



A NEW ERA IN PAYMENTS: Transparency, Fairness, and Rewards

Retail businesses are facing significant challenges in today's market, with excessive transaction fees lining the pockets of big banks. At Chingup, our approach is different. We're committed to revolutionizing the payment process, providing a fair and transparent system that rewards both our users and merchants with a share of our profits. By eliminating unnecessary fees, we're creating a more equitable and sustainable model that benefits all stakeholders. Our goal is to build a thriving business that generates substantial revenue while delivering long-term value to our shareholders.



WHAT CHINGUP DOES

Headquartered in Florida, USA, Chingup Incorporated is a pioneering FinTech company with a bank charter (through strategic banking partnerships). We've established a global payment transaction business on the Visa, Mastercard, Discover, and American Express platforms. In just three years, we've built a robust infrastructure that generates over \$800,000 in monthly merchant revenue.

While we're just scratching the surface of a vast market, our momentum is promising. The global credit and bank card processing industry is projected to reach \$167 billion by 2024, growing at a remarkable 9.1% annually. This immense market presents a significant opportunity for innovators like Chingup, who are streamlining card transactions and making them more accessible.

By targeting the most profitable yet high-cost type of transactions, (retail) we're poised to make a meaningful impact in the industry

CHINGUP NETWORK: A Game-Changing Alternative to Visa/MC/Amex/Discover

Launched in 2023, the Chingup Network is a groundbreaking payment solution that directly competes with and replaces the major card processing network. Our innovative model combines the Chingup Debit Card for consumer payments with a proprietary bank card processing network and protocol, creating a new and superior transaction "railway".

By bypassing the Euro Mastercard Visa (EMV) processing network, we're tackling the issue of escalating transaction costs, which now average 3.4% for small businesses. In contrast, the

Chingup Network charges merchants a significantly lower 2% per transaction, with half of that (1%) rewarded as CASH BACK to Chingup Card holders through our "Cash Back Club" system.

Unlike EMV, which suffered a record \$34.36 billion in fraud losses in 2022 (and growing 5% annually), the Chingup Network boasts cutting-edge technology and a robust marketing strategy that's poised to revolutionize the industry's fee structure and fraud prevention. Notably, our network is fraud-free, eliminating the typical expenses associated with fraud losses.

BUILDING A BETTER TRANSACTION NETWORK

Can Chingup truly rival the vast EMV infrastructure? Yes, by leveraging intelligence and collaboration. Our joint marketing approach resonates with businesses, expanding our merchant base region by region. Chingup rewards both buyers and sellers with cashback on every transaction, fostering a loyal community.

Our innovative model offers:

- Cash back to buyers and sellers.
- Custom co-branded Chingup Debit Cards for merchants, promoting their logo and marketing efforts.
- Viral marketing through merchant-promoted "Cash Back Clubs".
- Revenue streams for merchants through card sales.
- A geo-location marketplace connecting users to nearby businesses on the Chingup Network.

By turning the traditional transaction model on its head, Chingup creates a win-win ecosystem. With no EMV fees, we're revolutionizing the payment landscape. Merchants, tired of tolerating high fees, are embracing Chingup's unique benefits. Join the movement and experience the power of collaborative commerce!

MERCHANT INTEGRATIONS: Seamless and Profitable

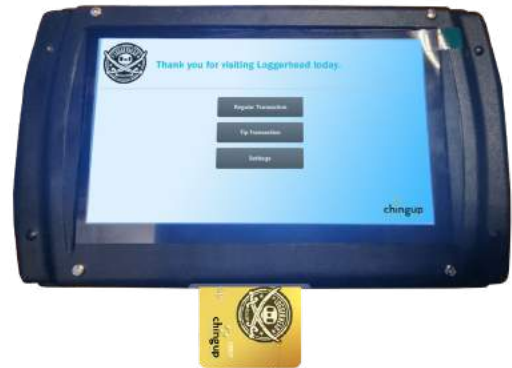
We understand that most retail merchants already have established Point of Sale (POS) systems and merchant accounts. That's why we've developed a clever approach that complements their existing infrastructure:

1. **Coexistence:** Chingup works alongside merchants' current POS system, eliminating the need for replacement or disruption.

2. **Custom Solutions:** We provide merchants with pre-programmed, custom cards at a wholesale price of \$0.1cents each (retailing for \$4-\$6).



3. Universal Processing: Because it didn't exist, we developed and now manufacture our own dual network smart terminal that accepts all cards, including Chingup and EMV. It detects and processes Chingup Cards on our rails, while processing other cards on their respective networks. Nothing else like it exists in the market.



4. Competitive Pricing: When processing EMV cards, our fees are 3%, lower than most merchant account fees, benefiting small businesses.

By integrating Chingup with your existing POS system, you'll enjoy a seamless, profitable, and customer-friendly payment experience. Join us in revolutionizing retail payments!



INDUSTRY HACKS AND FRAUD SOLUTIONS: Elevating Security



Chingup revolutionized the payment landscape by developing a new, fraud-proof system that eliminates the vulnerabilities of traditional plastic transactions. Our pioneering approach doesn't just address the root causes of credit/bank card fraud - it replaces them with a secure, proprietary network that ensures a 0% fraud rate. By designing a payment ecosystem from the ground up, we've created a fundamentally more secure way to transact, one that sets a new standard for the industry. Our multi-layered approach includes:

- 1. Insert Chip Only:** Chingup Cards eschew RFID (tap) and Magstripe (swipe) technologies, which are susceptible to theft and skimming. Our cards require a secure chip insertion, ensuring a higher level of protection.
- 2. Mandatory 4-Digit PIN:** Every in person Chingup card transaction requires a unique 4-digit PIN, which must be entered. This adds a critical layer of security, rendering cards unusable without the correct PIN.
- 3. Server-Side PIN Verification:** Passwords are not stored on the card chip. Instead, PIN verification occurs on our secure, encrypted server-level network, preventing "card cloning" and "signature verification" hacks.

4. **Off-Card PIN Security:** Unlike traditional EMV chip cards, which rely on unverified signatures, Chingup Cards utilize highly secure, off-card PINs. This ensures unparalleled safety for our users and network.

By addressing the weaknesses of traditional payment systems, we're creating a fraud-free ecosystem that sets a new standard for the industry.

CHINGUP NETWORK A REVOLUTIONARY PAYMENT SOLUTION

Our proprietary Chingup cards utilize full-contact encrypted chip technology, ensuring the card is present during transactions. No passwords or PINs are stored on the cards, and the visible card number differs from the encrypted chip number, which can only be read by Chingup terminals.

Enhanced Security Features:

- PINs and secret card numbers are stored securely in our database
- Specialized terminals detect Chingup cards and authenticate via our proprietary API
- Server credentials are verified, and tampering is detectable
- Online transactions trigger real-time verification via text message

Merchant-Centric Approach:

- Chingup adoption is integrated into merchant marketing strategies
- Businesses benefit from tools to enhance their brand and drive repeat sales
- Mutual growth and advocacy

Innovation and Expertise:

- Our team boasts over 100 years of combined tech and innovation experience
- Rapid idea generation and implementation
- Scalable solutions driving sustainable, profitable change

Expansive Growth Opportunities:

- Global remittance market: projected to reach \$1.227 trillion by 2030
- Additional exciting opportunities ahead



DEAR VALUED PARTNERS

We are pleased to report that Chingup has achieved positive cash flow, enabling us to self-fund our growth thus far. However, to accelerate our expansion and capitalize on significant market opportunities in the USA, we're planning to secure \$5M in A-round funding in 2025. This investment will fuel our salesforce growth and drive strategic market penetration.

We welcome the opportunity to discuss our plans in greater detail and explore potential partnerships. Please join us for a video session with our key team members to delve into:

- Valuation and growth strategy
- Compliance and regulatory matters
- Dividend distribution plans
- Exit strategy and future prospects

Thank you for your interest in Chingup. We look forward to further dialogue and collaboration.

Sincerely,



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