Commerce for Connected Vehicles
A Paradigm Shift - Creating Fintech
Revenue Stream
ALL MEMBER MEETING
APRIL 26-28, 2022
Today Services & Payments Associated with Vehicles are happening outside of Vehicle
Connected Vehicle: Bringing Services & Payments In-Vehicle
In-Vehicle Payment Challenges

- Security
- Fraud
- Regulations
- Technology Integration
- Driver Safety
- Merchant Integration
- Payments Ecosystem: Partner VS Vendor
The Paradigm Shift - Increase Fintech Revenue Stream By Owning the Driver Experience

Enabling = The Current Approach
- Drivers interface with Commerce Vendors (parking decks etc), and their Payment Providers as part of the experience

OWN the commerce ecosystem
- OEM and Driver Experience fully aligned
- FAR Better Driver Experience
- Lionshare of Revenue
- Better Experience = Better Driver Relationship

Increased Ownership = Greater Experience and Increased Revenue

Owning the Ecosystem
Enabling the Ecosystem

- OEM enables part of consumer experience (Car / Vendor / Payments company)
- Payments are experienced outside the vehicle ecosystem and out of scope of the OEM control
- Driver is experience is convoluted - ‘who you gonna call ??? !!! ’
- Lionshare of payment revenue goes to PSP
- Vendors & Processors Control the Driver Commerce Experience
- OEM has minimal commerce experience insight
Owning the Ecosystem

Car Manufacturer Ecosystem

Payment Provider Payment Relationship

Car Manufacturer/ OEM

Virtual Automotive Brand Card

Car Owner

Transaction

Parking Payments System

Automotive Interaction

Parking Vendors

OWNING = Full Driver Engagement
Embedded Payments BY the OEM

- OEM OWNS the Driver’s commerce experience
- Provides the BEST Driver Experience
- Requires same level of effort
- Results in LIONSHARE of the Revenue
- Best in Class Commerce Security
- Better Commerce Experience = Better Driver Relationship
Advertisers spent $111B in 2019 to incent 282m US drivers to drive and buy over $2T in consumer retail products from brick & mortar retailers.

<table>
<thead>
<tr>
<th>Category</th>
<th>Approx Serviceable Market</th>
<th>Current Revenue Trajectory</th>
<th>Payment Revenue Trajectory: Rev Share (~ 5Bps)</th>
<th>Payment Revenue Trajectory: Fintech (~300 Bps/3%)</th>
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<tbody>
<tr>
<td>Total</td>
<td>$629 B</td>
<td>$0</td>
<td>$314 M</td>
<td>$18.87 B</td>
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<tr>
<td>Fuel Payments</td>
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<td>Auto Insurance</td>
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<td>Tolls</td>
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<td>Parking Industry</td>
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<td>Billboards</td>
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<td>$3 M</td>
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Preczn is a real-time automation platform for Business Users that simplifies, orchestrates and optimizes commerce.

Preczn arms Vertical Platforms with Choice, Control and Leverage across diverse providers.
Preczn enables Choice, Control and Leverage

- Operational Harmony
- Accelerate embedded payments transition
- Technical abstraction; VSP maintains vendor relationships
- Single VSP Interface, reducing operational overhead
- Transparent business insight
Thank you

For more information:
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