

xchanger

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If you are an online publisher,
you are competing against
Google and Facebook for the 30%
of advertising revenues
they do not control.

How to grab this share?



About us

Xchanger Financial Solutions Ltd is a growing global digital company that provides **comparison products around currency exchange and cross border transfers.**

Our aim is to help clients proving their users with cheapest, **fastest and most comprehensive products in money transfer space** that **generate clients savings and increase loyalty.**

We first launched our comparison service in 2016 and today we support **global publishing companies** With innovative & revenue-generating tools. We are proud to work with world's leading money transfer operators and compare their offers on over 90 currencies **130 transfer paths.**

\$500 BLN

Global remittance flows

Global position



78 currencies



190 countries



50% bounce back
to the clients' websites



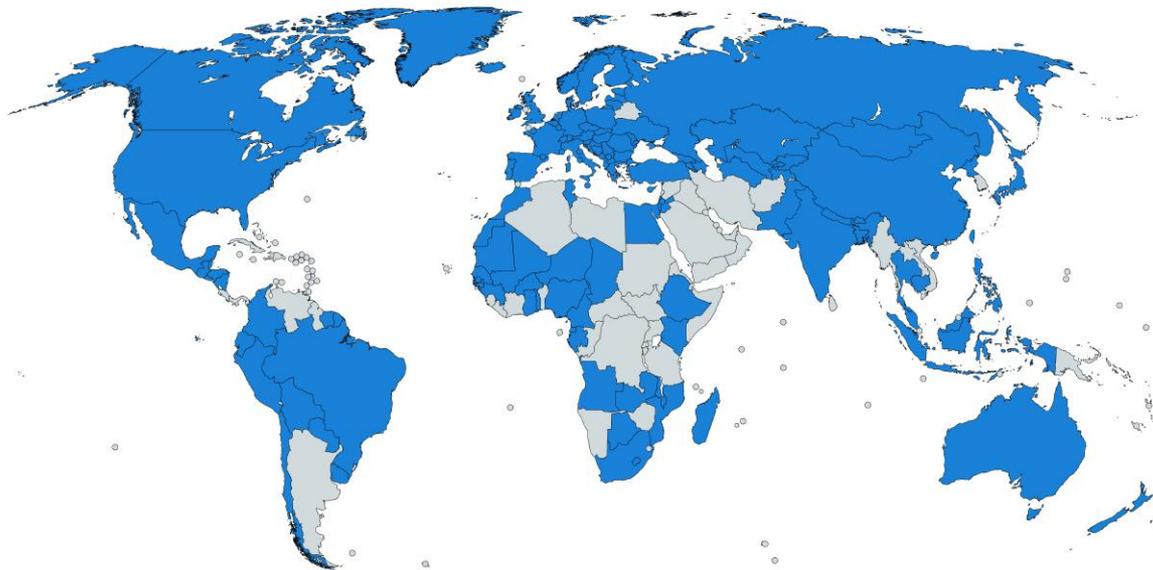
58% user return rate



98% customer satisfaction



cooperating with **biggest media
groups** from Poland, Sweden and China



Go-to-market strategy

Plug & play widget compares the total cost of cross border transfers by verified, reliable and safe international money transfer companies. All partners carry payment license, are regulated by FCA and have positive customer reviews.

WHAT MAKES US DIFFERENT:

- market data tool with monetization option
- real time fx rates & data (190 currencies)
- short deployment time (takes up to 2 hours)
- revenue share from every transaction generated by users
- covers 90% of global transfer paths and currencies

Send money from	Send money to	Amount	From	To	
Unit... ▾	Aus... ▾	5 400	GBP ▾	EUR ▾	Refresh

	Pay in <input checked="" type="radio"/> Bank	Speed 1 day	Included costs 1.12 EUR	You receive to bank account 6 093.81 EUR CHOOSE
Exchange rate 1.1287				

	Pay in <input checked="" type="radio"/> Bank	Speed 2 days	Included costs 3.00 EUR	You receive to bank account 6 092.35 EUR CHOOSE
Exchange rate 1.1288				

	Pay in <input checked="" type="radio"/> Bank	Speed 1 day	Included costs 22.25 EUR	You receive to bank account 6 099.73 EUR CHOOSE
	Pay in <input type="radio"/> Debit card	Speed 1 day	Included costs 34.50 EUR	
	Pay in <input type="radio"/> Credit card	Speed 1 day	Included costs 40.62 EUR	
Exchange rate 1.1337				

	Pay in <input checked="" type="radio"/> Bank	Speed 2 days	Included costs 3.36 EUR	You receive to bank account 6 059.87
	Pay in	Speed	Included costs	

Our product

VALUE PROPOSITION



saving end-user's
money & time

TARGET GROUP

international nomads
small & medium companies
exporters/importers



increasing bounceback
and reducing bounce rate



gaining user attention by
offering additional value



additional revenue stream
for web portals



SOLUTION

plug & play
comparison widget
currency converter

Simple business model...



END-USER BACKGROUND:

- buys production components abroad
- exports goods all over Europe
- wants to buy a property abroad
- works in UK and transfers money to the home country



END-USER ACTION:

- finds comparison widget by reading daily news next to FX rates on a business portal
- clicks on widget and gets best exchange offers



END-USER CONVERSION:

- gets redirected to the best offer provided by money operator

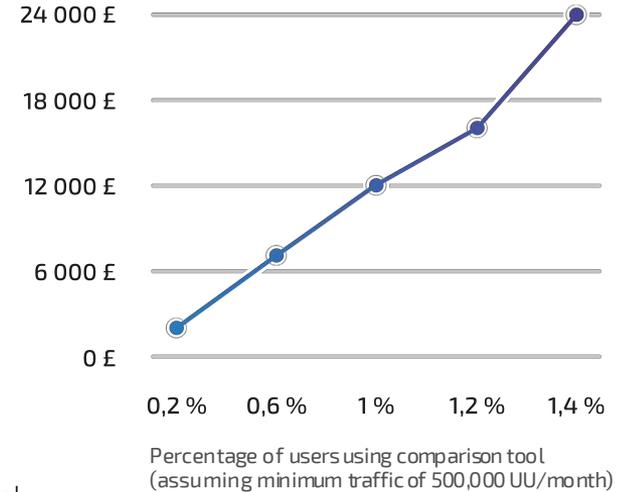
...with sustainable revenues growth

New business models in publishing industry - using third party services to generate additional revenue stream and reduce churn on the web site in opposite to the advertisement

WHY REVENUE SHARING IS A GREAT BUSINESS MODEL:

- Gaining additional revenues from every single transaction- linear correlation between number of visitors and revenues from users transactions
- increasing user's engagement: visiting more pages
- increasing bounce back to the website and gaining user loyalty is a guarantee of long term relationship with your audience instead of quick shot from advertisement (which can be even tuned out by using ad blocks)

PREDICTED REVENUES



Case study

BANKIER.PL – A SWEDISH PUBLISHING GROUP BONNIER WEB PORTAL

TARGET GROUP

Information portal for small business owners interested in financial news, fx rates, market insights.

METHOD

Xchanger offered Bankier.pl white label comparison widget enabling users to compare the best fx by online money remittance companies rates by reading daily news.

RESULTS

Over 5 000 transactions monthly, over 50% users return every month to exchange currency or transfer money, higher loyalty of web portal users, **monthly revenues from users transaction 6k EUR** without any additional customer acquisition cost.

	July	August	September
Bounce Back	20%	28%	35%
Revenue EUR	5000	6000	7000

Our mission

Every year individual and business customers transfer trillions of US dollars around the world facing **high transfer fees, lack of transparency and poor access to local payment methods**. Payments vary by country, demography or the specific of the service.

XCHANGER'S MISSION

It is essential to **make foreign exchange available anywhere and anytime** when the consumers need to pay for a ticket, buy a property abroad, pay for invoice or read a daily news – in fact **making currency payments seamless and low-cost** is a new challenge.

Our technology helps web portals to build their competitive advantage by delivering fx payments to their customers and enable them to get the best possible price.

They have trusted Xchanger



at your service



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