

A high-speed train, primarily white with a red stripe, is shown in motion through a tunnel. The image uses a long-exposure effect, creating significant motion blur in the background and light trails on the ground. The train is moving away from the viewer towards a bright light source at the end of the tunnel. The overall color palette is dominated by blues, greys, and the white/red of the train.

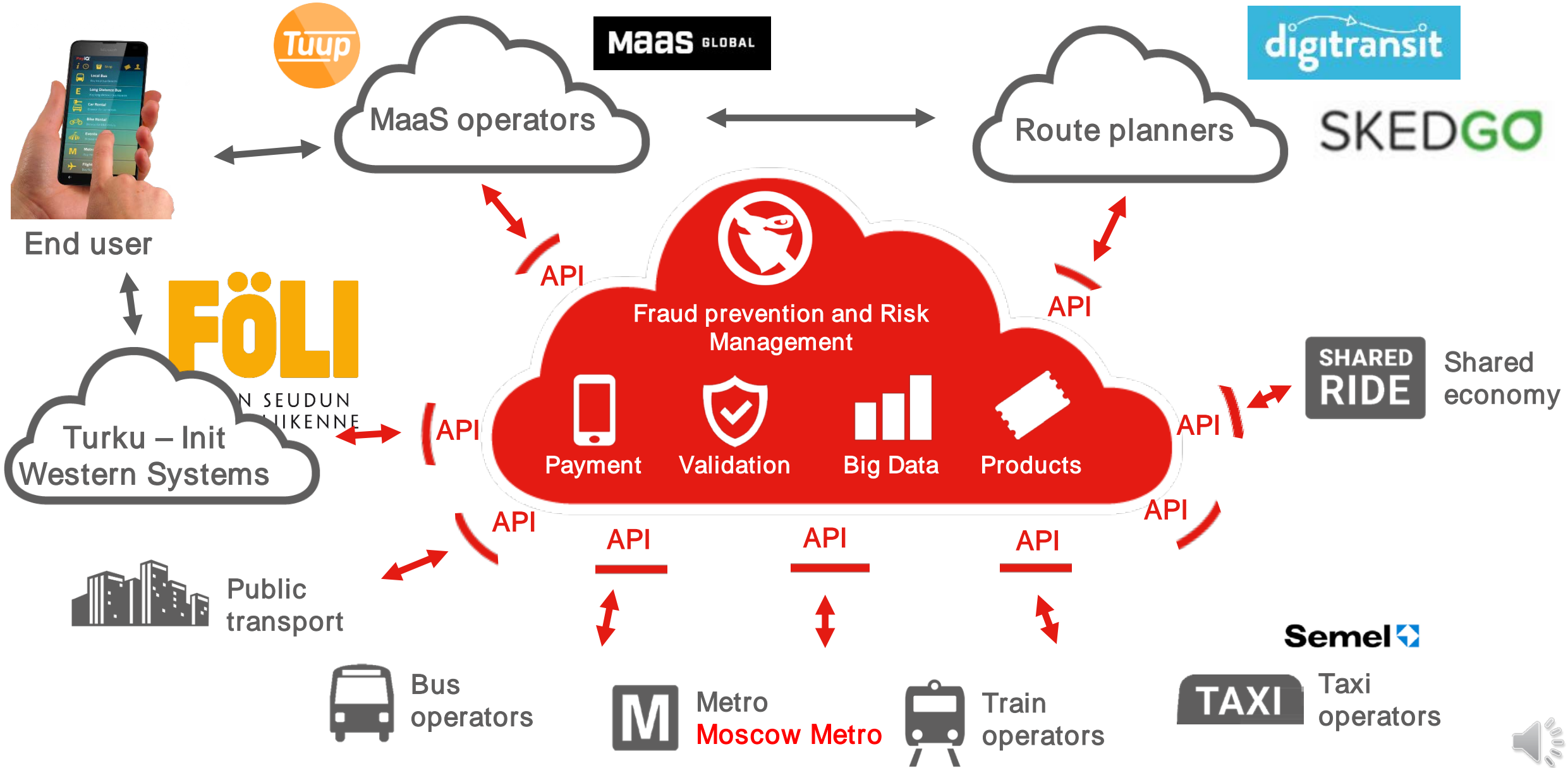
PayiQ Today

Future of Ticketing as a Service

PayiQ – Leading TaaS Company

- PayiQ is a **Fintech** company developing cloud based Ticketing as a Service solutions using ***Microsoft Azure***.
- The company was established in 2013 and the PayiQ ticketing solution has been in production close to four years now.
- The company has fully owned subsidiaries in Sweden and in Russia and a dedicated representative in the Middle-East (Dubai).







All mobile platforms



- Products:
- Tickets
 - Events
 - Retail
 - Services

PayiQ API

Teleoperators

- DNA
- Telia
- Elisa
- InfoBip
- Beepsend

Debit & Credit Cards

- Visa
- MasterCard
- MasterPass
- Pivo
- ApplePay

Payment Gateway

- Payment Highway
- Inplat
- Aquiropay

MobilePay

- Danske Bank

Billing

- Svea
- Ekonomi

Top up

- Troika
- Porodozhnik
- Föli

Banks

- Nets
- Voronezh
- RIBank
- Sberbank

Countries / Regions Where We Operate

- Finland and Scandinavia
- EU
- Russia and CIS
- Middle East
- Africa

PSD2 in Finland/EU and Other Countries

- PSD2 means better regulation for operations in EU countries.
- Due to the new requirements, we needed to ask our Finnish merchants (mainly cities) to remove extra fees from debit and credit card payments
 - The cities had not realized that and they were unprepared. Price changes in public transportation always require transportation board decisions.
- Outside of EU we are totally dependent on the local regulations and how the banks/PSPs define the rules and commissions.
 - Example 1: Our partner bank in Russia recently informed that they increased their commission and simultaneously lowered ours.
 - Example 2: During last few year the Russian Central Bank has canceled operation licenses of quite many small and medium size banks.

FiVa – The PSP License Holder's View

- Strict and well-defined rules for all PSPs. Comprehensive reporting requirements, but quite heavy administrative burden.
 - Also requires active following and study of the changes.
- For a small company, it is very expensive to expand the license to cover all Scandinavia or EU countries.
- Acting as a PSP has taxation consequences - Even when we are a product/technology provider.
 - Tax authorities (in our case) see us VAT 0 for PSP services.

EU Regulation - GDPR

- Requires updates in contracts and agreements.
- Requires updates in the working processes.
- Requires changing the Terms of Use for the applications.
- Validity in EU vs. other countries and the so called "gray areas".
- GDPR vs. local regulations defining how the personal information of the end users is handled.
- **PayiQ is GDPR compliant – audited by KPMG.**

Other Experiences and Surprises

- Due to USA / Israel and Iran new situation, we cannot do business in Iran even when we operate there thru our Russian subsidiary nor can we bring the money into Finnish banks.
 - We are dependent on US technologies (Apple, Microsoft, Google).
- Started business in Qatar and after that the conflict started with the neighbor countries (Saudi UAE etc.) which stopped all promising activities.
- Withholding tax contracts vary between countries a lot, causing plenty of planning for revenue streams for lower margin transaction business.
- Contractual challenges based on local regulations require competent legal advisors with good experience in international business. This increases heavily the upfront costs.

Future Challenges

- Regulatory Technical Standards - RTS
 - Only in EU, how to handle other countries ?
- Other changes to the way a user will be identified?



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