

Buy Now, Pay Later

First BNPL for Italian online B2B



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Confidential

II Buy-Now Pay-Later for B2B channel

1

Current **BNPL solutions for the B2B channel** are not mature yet, considering trends in B2B online commerce and customers continue need for financing, they are an attractive opportunity for companies to offer their customers an innovative payment solution.

2

B2B commerce is rapidly moving online. B2B buyers increasingly prefer digital. 70% of B2B buyers consider buying from a website more convenient. Online commerce for B2B is already 6 times more than B2C eCommerce.



3

Payment options for customers need to evolve.

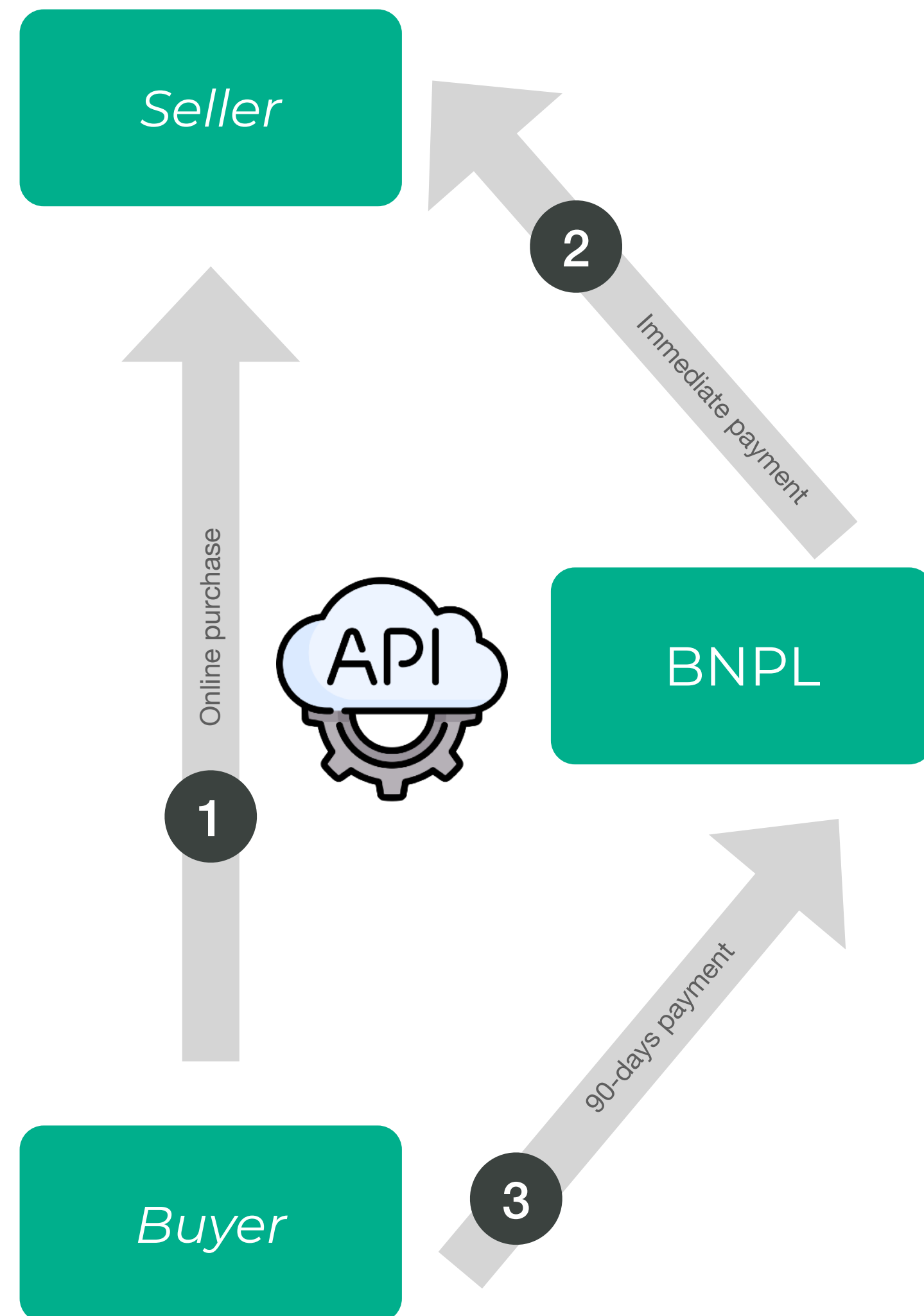
In addition, online customers expect immediacy, full transparency and a simplified path.

4

Offering a BNPL solution option can lead to significant increase in revenue, reduced churn rate.

As in the B2C case, BNPL solutions for B2B **are already proving to dramatically increase Cart size** (+20-40% in some cases), increasing also transaction rates.

What is the BNPL?



MAIN CHARACTERISTICS

The **Buy Now Pay Later (BNPL)** service is already established and it's growing rapidly in B2C. It is an **alternative payment method for e-commerce** websites that allows the seller to:

- **Offer buyers a deferred payment** without any cost neither interest
- **Receive the amount immediately by zeroing the credit risk** (missing-payment), paying a Service Fee
- Enable immediate order fulfillment, simplifying **reconciliation activities**
- **Eliminate the management activities** of a cover policy insurance

Why is BNPL important in B2B?

125 Bilions

B2B sales in Italy via the web are x4 the B2C sales

< 10%

of the sellers offer the possibility of deferred payment

29%

of buyers abandon cart due to lack of innovative payment methods

70%

of B2B buyers consider online buying more convenient

95%

of buyer companies prefer deferred payment

+ 40%

is the increase of sales recorded by BNPL payment providers

ACCELERATION IN DIGITIZATION

Covid-19 contributed to more than doubling digital transactions and customers

BNPL

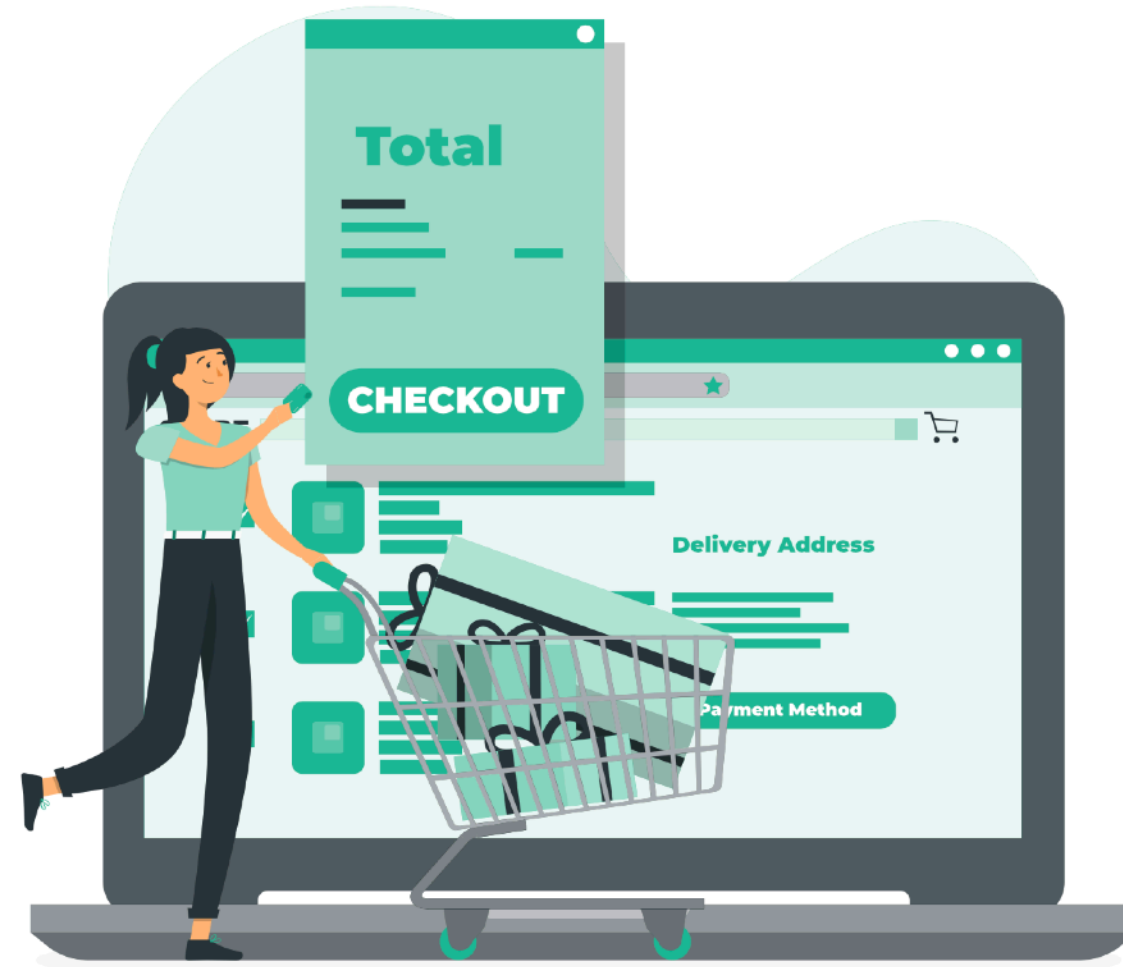
Buy Now, Pay Later

OPEN BANKING

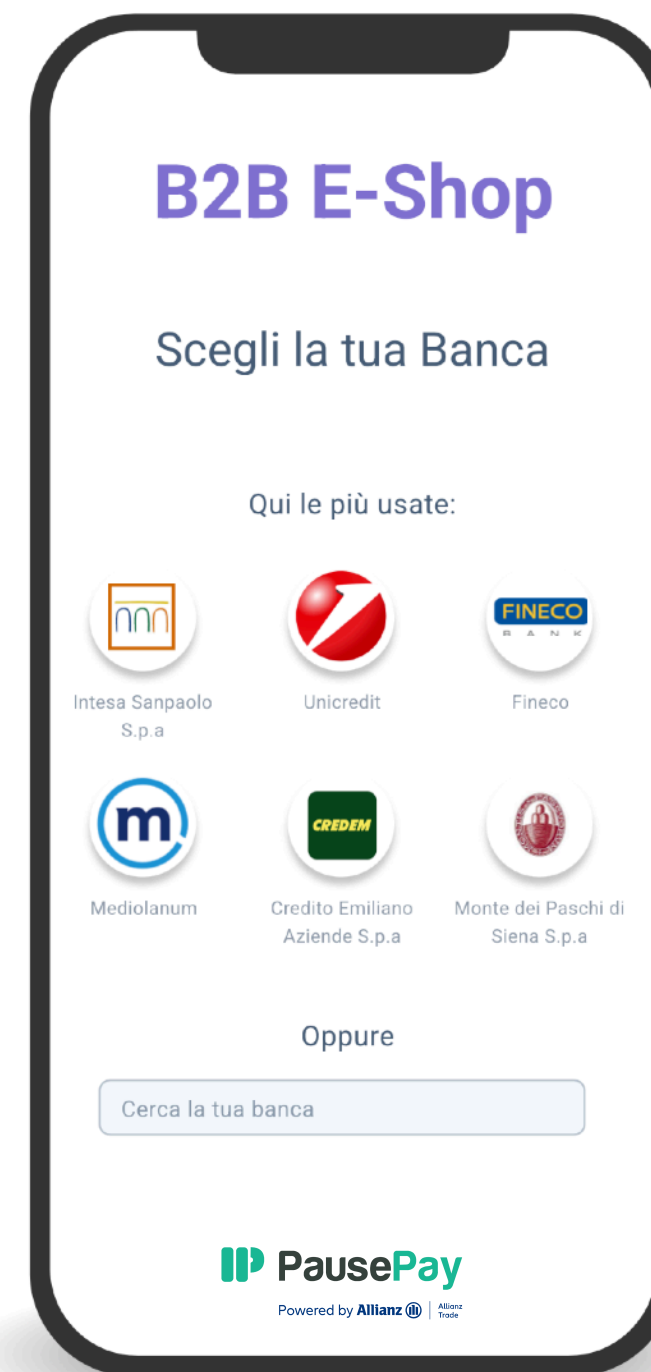
Digital, fast and innovative payment systems with no cost neither interest for customer

PausePay as BNPL Solution

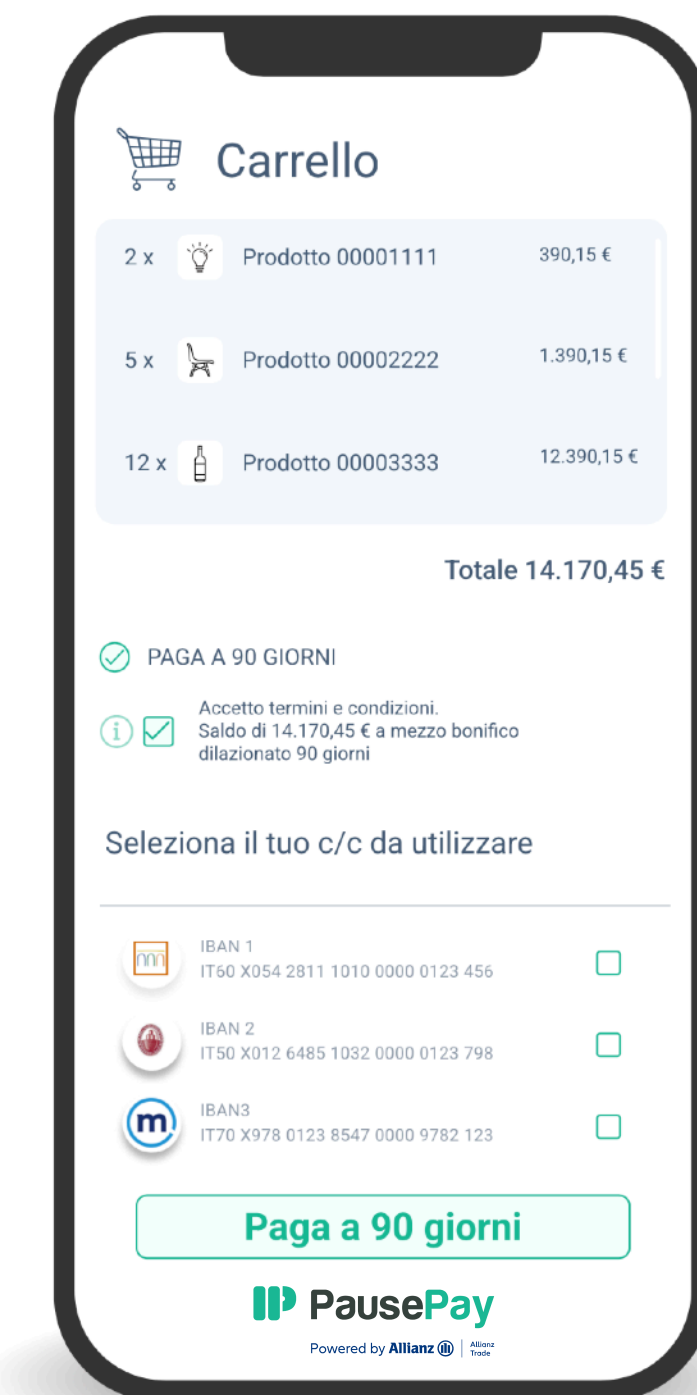
PausePay offers a BNPL solution PSD2 compliant, to pay after 90 days with a single deferred Bank transfer, without credit card, using the **Open Banking**.



1. Buyer adds items to the cart, starts the CheckOut and choose PausePay as method of BNPL payment.



2. Buyer chooses the Company Bank to use, and authorizes an irrevocable **RTP*** (Request to Pay)



3. Buyer accepts T&C and confirms the deferred transfer.

*RTP is a PausePay technical solution, developed to guarantee irrevocable Bank transfer compliant to OpenBanking and PSD2

SELLER Benefits with PausePay

GUARANTEED

Gets immediate payment in advance, guaranteed and insured, eliminating the risk of default

RECONCILIATION *

Can have automatic reconciliation* of collections and payments

INNOVATION

Offers an innovative payment method with no fees or interest charges

INCREASED SALES

Gets an estimated +30% increase of online sales

SELLER

HIGHER AMOUNTS

There is not credit card plafond, so single cart and monthly transactions can have higher amounts

EASY

It is a simple, fast and secure payment system with validated buyers

ADVERTISING

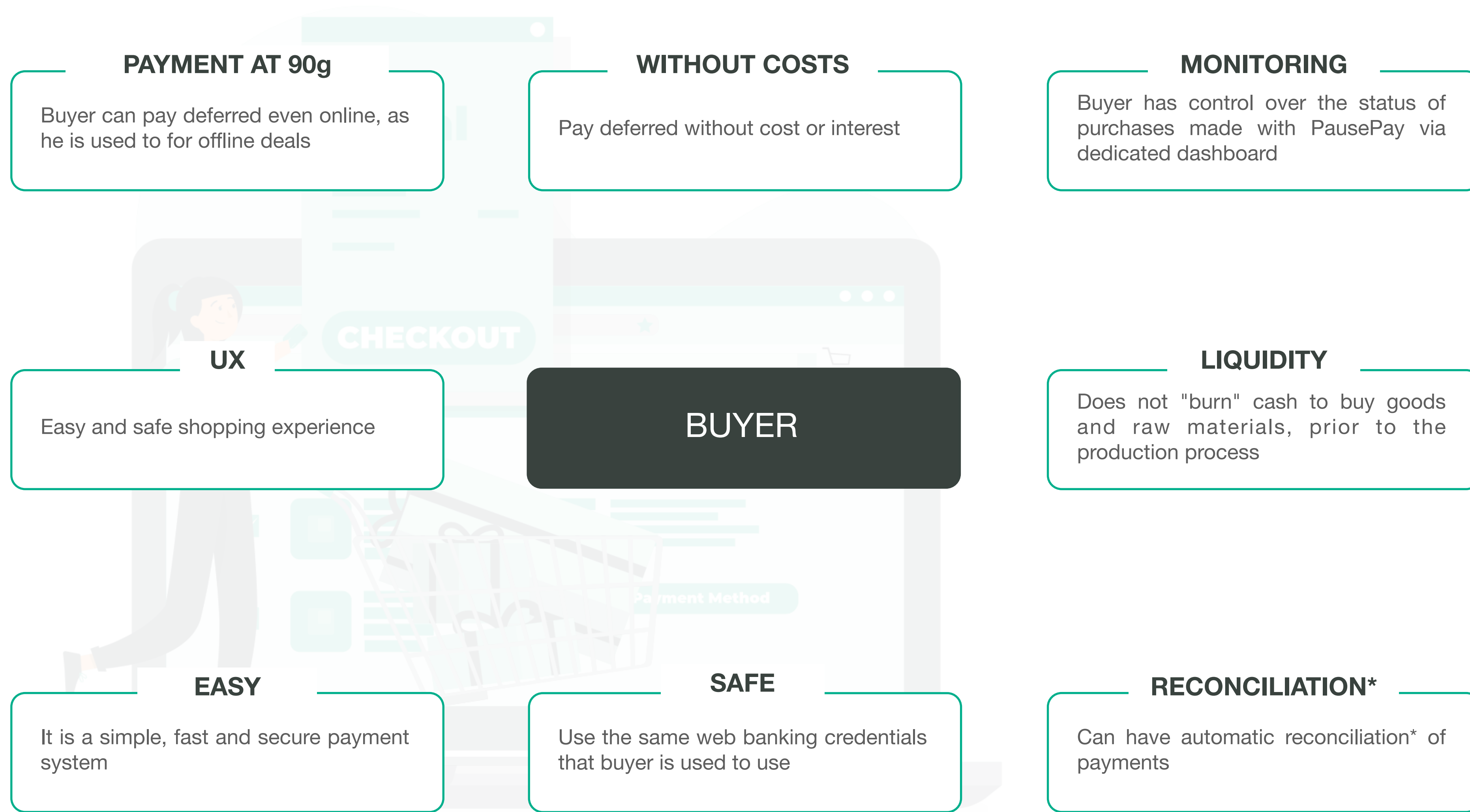
CashInvoice and the Allianz Trade Group will make advertising on sellers

FAST

Absence of bureaucracy, easy to integrate, with short activation time

*Service Plus

BUYER Benefits with PausePay



*Service Plus

Seller Requirements to Offer PausePay

ELECTRONIC INVOICE

The Italian electronic invoice is an essential document, that must be generated within 24h of CheckOut

EXPIRY 90g

The due date of the invoice should be exactly 90 days after issuance

SDI

The invoice will need to be sent on the SDI to unlock the transfers to the seller

SMART BANNER

The ecommerce website must show our "PausePay" Smart-Banners on specific pages specified by us

ON BOARDING

Seller will need to do OnBoarding, connecting at least one of its company bank accounts with 'read' perms

NDA/CONTRACT

We require the submission of an NDA and a contract, before starting the collaboration

INTEGRATION API

We provide documentation and technical support, to integrate our APIs

WHAT TO DO? Seller

TAX DRAWER*

Need* access to the Italian "Cassetto Fiscale", to monitor active invoices sent on the SDI

*Depends on the billing system adopted

Seller Requirements - Electronic Invoice

In Italy, the **electronic invoice** is a key document for insurance coverage purposes, and must be sent on the “SDI” network in order to unlock transfers to the Seller.

The invoice allows the credit to be assigned, transferring ownership of the invoice from the Seller to the SPV of the PausePay service.



Seller Requirements - OnBoarding Bank Account

With PausePay, the Seller must connect at least one of its company bank accounts. This will allow us to automate the flow and provide the service of Payment Reconciliation.

The connection is made by a SCA (Strong Customer Authentication) on the company bank's web banking, without of course sharing their credentials.

This is done in compliance with the European PSD2 regulations regarding **Open Banking**.

[Protection and Security of Banking Data](#)



Seller Tools - Smart Banner

Smart Banners are dynamic interactive HTML widgets that seller should place on their e-Commerce website.

They will be used to communicate customers about the new service, and to allow us to provide them with support and assistance, or simply to collect statistics/analytics about Buyers interested in trying the service.



Seller Tools - Smart Banner

An example of the **smart banners** can be viewed at the link

<https://pausepay.it/smart-banner>

Banners can also be implemented immediately, before the integration of our service, to collect **statistics**.



Paga con **PausePay** a 90 gg
in unica soluzione, senza carta

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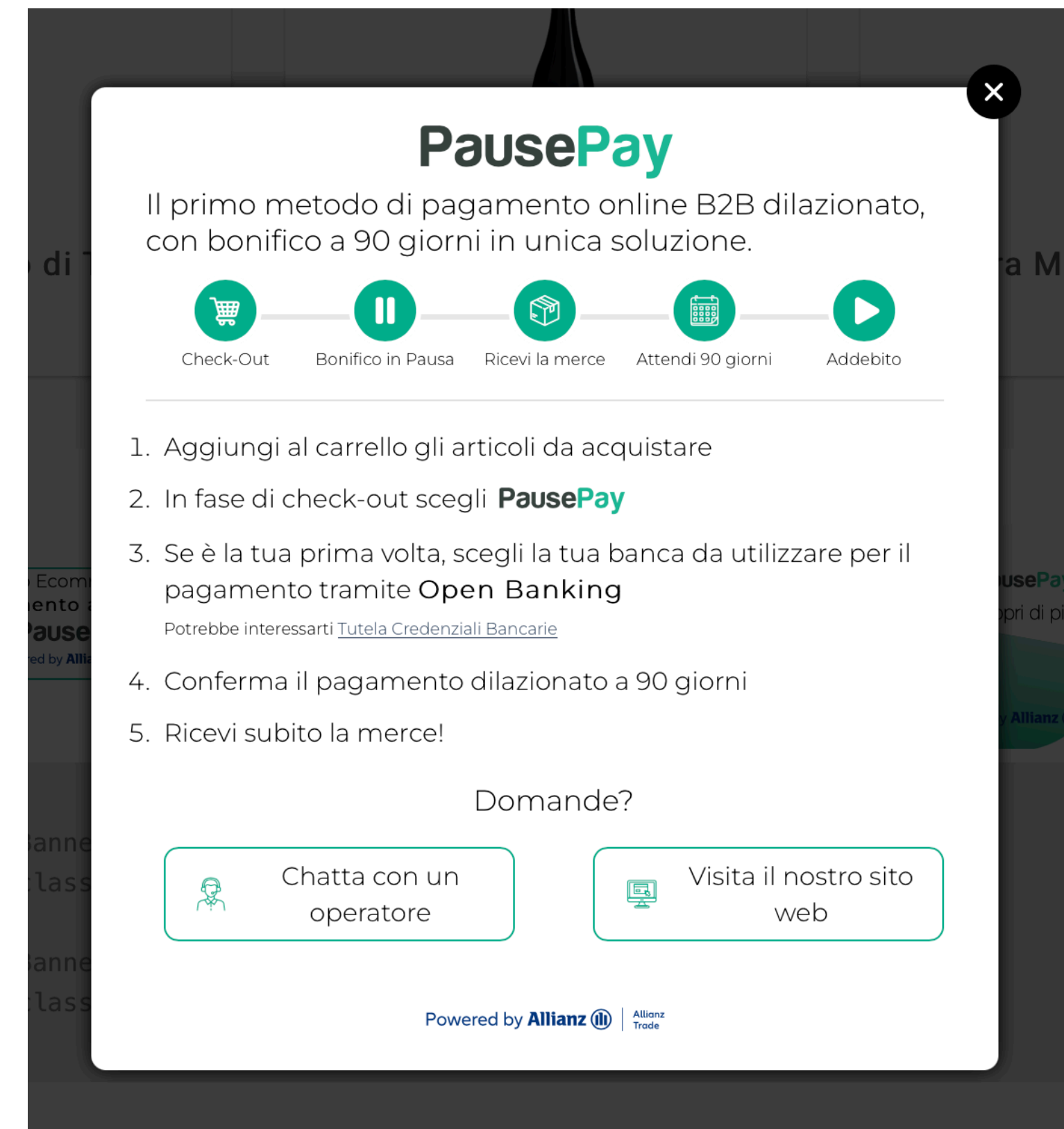


Questo Ecommerce offre
pagamento a 90gg con
PausePay

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PausePay

Il primo metodo di pagamento online B2B dilazionato, con bonifico a 90 giorni in unica soluzione.

Check-Out Bonifico in Pausa Ricevi la merce Attendi 90 giorni Addebito

1. Aggiungi al carrello gli articoli da acquistare
2. In fase di check-out scegli **PausePay**
3. Se è la tua prima volta, scegli la tua banca da utilizzare per il pagamento tramite **Open Banking**
Potrebbe interessarti [Tutela Credenziali Bancarie](#)
4. Conferma il pagamento dilazionato a 90 giorni
5. Ricevi subito la merce!

Domande?

Chatta con un operatore

Visita il nostro sito web

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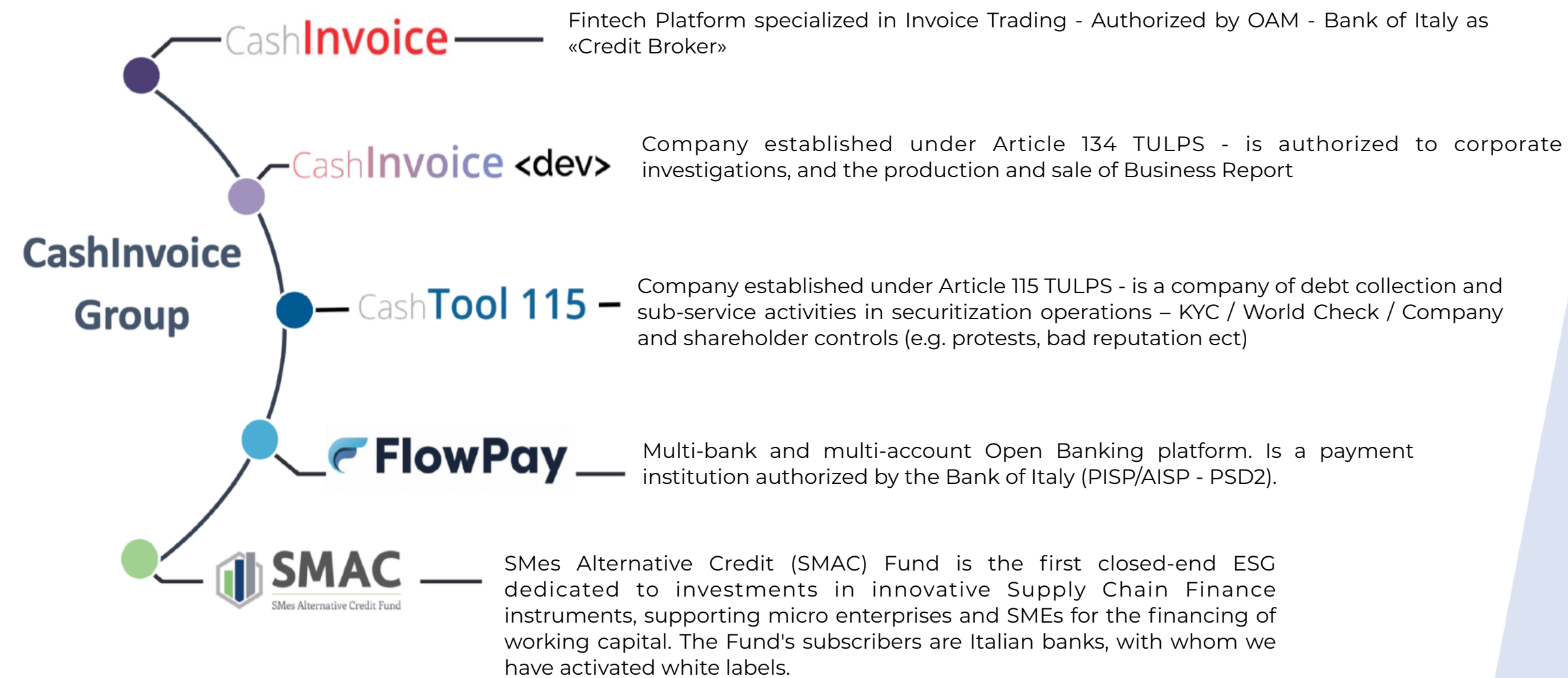
PausePay compared to other online payments

	Bank Transfer	Credit Card	PausePay BNPL
No Credit Risk	✓	✓	✓
Digital Payment	✗	✓	✓
Deferred Payment	No	30-60 days	90 days
Plafond (payment limit)	Unlimited	Low (monthly)	High (per transaction) (min 500€ - max 20k€)
Online sales increase	✗	✗	Up to 40%

Who are we?

PausePay is a service offered and developed by **CashInvoice group**,
In collaboration with **Allianz Trade**

CashInvoice offers solutions of credit disinvestment since 2017.
Today CashInvoice is a **group of 5 companies**. One of them is **FlowPay**, institute of payment PISP and AISP monitored by Banca d'Italia.



CashInvoice Numbers



~ **300 Mln €**

Value of invoices traded



~ **10.000 #**

Number of invoices managed



+ **2.000 #**

Number of active clients



89,4 %

AVG of investment grade



100%

Anti-Fraud systems, KYC, KYB, SCA