PayWell™

COMPANY PROFILE OF

CLOUDWELL DIGITAL SERVICES LIMITED

ABOUT US

JANUARY 2022

INTRODUCTION:

CloudWell Digital Services Limited Subsidiary of CloudWell Limited is a fintech company engaged in aggregation and distribution of digital services since 2021 under its service brand name “PayWell”. PayWell has integrated mobile recharge of all operators and other digital services.

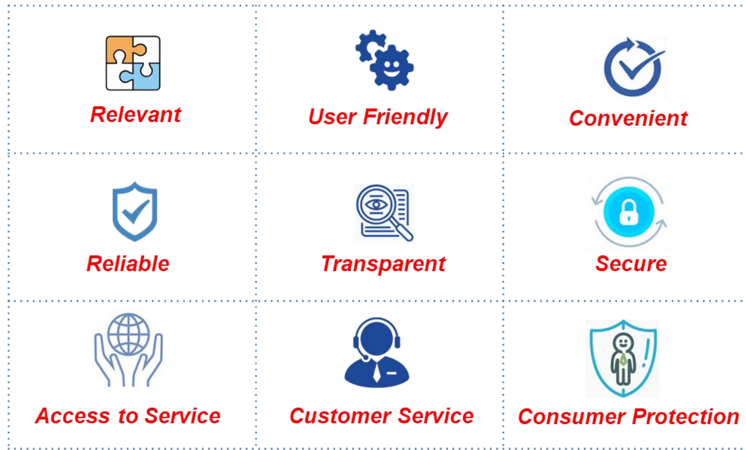
It has established an organized retail network and ensured presence in 64 districts of Bangladesh with 10,000+ registered active customers. Over the last 6 years, it has developed a very comprehensive understanding of payments ecosystem, identified key pain points and devised its product strategy accordingly. CloudWell has successfully partnered with service providers and its diversified clients including banks, local & international resellers, corporates, SMEs, and micro-merchants to create a benchmark in digital service delivery. Bangladesh Bank has recently issued a NOC for PSP license and the company is planning to launch e-wallet services for both consumer and business segment with an intensified focus in B2B payments. CloudWell is in the process of raising series B investment to launch its e-wallet business.

The company is funded by local and international investors where major equity investment is done by Aavishkaar Frontier Fund – a venture capital firm with fund invested by development financial institutions including IFC (World Bank Group), DEG & KfW (Germany), DGGF & FMO (Netherlands). The company is run by a young, energetic and talented team under the leadership of renowned professionals having 15+ years of experience in payments, FMCG, telecom, IT and e-commerce business in home and abroad.

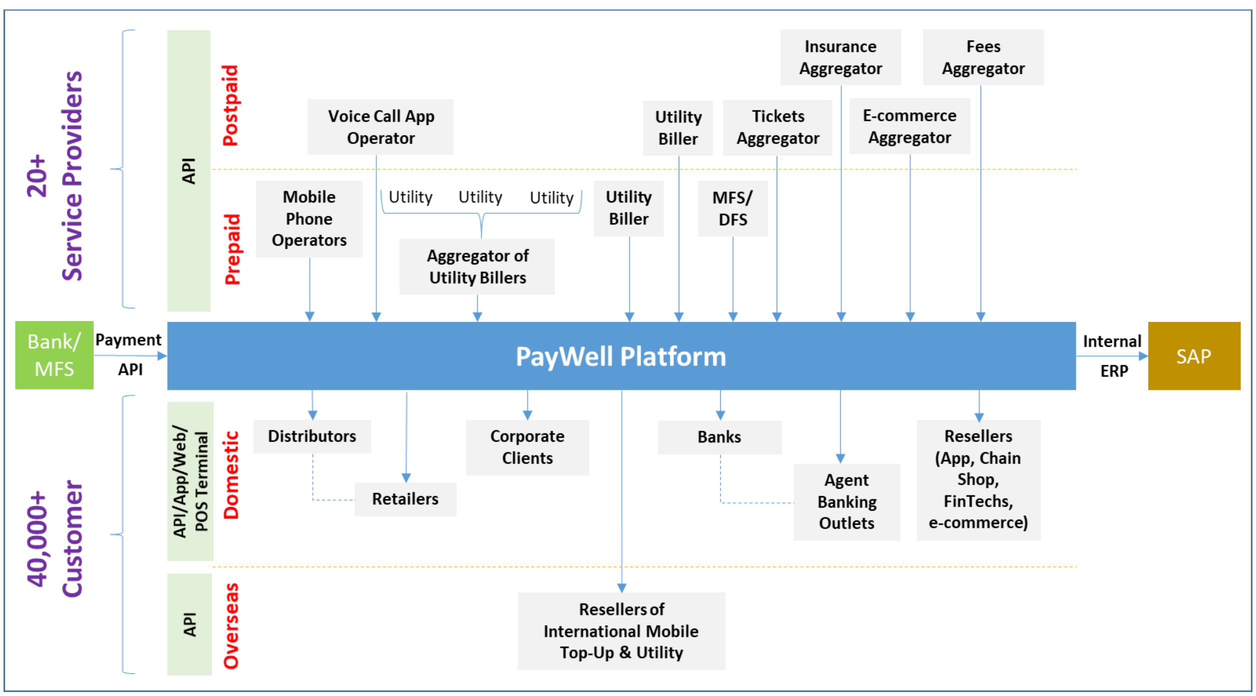
PAYWELL – A VERSATILE PLATFORM TO CATER DIVERSIFIED NEEDS

PayWell platform is built with an aim to simplify payment needs through connecting service providers, channel partners and payment facilitators like banks and other financial services providers. To make it easier and convenient for all relevant stakeholders, it follows a partner centric approach through addressing pain points in existing ecosystem, connecting dots and bringing them under single umbrella. It not only focuses on tech-driven solution but also take service delivery process as a key consideration to make sure that end users can easily access to desired service through structured distribution process or channel partners.

While any service is integrated in PayWell platform, it is made sure that all features are relevant, user friendly and convenient for all stakeholders. Keeping the platform reliable, transparent and secure for all users are among the utmost priorities in product development. To lead a consumer centric approach, PayWell platform always keeps end users as a core during product design ensuring convenient access to service through digital or physical channel, customer service and consumer protection.



PayWell platform deals with a complex environment where it has integrated diversified service providers, payment services provided by banks/MFS and connected thousands of customers in home and abroad from multiple business segments as service delivery channel partners. All transactions in PayWell platform is integrated with its internal ERP – SAP S4 HANA for financial reporting. Following diagram depicts a simple representation of how PayWell platform is handling diversified service providers and customers.



As the diagram shows, PayWell has integrated both individual service providers and aggregators through API where some payment settlements are done either by prepaid or postpaid basis. On the customer side, the spectrum is very wide from large corporates/resellers/banks to small micro merchants who uses multiple interfaces for access including API, App, Web and Linux POS terminal. Overseas resellers are also connected through API who sells available services globally.

PayWell has established an organized merchant network with 40,000+ retails outlets following a standard distribution architecture where appointed distributors mange mapped agents in a defined territory. Distributors purchase prepaid balance and then allocates among merchants again on a prepaid basis. Alternatively, merchants can get direct allocation through transferring fund from bank or MFS accounts.

CloudWell Digital Services Limited acts as a channel partner to all service providers. Commission is earned from each transaction as percentage of the transaction amount. CloudWell gets gross commission as it purchases inventory or settles postpaid payments at a discounted rate and share commission with distributors and merchants upon successful completion of each transaction.

20+ digital services from different industries are currently integrated in PayWell platform. Category-wise service list is given below.

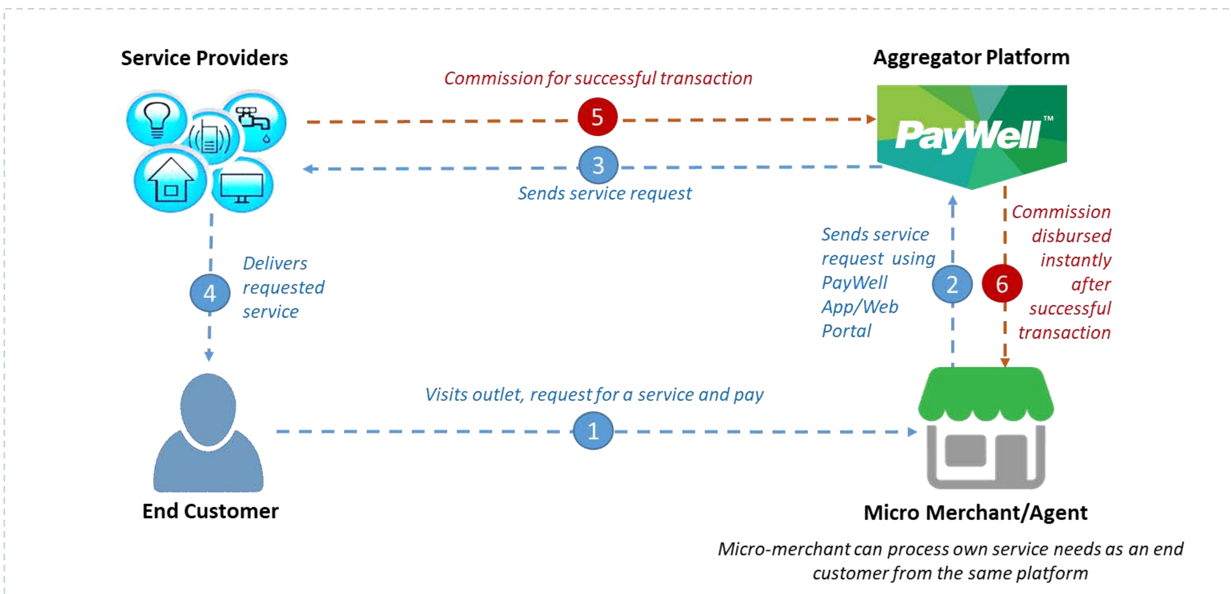
Some other relevant key features of PayWell platform are listed below:

- **Developed In-house:** Full back office platform and applications used by users are developed, hosted and managed in-house. This brings multifold benefits and ensure full grip over its own platform. No dependency on external developer fast tracks speed to market when there is any need for addition/alternation.

- **Scalability:** PayWell platform is built in way so that it can be scaled up as and when required. Capacity enhancement is not a constraint. As transaction number/services increases, there is flexibility to increase relevant system and team capacity.
- **Customization:** PayWell system architecture is designed in a way so that it can cater to diversified needs of service providers and clients. Customization can be easily done according to the needs in quickest possible time at a lower cost.
- **Faster Integration:** As development is managed in-house, integration can be done in fastest possible time. Dedicated team is deployed for new integration and service deployment.
- **Easy Interface for Users:** One of the key strengths is the capability to develop right-fit interface for target users. PayWell platform supports multi-language (Bangla & English). User applications are developed analyzing user profile and preferences.

BUSINESS MODEL

A unique aggregator platform for small businesses to start selling digital services and earn additional revenues. The business model is shown in the diagram below. End customers visits micro-merchants/agents registered with PayWell and ask for service giving cash. Micro-merchants use PayWell application and send the requests to PayWell server which are forwarded to relevant service providers. Service providers fulfill the service to end consumers. PayWell earns commission for each successful transaction from service providers and shares a significant portion with micro-merchants.



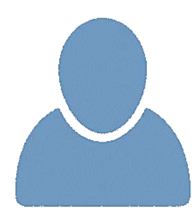
CREATING VALUES FOR STAKEHOLDERS

PayWell platform brings win-win-win for all relevant stakeholders in the process. PayWell service platform provides some unique benefits to its stakeholders – product owners, clients/merchants & end-customers. Key benefits are listed below:

- **Value to Service Providers:**
    - Leverage on PayWell distribution channel to reach alternate channel & unreached retailers
    - Single platform/point-of-contact to reach large number of retailers/customers
    - Reduces effort to manage diversified trade groups
    - Cost-effective distribution solution as efficiency is driven through aggregated distribution

- **Value to Merchants:**
    - The most convenient versatile solution: single fund, single device, multiple product & services and MFS payment acceptance facility
    - Reduced cost of fund as no blockage of investment in higher denomination & with multiple product owners
    - Self-service balance refill options through bank deposit parallel to balance purchase from Service Delivery Agents.
    - No need to handle multiple devices – one mobile/POS device/computer can offer all available services
    - Additional revenue & profit with no shelf space requirement
    - Increased footfall; potential for sale of other products
    - Easy reporting, instant complaint resolution & call center support make life easy

- **Value to End-Customers:**
    - Single touch point for all digital services e.g. recharge, utility payments, fees payments, and e-shopping
    - Payment can be made through MFS wallet.
    - Easy access – available at the friendly neighborhood general store/ Chemists/ mobile servicing shops / stationary shops/cyber cafes/book shops etc.
    - Assisted services from someone whom he/she knows and can trust
    - Saves time & effort to pay bills/fees as critical service is available even in holidays/ non-banking hours



SIMPLE & EASY SERVICE DELIVERY PROCESS

Service Delivery Tools:

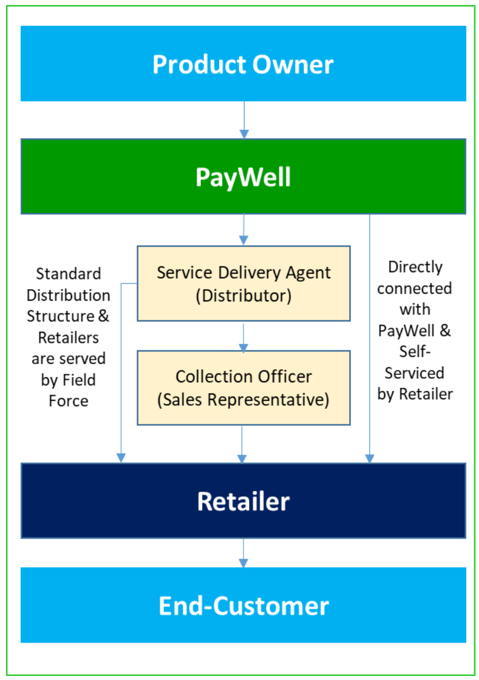
PayWell services can be accessed through Android App, POS Terminal, Desktop & Web Portal. Registered merchants need data connectivity to connect with PayWell server and render services to customers. PayWell provides notification after each transaction & updated transaction history & statements to its clients.

POS Terminal with thermal printer		Android App	Windows/Web App
			

Distribution Process:

PayWell follows standard distribution architecture where its distributors and retail outlets plays vital role as channel partners.

- CloudWell appoints distributors called as Service Delivery Agents (SDA) to manage merchants in a defined territory. SDAs earn a commission upon every transaction happened through their merchants.
- There are two group of field force working in the market – one group works for merchant acquisition/registration and the other group works to serve registered merchant on a scheduled frequency.
- PayWell has introduced auto registration feature where any interested merchant can download app from google playstore & register on his own filling up KYC information & uploading necessary documents.
- Merchants can refill wallet balance in 3 ways – purchase from SDA's field force, deposit to CloudWell bank account or make payment through mobile financial service e.g. NAGAD.



- PayWell purchases inventory from product owner
- Retailers purchases single balance from PayWell
- Customer pays cash to retailer and retailer sells the service
- PayWell deducts balance from retailer wallet and product owner deducts balance from inventory
- PayWell adds commission to retailer wallet for service sales

INVESTMENT HISTORY AND INVESTOR PROFILE

CloudWell is a private limited company registered in Bangladesh where equity investment is made by two foreign institutional investors i.e Aavishkaar Venture Management Services Limited and Intelligent Image Management Limited along with local seed investors and promoters. The company has so far raised approximately USD 4 mln in the form of equity investment since its inception.

Promoters (2012-13) → **Angels (2014-15)** → **Series A (2016-17)**

Founder

Anisul Islam
IT Professional

Seed Investors

Apurba Das **Lovely Das**

Local entrepreneurs running successful business ventures in Tobacco, Chemical & Poultry sectors .

IIMI

Intelligent Image Management Inc. – a pioneer in offsite data entry processing having its operations in USA, Singapore, India & Bangladesh.

Represented by its Co-owners:

Upal Rahman **Shuvo Rahman**

Aavishkaar Frontier Fund

Aavishkaar

Aavishkaar is a venture capital firm specializing in early stage and expansion capital. This is the first ever investment made in Bangladesh.

THE TEAM & LEADERSHIP

The company is run by a young and energetic team led by experienced leadership with background of working in IT, FMCG, Telecom, MFS industries. Currently 85 employees are working in different verticals including Sales & Marketing, Technology, Finance, and HR and Admin.

Key leadership profiles are given below:

Anisul Islam
Managing Director & CEO

With the experiences of working with a few of the largest multi-national organizations and after having established a software startup, Anisul Islam conceived and cofounded “CloudWell” in 2012 in a response to the growing opportunity to cater to the retail payment services and relevant support platforms need in the country. Mr. Islam is also a well-known person in the corporate business sector, a fast tracker with a recent career as the Chief Operating Officer of a software company and prior working with IBM, British American Tobacco and Reckitt Benckiser Plc, he has developed necessary skills and competencies in leading organization. His exposure in coordinating international projects and proven leadership in structuring, staffing and managing independent business unit have been the instrumental factors in setting up his own company. His strong network with the leading organizations in FMCG, Telecommunications, Pharmaceuticals and New Technology sectors is also going to be a driving factor for the company towards achieving success in the internet economy model. Mr. Islam attended numerous leadership and project management training locally and internationally. He is completing his MBA from American International University of Bangladesh. On a personal note, he often takes part in trekking across Himalayas and is an active member of two mountaineering clubs.

Mohammad Kudratullah
Chief Marketing Officer

Mohammad Kudratullah joined in June 2016 as Chief Marketing Officer. He has got over a decade of experience & proven track record of working in leading FMCG & telecommunication companies. He started his career in September 2004 joining British American Tobacco Group and performed multiple roles in home & abroad for about 8.5 years. Then he moved to Airtel Bangladesh Limited and worked for 2 years as Head of Business Development. Prior to joining CloudWell, he assumed the role of Head of Sales in Transcom Consumer Products Ltd. – the first ever foods franchisee of PepsiCo Inc. Mr. Kudrat possesses outstanding academic records as he completed MBA & BBA from North South University with highest academic distinction ‘Summa Cum Laude’ and stood first nationally in HSC 2000 in Business Studies Group. He is a member of North South University SBE Alumni Advisory Board. He has keen interest in travelling & sports.

KEY MILESTONES ACHIEVED

CONTACT DETAILS

- **Address:**

  CloudWell Digital Services Limited
  Skill House, House - Ka-53/2 (7th Floor), Progoti Sarani,
  Shahjadpur Gulshan, Dhaka 1212, Bangladesh.

- **Phone:**

  + 88 01914-445566, + 88 02-9860070, +88 09666-773333

- **Email:**

  contact@cloudwell.co

- **Website:**

  www.paywellonline.com

- **facebook page:**

  www.facebook.com/PayWellOnline

-: END OF DOCUMENT:-