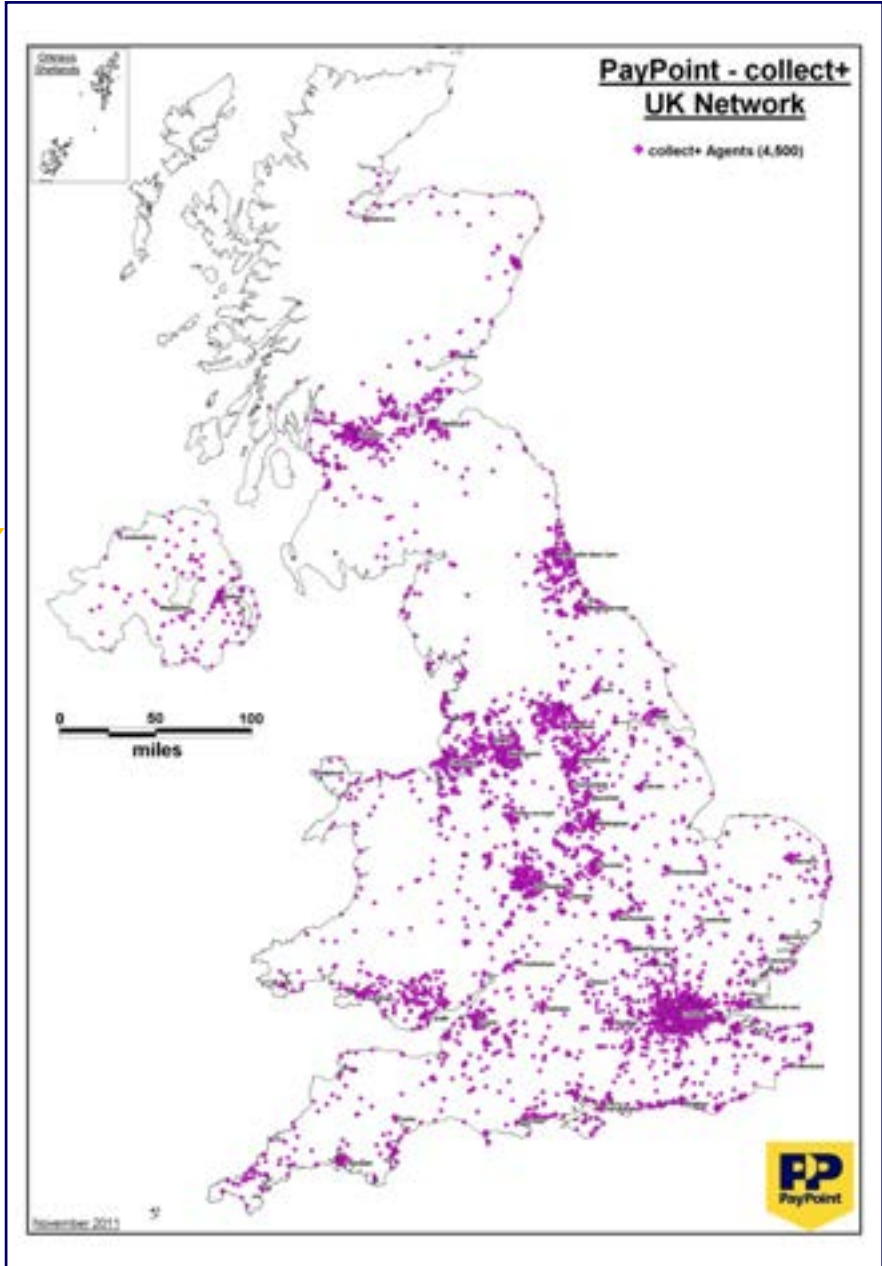
A section titled 'Choose your retailer from the list below or try typing their name:' contains two columns of retailer options. The first column lists retailers with 'Book a return' links: Littlewoods, very, MinDirect!, M&S, ASOS, and Boden. The second column is a scrollable list of retailers including: Additions, Andrew James, ARX-H, Arsgiano, ASOS, B&NK, Barcelona, Bargain Crazy, Boden, Canterbury, Celtic Superstore, Chelsea Megastore, Choice, and PINKA.

At the bottom of the page, there are social media icons, a footer with 'Terms & conditions' and 'Privacy policy' links, and copyright information: '© 2013 Shop and Collect Ltd. Trading as Collect+ Registered Number: 3855220 | VAT Number: 34532491 Registered Address: Stone Way, 2nd Industrial Estate, 2nd, Northampton, NN4 7SL.' A 'powered by' logo is also present.



Appendix 3  
**Collect+: UK Network**

**4,500 locations live**





# Appendix 3 PayCash – merchant’s website

The screenshot shows the Moonpig.com website interface. At the top, there is a navigation bar with the Moonpig logo, a user greeting "Hello Steve | My Account | Help | Logout", and a shopping cart icon showing "1 item £3.49". Below the navigation bar are tabs for "Cards", "Flowers", "Gifts", and "Wines & Spirits". A progress bar indicates the current step: "Select" (highlighted), "Personalise", "Delivery", "Review your order", and "Checkout".

The main content area is titled "Payment Options" and features three primary options:

- Pay by card:** Includes an illustration of credit cards and a "Select" button. Below this, it states "We accept these cards" and shows logos for VISA, Mastercard, American Express, and Discover. It also notes "We do not accept these cards" with a logo for UnionPay.
- Add Prepay and Checkout:** Features the "prepay club" logo and a "Select" button. The text describes a benefit: "Save money and make ordering simple. Add £20 or more to your account and we'll add an extra 25% free."
- Pay with PayCash:** Includes an illustration of cash and a "PayPoint" logo, and a "Select" button. The text states: "If you don't want to use a credit / debit card, pay for your order with cash at a PayPoint outlet."

A "Back" button is located below the payment options. At the bottom of the page, there are three columns of links: "Customer Services" (Frequently Asked Questions, Contact Us, Delivery Information), "Explore" (TV Advert, Feedback, Newsletter), and "About Moonpig.com" (The Company, Terms of Use, Job Opportunities). The footer contains the copyright notice "© Moonpig 2011".



## Appendix 3 PayCash – consumer voucher

### Your order invoice

Thank you for your order. Please print off this invoice and take it to a PayPoint retailer. In the event of you not being able to print this off then make a note of the 19 digit number below the barcode now. When making payment, you must pay the full amount shown in order for your order to be dispatched.

Amount payable: **£41.15**

Order Number: **ZynC7B1WBoeB9dEtf07IRKQKnHp10Jsl**



**Pay cash at PayPoint**



9826 1645 0165 7915 599

**£41.15**

**£41.15**

Expires on: 26/11/2008

You can pay at any PayPoint outlet by taking your printed invoice and presenting it to the cashier. You can find your nearest payment outlet at

<http://www.paypoint.co.uk/locator.htm>

Your goods will be dispatched by the merchant once payment has been cleared. If you require any further assistance regarding this order, please contact the merchant.



#### Cashier instructions:

Take the customer's cash and scan the barcode on this invoice. (If the barcode will not scan, type in the 19 digit code beneath the barcode and select 2=Barcode on the touch screen.)

Type in the invoice amount and press Enter.

Select Confirm and hand the customer back their invoice and the PayPoint receipt.