

VIPERA™

**The specialist
provider of mobile
financial services.**



**Delivering Today
Enabling Tomorrow**

Business Overview

Vipera is at the forefront of mobile commerce in the Middle East. It has established itself as the preferred partner of national banks and global technology businesses. The world's financial institutions and technology companies are now making M-commerce core to their strategies. Vipera is ideally placed to leverage its significant success to date and seize a share of this market, buoyed by the growth of smart phones, forecast by 2013 to grow to 977 million users and in revenue from \$71 billion to \$862 billion.

Vipera provides software and services to Banks and Financial Institutions to enable mobile access to personal financial services. The Vipera software also enables Government and corporate entities to allow their services and consumer transactions to take place on mobile platforms. The business is listed on the London Stock Exchange (AIM: VIP.L).

Product Proposition

Customer Audience and Benefits

Banks and Financial Institutions

Mobile Banking; Cost Migration;
New Income Streams.

Telecom Operators

Mobile Payment; Mobile Money Transfer;
Financial Inclusion.

PA and Enterprises

Mobility Solutions: Traffic Applications,
Citizen Services; Direct Channel with
Citizens and Customers; Cost Savings.

Business Model

Vipera offers two main models:

- Software Licensing to customers (b2b).
- Managed Service Offering (b2b2c, powered by Vipera).

Revenue Streams

- Deployment Revenue + Maintenance – the amount paid by customers for customisation and set up of the solution purchase and for annual maintenance.
- Transaction Revenue – Per User Per Year, Per Transaction, or Financial Transaction Percentage.

977m

mobile users by 2013
(market forecast)

**“We are enabling
6 million users
across the
UAE who have
mobile phones
to connect
with their bank
account in a
more convenient
way of our
competitors”**

**Douglas Beckett, Head of
Retail Banking Mashreq**

The Mashreq Mobile Banking service is completely based on Vipera technology and service.

A Global Proposition

Vipera is an international business with customers throughout the world.

Financial Institutions

**Maybank Malaysia,
Mashreq Bank UAE,
Qatar National Bank,
First Gulf Bank** are all offering mobile banking services based on Vipera.

Telco and Financial Services providers

**Axiom Telecom UAE
and SIA – SSB Europe** are leveraging Vipera to offer mobile payment and money transfer services to their customers and end users.

Others

Ministry of Interior of Qatar and Dubai Police

have deployed solutions for Traffic Violation and Accident reporting, as well as giving access to various services to citizens via their mobile phones.

Partners

Providing a Gateway for Global Introductions

Technology companies are often the primary conduit to secure contracts with banks and financial institutions who look to outsource the development of their mobile strategies. Vipera already has secured [exclusive] partnership agreements with Blue-chip global technology providers who are best in class and ideally positioned to secure significant project work for Vipera:



Huawei is promoting Vipera for mobile money projects to telcos worldwide.



T.N. Information Systems Distributor and system integrator of Vipera in Thailand and Asia.



Siemens SIS selected Vipera and tested with Kordoba, becoming part of SIS services portfolio.



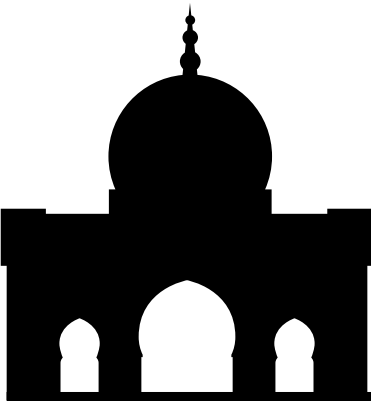
Value Team Distributor and systems integrator of Vipera in Europe and Latin America.



Wipro Distributor and systems integrator of Vipera, in particular in USA and Asia.



Mannai Corporation Distributor and system integrator of Vipera in the Middle East and North Africa.



Momentum and Market Share in the Middle East

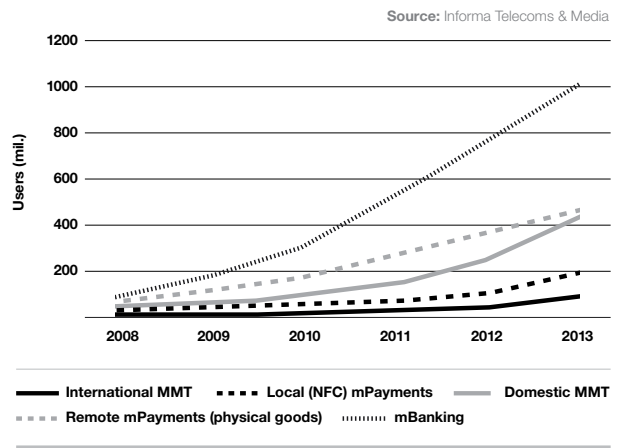
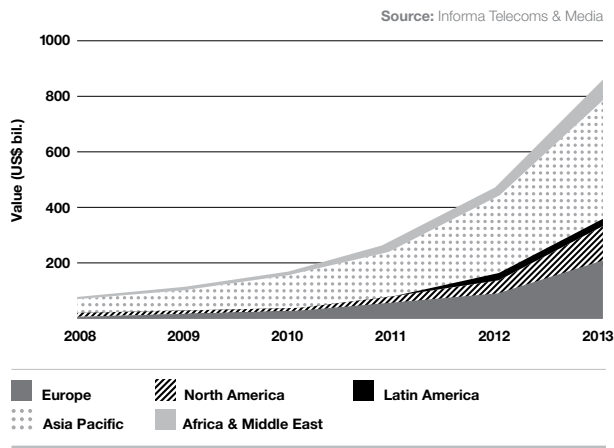
Vipera has made the Middle East its cornerstone market. Its proposition has been recognised and adopted by the region's leading institutions who understand the critical importance of M-commerce to their strategies.

These relationships have put Vipera in the global spotlight as financial institutions and technology partners look for established and successful businesses to take forward their M-commerce strategies.

Vipera is ideally placed to gain from these considerable opportunities.



Marketplace Growth



Senior Management

Luciano Martucci, Chairman – With a career at IBM spanning over 40 years and culminating in his appointment of Country General Manager and Chairman of IBM Italy, Luciano has extensive knowledge and experience of the TMT and Financial Services sectors. He is currently member of the Executive Committee of Milan Trade Fair Foundation, Chairman of The Innovation Group and a Senior Advisor to Advent International, the global private equity firm.

Roger Mitchell, CFO – Roger qualified as a chartered accountant in 1987 and has senior finance roles in some of the world's largest blue chip companies, including EMI, Alchemy and WPP.

Marco Casartelli, CEO – As co-founder of the business Marco has extensive knowledge and experience with the TMT sector. He worked with some of the worlds leading brands including Viacom/CBS Sportsline, Juventus FC and Yahoo to spearhead their internet and digital rights strategy.

Dr. Silvano Maffeis, CTO – As co-founder of the business Silvano has extensive knowledge and experience in software product development, as well as in mobile payment systems, security systems and in middleware systems. Silvano has developed mission critical software for large banks as well as for government entities.

Corporate History

2011 – Signed first contract with UK-based Financial Services Provider.

2010 – Successfully raised £1,000,000 through a placing.

2010 – Ricmore Capital Plc completed reverse acquisition of Vipera GmbH, renamed Vipera PLC and listed on LSE.

2010 – Secured distribution agreement with T.N. Information Systems Ltd, Thailand.

2010 – Contract signed with First Gulf Bank and Qatar National Bank.

2009 – Contract signed with Qatar Ministry of Interior.

2008 – Contract signed with Axiom Telecom, UAE.

2008 – Mashreq Bank goes live with Mobile Banking powered by Vipera.

2007 – Dubai Police selects Vipera and launch a solution for issuing fines by mobile application.

2006 – Launched one of the first advanced Mobile Banking service in the world with Maybank Malaysia.

500,000

mobile phones running
Vipera-powered applications

Key Facts

Ticker: AIM: VIPL

Market Cap: £15m

Vipera

Established international presence in the high growth mobile financial services market.

Established partner relationships with key global technology providers.

Strong barriers to entry with highly developed proprietary technology.

Multi sector offering across major financial and payment institutions and IT providers.

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