2014

CYBERPLAT® TECHNOLOGIES:
BASIS FOR GLOBAL INFRASTRUCTURE OF THE NEW ECONOMY

The largest electronic payment system

More than 790,000 points-of-sale

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Introduction

Director's Report

Andrey Gribov
CEO of CYBERPLAT CJSC

Russia has entered the 21st century, the century of the knowledge-based economy, whereas CyberPlat® system has emerged as a response to the increased needs of companies of the third millennium. Rapid growth of new services and availability thereof for growing population requires development of new payment instruments.

Initially banks were designated for storage of big sums of money. Therefore, it is not surprising that the banks usually have strong walls, armor-plated doors, highly professional and, therefore, highly paid personnel, and advanced technologies ensuring safe custody of cash assets. Thus, collection and processing transactions usually cost minimum $1.

Knowledge-based economy has led to creation of many commercial enterprises (for instance, telecommunication providers), which are able to accommodate tens of millions of customers. Such enterprises usually collect huge number of small payments. Average cost of CyberPlat® transaction comprises only about $5, whereas for a bank institution processing of such small payments would be unprofitable.

At the same time, small payments do not require high level of security. It is safer and cheaper to collect payments amounting only few US dollars through cash registers at retail outlets, e.g. dealerships, supermarkets, drugstores, and gas stations. Even today, retail customers perform regular small payments for telecommunication, Internet access, or cable TV services primarily through retail networks. Besides, due to changes in the legislation framework other types of transactions, such as repayment of bank loans, replenishment of bank accounts, settlement of fines and penalties imposed by traffic police, money transfers, and utility payments migrate to retail sector. By the end of 2013, more than 3,500 payment beneficiaries, i.e. providers of goods and services had been registered with CyberPlat® payment system.

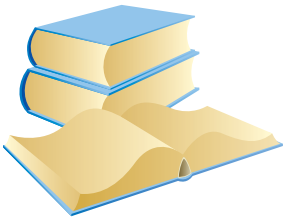
CyberPlat® assists its partners in seeking for new revenue sources and in increasing their core business turnover. For that purpose, we have created and are still developing new high-capacity payment infrastructure. Even today, number of payment acceptance outlets in our system multiply surpasses similar indicator of the Russian national banking system.

Vladimir Kuznetsov

Executive Director of CYBERPLAT CJSC

Opportunities of CyberPlat® payment system can be described in a few words: easy-to-use, fast, convenient, and safe. Today, we have over 540,000 payment acceptance outlets in Russia and CIS countries, and this is just a beginning. We have an ever-increasing number of partners-operators providing a wide range of services in various sectors of economy, including mobile and fixed-line telephony, satellite and cable television, Internet and IP-telephony, utility and power supply services, credit repayment facilities, airline booking services, etc.

Today we are already implementing a "one contact principle" both locally and globally, whereby a great deal of payments typically settled in modern world can be performed at any payment acceptance outlet of CyberPlat® payment system.



Glossary

Operator means any organization that provides public services and accepts payments via CyberPlat® system, including mobile and fixed-line providers (MTS, Beeline, MegaFon, Skylink, TELE2, Rostelecom, etc.), commercial TV providers (NTV+, Akado, etc.), Internet service and IP-telephony providers (Comstar, RTelecom, etc.), public utility services and power supply companies, airline ticket offices, etc.

Customer means any individual or legal entity that pays via CyberPlat® system for rendered services either in form of prepayment (account top-up transaction) or in form of subscriber fee or in form of payment for already rendered services, for instance, utility service bills.

Payment acceptance outlet means any workplace equipped with payment collection facility designated for acceptance of customer payments via CyberPlat® system (e.g. cash register in supermarket, payment terminals, bank teller desks of manager desks in mobile communication stores, sellers in kiosks, etc.).

Cashier means an employee working at payment acceptance outlet and serving customers.

Dealer networks mean set of payment acceptance outlets unified under a single brand. For instance, network of mobile communication brand stores such as Euroset, gas station networks such as Gazprom Neft, supermarket network such as Eldorado. A large department store with a dozen cash registers each of them being a separate payment acceptance outlet is also considered dealer network.

Payment terminal (self-service cash-in kiosk) means fully automated payment acceptance outlet operating without a cashier, similar to an ATM (for instance, payment terminals of such networks as Elecsnet, NovoPlat, Platforma, Express-system (Ural), etc.).

Dealer means legal entity (a dealer network or an individual payment acceptance outlet, for instance, a shop, a kiosk or a drugstore), accepting payments through CyberPlat® system in favor of service providers.

Regional representative means CyberPlat representative searching for and engaging new dealers in the payment system. Regional representative generates profit from commission fee, which directly depends on turnover of new dealers.

Acute Need of Customers and Modern Economy for Online Payments Market

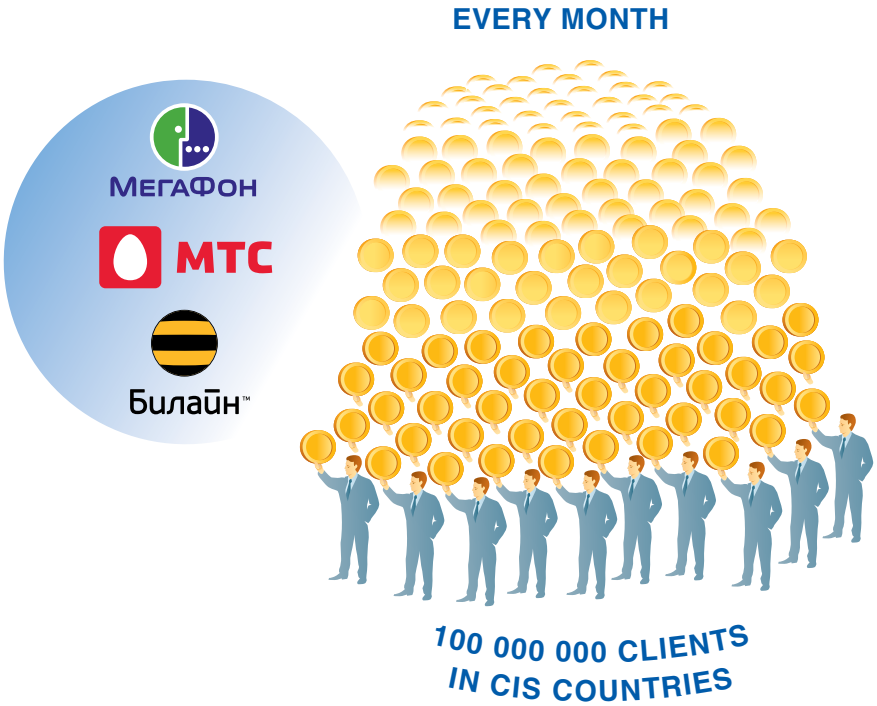
What is the purpose of banking system?

We are fully aware of the fact that trade can be efficient only when there is a well-developed banking network. However, the existing banking system is not suitable for small transactions. Banks have been traditionally used for safe storage of cash assets and for transfer of big sums. This is why banks usually have strong walls, bulletproof windows, armed security guards, and highly professional personnel.

Therefore, cost of retail bank transaction is rather high. Payment processing transaction is also a time-consuming procedure for both a customer and highly paid banking personnel. Thus, such retail transaction performed through the bank cannot be cheap, and, therefore, costs at least $1.

Standards of the New Economy

Modern sectors of the New Economy are characterized by providing services on the network principle. New enterprises (mobile communications, Internet access, cable broadcasting services, etc.) render a huge number of services to customers making regular payments of relatively small amounts. We are talking about tens of millions of customers, whereas each of them in most cases pays only $5–10 monthly. For example, ARPU index (average revenue per user) in mobile communications sector in Russia comprises $5. At the same time, average payment amount through CyberPlat® system comprises $4. ARPU index in Moscow comprises over $10, whereas in regions it comprises $3, in Ukraine —$2.5, and in Central Asia — $1.



Modern banking system does not meet standards of the New Economy

When a customer of a cellular communications provider visits common banking branch (as a matter of fact over 100,000,000 users of cellular communication services fall within only 40 thousand bank branches in Russia) to top-up his account for $5, cost of such service comprises about $1. However, accounting for the bank margin (something has to be earned by the bank) the bank will charge about $1.5, which makes 30% of a 5-dollar payment. It is clear enough that such commission fee is unacceptable for anyone.

Therefore, in order to deal with such relatively small payments it is necessary and inevitable to form new and more efficient financial infrastructure. Essentially, retail enterprises form natural framework for such infrastructure. A retail store cashier earning much less than a banking officer can accept small payments now.

Besides, there is no need in armored walls or cash vaults in retail stores (no need for 3–5 dollar payments). Thus, cost of payment acceptance transaction in retail sector is considerably lower than in banking sector.

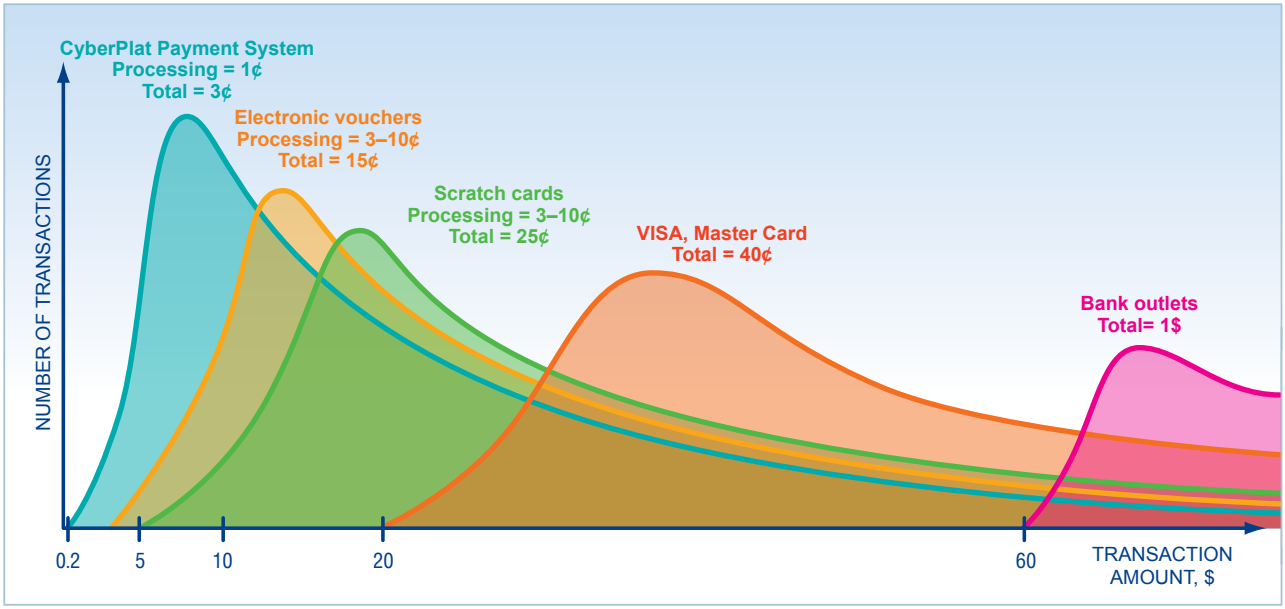
Obviously, huge number of such small payments cannot be processed in the absence of new financial infrastructure (NFI). Without NFI, development of the New Economy is seriously hampered and people are limited in use of all modern digital services. Lack of NFI is one of the reasons of today's division of society into classes by access to modern services. This phenomenon is usually termed as "Digital Divide".

The New Economy needs less expensive financial infrastructure

Thus, it is obvious, that there is an acute need for new financial infrastructure (NFI) necessary for development of the New Economy. It does not mean that NFI will replace the existing financial infrastructure, on the contrary it will supplement it and will occupy its own niche in the market. It can be presumed, that this niche will still be acceptable for payments falling within the range of $50–100. Moreover, in the absence of new financial infrastructure, the New Economy will not develop dynamically and will not cover broad layers of population. New Economy is based mainly on those businesses with ARPU index equaling $3–5.

Super-competitiveness of CyberPlat® payment technology

Based on the analysis of existing payment technologies, cost of payments performed via CyberPlat® system is so small (see fig. below) that makes payment acceptance procedure profitable even with minimum payment amounts not exceeding the average of $5. At the same time, level of commission fees can be set up so that it will suit both, for instance, the retail company organizing payment acceptance procedure via CyberPlat® technology and the customer who is not ready to pay 10–30-percent commission fee (as shown above, in case of micropayments in the bank, the amount of commission fee can be as high as 30%, given the minimum level of profitability).



Some standards of the New Economy cannot be met without cheaper financial infrastructure

Modern market is represented by such emerging and evolving services as, for instance, iTunes that offer content products to users at relatively low price, usually for less than a dollar. Today, trendy pop-singers' hits are quite available for legal download from the Internet for $0.5, $0.25, and even less. It is clear that such business cannot evolve without relevant payment acceptance system.

The same applies to other kinds of content sale services in many sectors, not only in entertainment industry, including access to Google Earth, access to chargeable enquiries, etc. For example, LexisNexis system (large online enquiry system) provides access to millions of documents and records from over 45,000 legal, informative, and business sources. Such service is available for a monthly fee of approximately $50. Using CyberPlat® technology, you will just pay one dollar, find what you need, and then disconnect from the system.

Such micropayment technology can surely give a real boost to the development of the New Economy.

Production and distribution cost of scratch cards

As previously mentioned, micropayment infrastructure is truly essential for service providers. It allows covering all layers of society instead of using post paid method of payment, which allows covering only customers who have bank accounts and only in those countries where direct debit of accounts is permitted.

Especially for customers with average personal income, telecommunications industry has created a financial product called a scratch card. Production cost of scratch card is relatively high; each card costs at least $0.2. At the same time, scratch cards allow covering sector of economy with 5–25 dollar payments. Such payments are unprofitable if processed through banks.

Production of scratch cards with nominal value of less than $5 is simply unprofitable, as shown in the following table.

Cost of production and distribution of scratch cards (% of nominal value)

Nominal Value	Production Cost	Commission Fee	Total Expenditure
$15	1%	7%	8%
$10	2%	9%	11%
$5	4%	10%	14%
$4	5%	12%	17%
$3	10%	18%	28%
$2	20%	25%	45%
$1	30%	30%	60%

Small Payments

Thus, it is obvious that production of scratch cards with nominal value of less than $5 is impossible, as production cost of scratch cards will exceed the inadmissible 30–40% margin. Therefore, in order to cover the poorest layers of society (children, migrant workers, poor people, or average layers of populations throughout African and Asian countries) it is crucial to use inexpensive payment methods.

People with low income usually do not carry more than $2

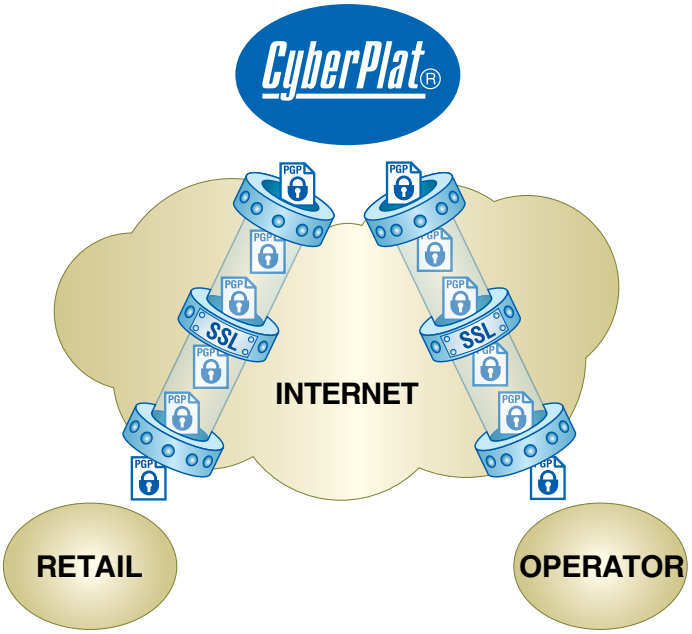
Reliable Technology

It is crucial that inexpensive CyberPlat® payment methods are also quiet reliable.

Each service provider and all dealers of the payment system have established Internet-based connection to CyberPlat® processing system through dedicated line, dial-up connection device, or common GPRS.

SSL (secure socket layer) connection is established for each particular transaction allowing transmission of 1 Kb encrypted file containing electronic digital signature. Small size of file allows using any kind of Internet connection, even slow ones.

Such transactions are quiet secure and reliable (1024-bit key is used for encryption), and for 5-dollar payments it is more than sufficient. Throughout 16 years of operation of CyberPlat® system there has been no instance of fraud. By experience, it is impossible to hack this system neither theoretically nor practically. Even in case of extreme computing powers capable of hacking 1024-bit keys, we will promptly migrate to 2048-bit keys and the problem will be solved at least for another 20 years.



Why is it in great request?

Mobile communication coverage

Why does CyberPlat® business develop so rapidly, for example, in Russia? This is because it virtually provides over 100% of mobile communication coverage. Today, even a child from a poor Russian family uses a mobile phone. According to data generated from the reputable international research organizations, the number of active SIM-cards in Russia has increased up to 226 millions. Considering all users of several mobile phones, as well as a certain number of "silent" SIM-cards, in reality utilization rate of mobile communications in Russia is about 90%. It means that almost every Russian child uses a mobile phone.

It is possible only because children may transfer their rather limited pocket money to their mobile phone accounts. When the system was launched, several million of low-income young subscribers began using CyberPlat® services as they could afford spending $15–30 per month for mobile communications. Some regional mobile network operators offer in their tariff projects the possibility of sending up to 100 free SMS-messages, which is the best solution for children who rarely make regular voice calls, but actively communicate via SMS.

Children generate incoming traffic from their parents

This is why children form the most important customer category for mobile communications sector. Indeed, regular calls to children ("Where are you?", "When did you get home from school?", "Did you eat?", "Have you done your homework?" etc.) results in significant growth of voice call traffic from parents and, accordingly, increases revenues of mobile operators.

About the Company

General information

CyberPlat®, the universal multibanking payment system, was established in 1997 within the E-Commerce Department of Platina Bank. New system aimed to provide IT-support for effecting cashless transactions in all financial services of e-commerce sector from “micro” payments to interbank transactions.

In 2000, CyberPlat® was incorporated as a separate open joint stock company. Historically, CyberPlat® is the first Russian payment system. First payment transaction in favor of GarantPark Company was effected on March 18, 1998, whereas the first online payment in favor of Beeline, a mobile communication operator, was made on August 12, 1998.

For 16 years of operation at market, the company has obtained a great experience in accepting payments through retail and service networks. By the end of 2013, the system was processing payments made in favor of more than 3,500 service providers including mobile and stationary communication companies, cable TV and wire-based and mobile Internet providers, security alarm systems, utility and power supply companies virtually in all regions of the Russian Federation. CyberPlat® system also allows paying for airline and railway tickets, repaying loans, and effecting money transfers.

Due to constant upgrading of its technological platform, CyberPlat® payment system is currently capable of processing more than 2,500 financial transactions per second. This record-breaking indicator in Russia covers 14-fold margin with regard to current maximum levels of system load.

Such efficiency is complemented by absolute security of financial transactions. Within each transaction, the system performs up to 16 operations certified with an electronic digital signature and effected with the use of secure data transfer systems via Internet channels. This technology provides absolute security of financial transactions and minimizes the number of erroneous payments. CyberPlat® has never had a single case of hacking the information system or effecting illegal transactions.

CyberPlat® payment system is also unrivaled in the Russian market in terms of reliability and fault tolerance, whereas fault tolerance indicator exceeds by several times the similar indicator of the nearest competitor.

All major players of telecommunications market, the largest Russian banks such as Sberbank of the Russian Federation, VTB-24, Alfa-Bank, Russian Agricultural Bank, Russian Standard and Bank of Moscow, the largest retail networks, Kazpost JSC, various government agencies, power supply and transportation companies, and public utility companies are partners of CyberPlat® payment acceptance system appreciating and enjoying all benefits thereof.

CyberPlat® system performs function, which is essential for government, i.e. ensuring collection of large volume of payments from the population in favor of various suppliers of goods and services, promoting active development of new economic sectors based on advanced services in telecommunication, banking, insurance, and retail sectors. Recently share of payments for utility services and payments in favor of government agencies (taxes, duties, fees, and fines) has increased significantly. CyberPlat® payment system was chosen to be a partner of the State Treasury and the Federal Tax Service of the Russian Federation in pilot projects for development of new mechanisms of financial interaction between citizens and government agencies.

Awards

The steady growth of financial turnover and improvement of service quality makes CyberPlat® payment system the market leader. This is evidenced by dozens of awards and diplomas granted by corporate partners. Thus, in 2010 based on the results of complex monitoring of major partners in payment acceptance sector, MTS Company recognized CyberPlat® to be the most reliable processing system.

Beeline (Vympelkom OJSC), 2007

Beeline (Vympelkom OJSC), 2006

Beeline (Kar-Tel LLP), 2007

Beeline (Vympelkom OJSC), 2007

MegaFon OJSC 2007

MegaFon OJSC 2008

C-News Award 2007

MTS (Mobile TeleSystems OJSC) 2010

MTS (Mobile TeleSystems OJSC) 2005 г.

CyberPlat® business activity was also awarded with similar diplomas by other companies.

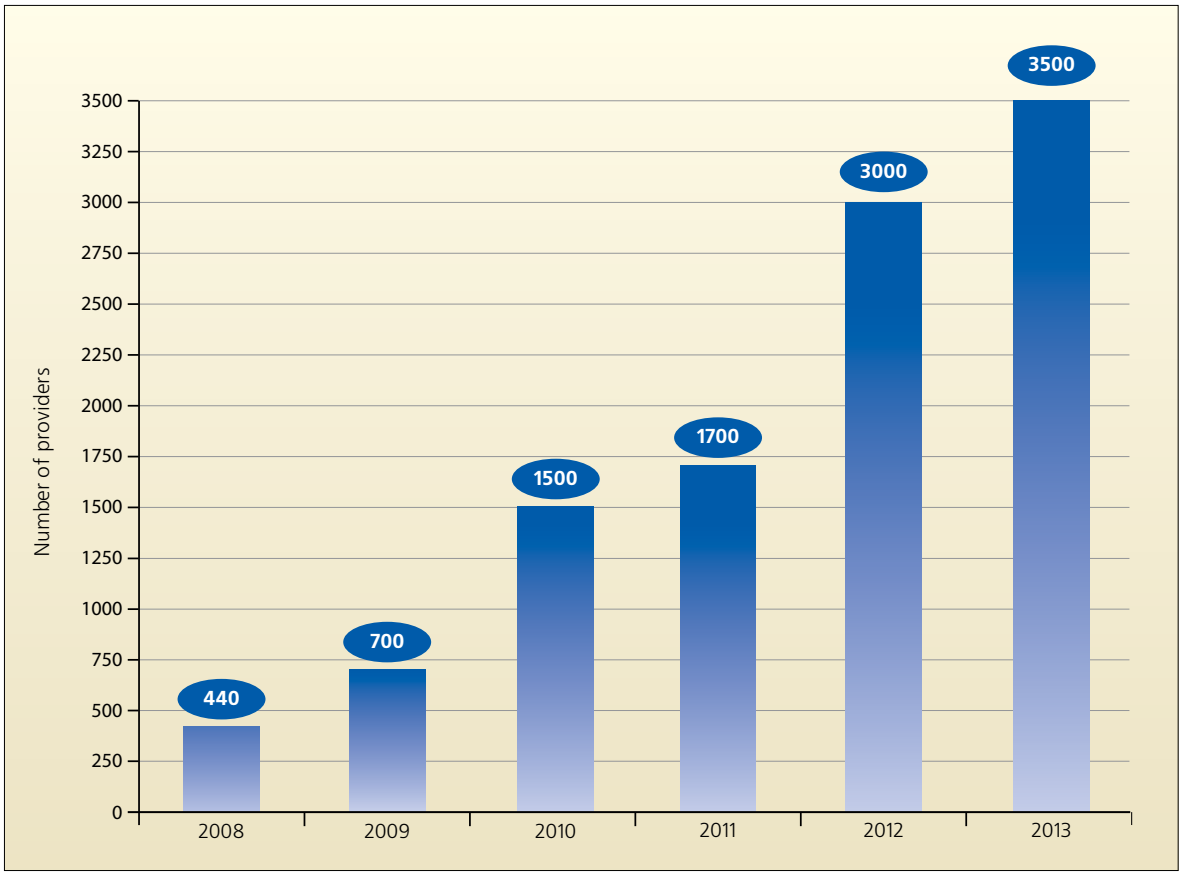
Key Performance Indicators

In 2013, CyberPlat® continued to develop its business at transnational scale as an international global payment system with total number of payment acceptance outlets comprising **790,000**, whereas **540,000** outlets are located in Russia and CIS countries, and **250,000** outlets are located in the biggest cities throughout the world.

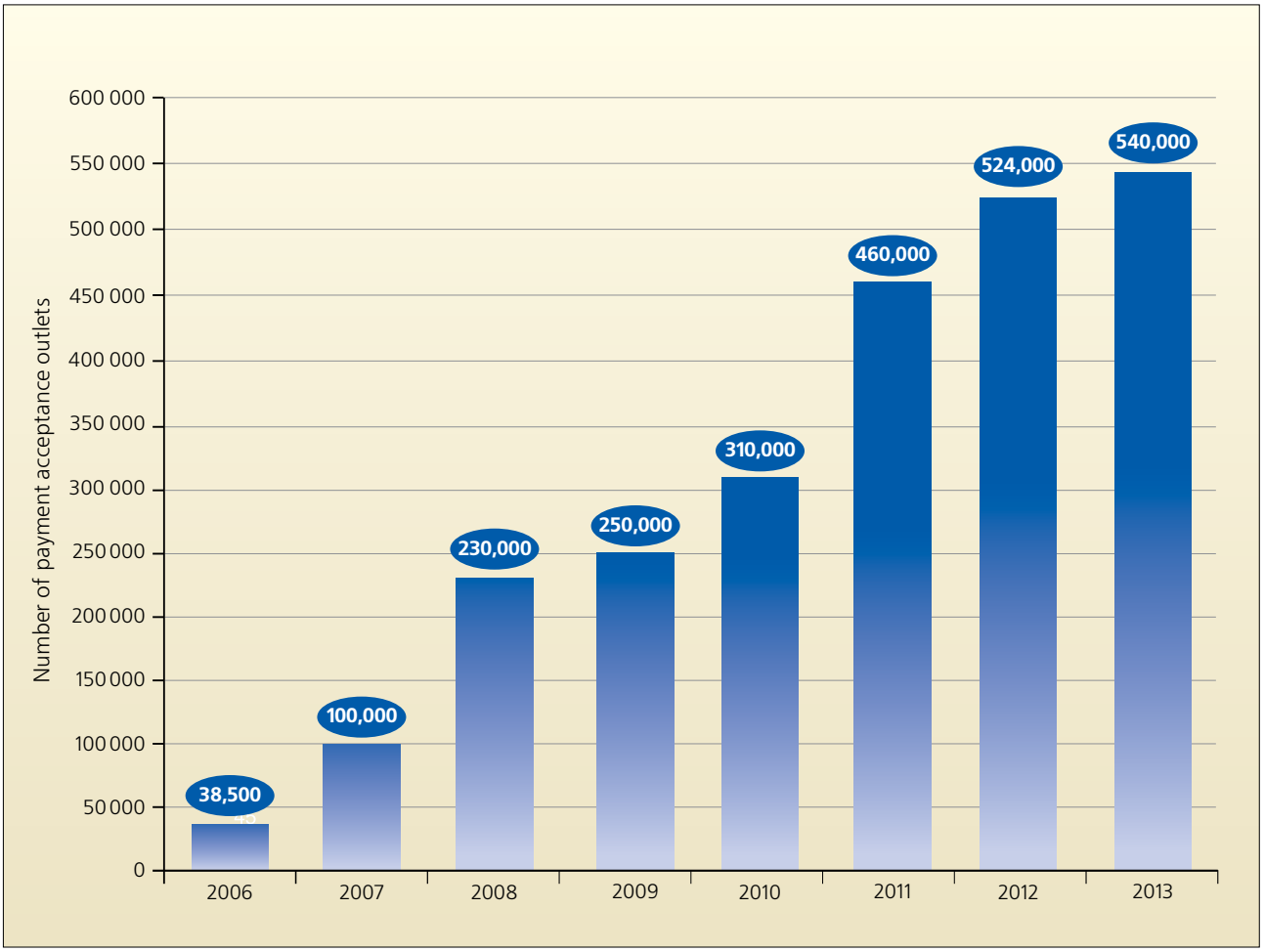
Total number of payment acceptance outlets of CyberPlat® system in Russia and CIS countries had increased by **16,000** in 2013 and now it exceeds the size of the entire Russian banking system by over ten times (the number of banking institutions with all their branches, locations and even mobile cash desks comprises 40,000).

As of the end of 2013, **over 300 banks** had joined CyberPlat® payment system.

Number of providers (dynamics)



Number of payment acceptance outlets in Russia and CIS (dynamics)



Partners' Opinion about CyberPlat®

D.O. Levin,
Chairman of the Board of CJSC Russian Standard Bank:

Our Bank joined CyberPlat® payment system and I must say that during the entire time of our collaboration we have never regretted about this fact. CyberPlat® specialists have developed a whole range of excellent products for banks; we actively use many of them. We accept payments through CyberPlat® system. We have integrated this feature into our Internet-banking system for customers. Use of CyberPlat® technology allows improving our business and making it more effective.

A.A. Malis,
CEO of Euroset:

For many years CyberPlat® has been the pioneer in the payment acceptance market and allowed Russian consumers to pay for various services in the most comfortable way. CyberPlat® is our old and reliable partner.

D.V. Panfilov,
Director of Financial Services Department, Mobile TeleSystems JSC:

CyberPlat® system has made a significant contribution to the development of payment acceptance services in Russia, and thanks to Russian mobile communications has become mainstream and affordable service. The company is constantly looking for new ways of development, improving the services that has been already launched, and we appreciate the productive cooperation with CyberPlat® which is one of the channels for our users to top-up. In 2011, the payment system won the tender for installation of payment terminals in MTS retail network in Moscow, Central and Volga Federal Districts. We are also co-operating with CyberPlat® in the sphere of payment acceptance via cashiers of MTS Retail shops.

D.S. Pokolodny,
Financial Director, "Svyaznoy" Group of Companies

A wide range of customer services rendered by "Svyaznoy" network is one of the key growth drivers of our business. Considering popularity of financial services among our customers and our commitment to provide the services of the highest level, we work only with the most reliable and effective partners, and that, of course, relates to CyberPlat® payment system too. Together with CyberPlat® we have already implemented such services as paying for public utility services, traffic police fines, payments in favour of energy supply companies, and possibility to replenish VISA cards. I am sure that in future the list of our joint projects will expand, and we will be able to provide our customers with many more extra features.

CyberPlat® in Operation

CyberPlat® Business Organization Scheme

Corporate Partners

Cost optimization issues concerning payment collection process becomes crucial for service providers as the client base constantly expands. CyberPlat® system allows making payment collection procedure more efficient. Thus, the number of organizations using CyberPlat® system has been steadily growing during the entire period of company's activity in the market.

Today, CyberPlat® payment system integrates payment gateways to major service providers, including leading mobile and fixed-line communications operators, providers of satellite and cable TV, housing and utility companies, power and natural gas supply companies, etc.

The largest operators for which the company has developed direct payment gateways are listed below. In addition, CyberPlat® system represents all significant service operators located in all regions of the Russian Federation (including regional housing and utility companies, power and natural gas supply companies), for which payments are performed through the gateway "Banking Provider" (see page 87).

List of some major operators and service providers

Cellular Communications

МТС
Mobile TeleSystems (MTS)
All-Russia operator

МегаФон
MegaFon,
All-Russia operator

Билайн
Beeline,
All-Russia operator

TELE2
TELE 2,
St. Petersburg, Leningrad Region, Smolensk Region, Kursk Region, Nizhni Novgorod Region, Belgorod Region, Rostov Region, Cheliabinsk Region, Omsk Region, Kemerovo Region, Irkutsk Region, and Udmurt Republic

Utel
Utel,
Sverdlovsk Region, Tyumen Region, Perm Territory, Cheliabinsk Region, Kurgan Region, Hanty-Mansi Autonomous Region, and Yamal-Nenets Autonomous Region

SKYLINK
SKYLINK,
All-Russia operator

НИЖЕГОРОДСКАЯ СОТОВАЯ СВЯЗЬ
Nizhegorodskaya Sotovaya Sviaz (NCC),
Nizhni Novgorod Region, Saratov Region, Penza Region, Ulianovsk Region, Republic of Tatarstan, Republic of Mordovia, and Chuvash Republic

МОТИВ СОТОВАЯ СВЯЗЬ
Motiv,
Yekaterinburg and Sverdlovsk Region

BaikalVestKom,
Eastern Siberia

NTK, Primorskiy Territory

SMARTS GSM,
Astrakhan Region, Volgograd Region, Ivanovo Region, Samara Region, Saratov Region, Penza Region, Orenburg Region, Ulianovsk Region, Yaroslavl Region, Krasnodar Territory, Republic of Bashkortostan, Republic of Kalmykia, Republic of Mari El, Republic of Mordovia, Republic of Tatarstan, and Chuvash Republic

Yeniseitelecom, Krasnoyarsk,
Krasnoyarsk Territory, and Taimyr Autonomous Region

Akos,
Primorskiy Territory

Kodotel,
Voronezh and Voronezh Region

Sim Travel,
Russia, Ukraine, Moldova

HBS Global,
Russia

Sotel,
Russia

Orenburg GSM,
Orenburg Region

Tomsk Telecom,
Tomsk Region

Fixed-line Communications

Rostelecom,
All-Russia operator

Transtelecom,
All-Russia operator

MGTS,
Moscow

Summa Telecom,
Moscow, Saint Petersburg, Nizhni Novgorod, Tula, Orel, Voronezh, Lipetsk, Rostov-on-Don, Tver, Krasnodar, Kaspiysk, Republic of Dagestan

TV and Internet

NTV-Plus
All-Russia operator

Tricolor TV
All-Russia operator

AKADO
Moscow

Tvoe TV (Your TV)
Yekaterinburg, Krasnodar, Kurgan, Saint Petersburg, Novosibirsk, Moscow, Electrostal

Yota
Moscow

R-telecom
Bryansk, Volgograd, Irkutsk, Kirov, Kurgan, Kursk, Lipetsk, Leningrad, Moscow, Nizhni Novgorod, Novosibirsk, Omsk, Orenburg, Penza, Rosrov, Ryazan, Samara, Saratov, Sverdlovsk, Tver, Tomsk, Tyumen, Tula, Cheliabinks, Ulyanovsk and Yaroslavl Regions, Altai, Krasnoyarsk and Perm Territories, Republics of Bashkortostan, Mari El, Tatarstan, Udmurtia and Chuvashia

National cable broadcasting networks
St. Petersburg, Ekaterinburg, Novosibirsk, Kurgan, Moscow and Moscow Region

Comstar-Regions
All Russian regions

Multiregion
St. Petersburg; Belgorod, Vladimir, Volgograd, Irkutsk, Kirov, Leningrad, Moscow, Nizhni Novgorod, Novosibirsk, Ryazan, Tambov, Tyumen and Cheliabinks Regions, Zabaikalye, Kamchatka, Krasnodar, Stavropol and Khabarovsk Territories, Khanty-Mansyisk and Yamalo-Nenets Autonomous Regions

Orion-Express
Russia

Public Utility Services

Utility bill payments
Moscow, Dzerzhinsk, Reutov, Noginsk, Nizhni Novgorod, Izhevsk, Voronezh, Tver, St. Petersburg, Tyumen, Penza, Ufa, Ulyanovsk, Saratov, Chita

Penzaregiongas

PIK-Comfort

Mosenergosbyt,
Moscow

Chitinskaya Energosbytovaya Company

Dalenergosbyt

Sverdlovskaya Energogazovaya Company

Yakutskenergo

Yekaterinburgskaya Elektrosetevaya Company

Tyumenskaya Energosbytovaya Company

Mosoblgaz

Security systems

Cesar Satellite
Satellite security system

Autolocator
Satellite antitheft alarm system

Cobra Connex
Satellite security and search system

STARCOM
Satellite security system
Saint Petersburg

Airline Tickets

pososhok.ru	Pososhok Airline Tickets Booking

Goods (Direct Sales)

AVON	Avon
oriflame	Oriflame
faberlic	Faberlic
GROUPON	Groupon
BigBuzzy	Big Buzzy
zepter INTERNATIONAL	Zepter

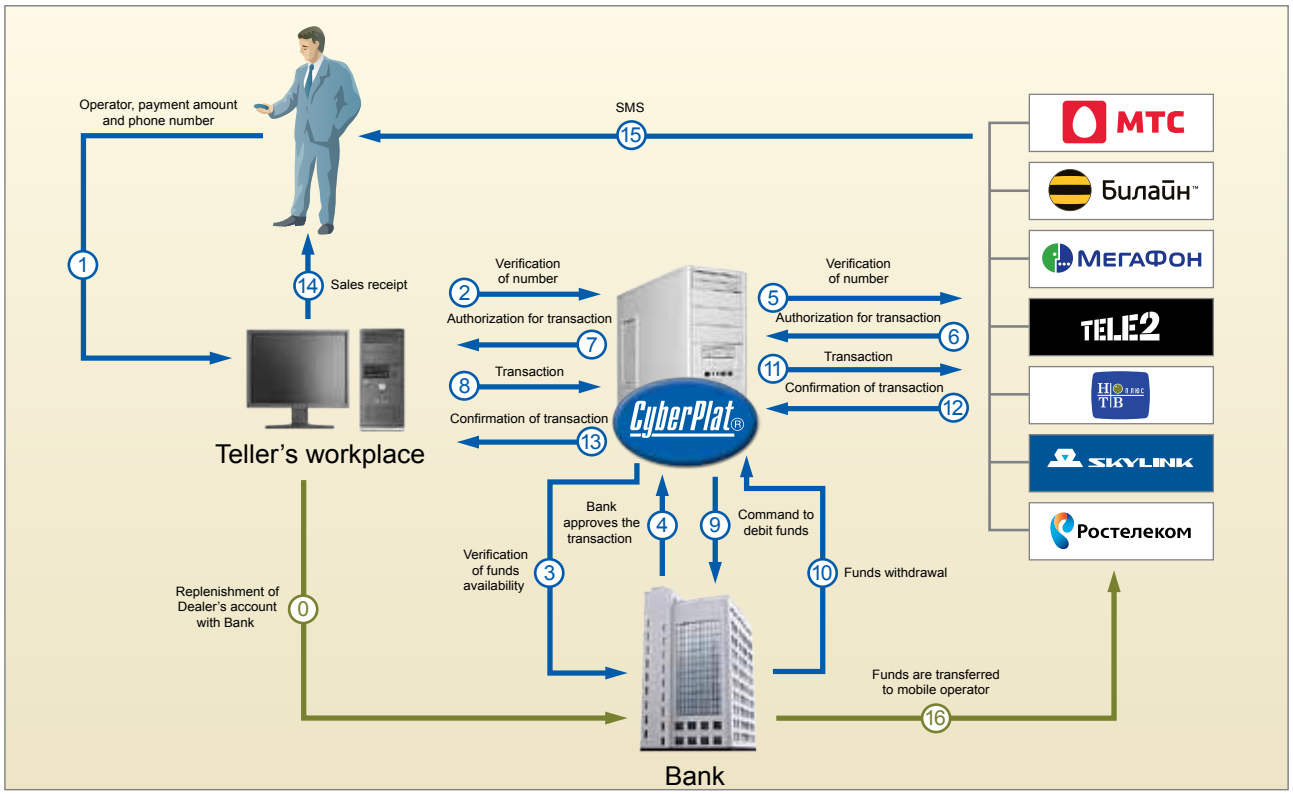
Please check the complete list of operators at:
http://www.cyberplat.com/about/customers

CyberPlat® Technology: Standard Solution Scheme in Case of Domestic Top-Up

CYBERPLAT® collects payments for provided services in on-line mode.

Whilst receiving money from customers the dealer guarantees prompt top up of personal accounts in the billing system of relevant service provider. Advanced payment system known as B2B (4C) is used for processing of transactions. It unifies opportunities of existing corporate (intercompany) payment systems and electronic retail payment systems.

The process is modeled as follows:



0. The dealer transfers to the settlement bank of CyberPlat® system an amount of money, which secures the amount of payments.

1. While paying for the products, the customer informs the cashier of his/her intention to top up for desired amount his/her mobile account opened with a certain subsidiary of MTS, Beeline, MegaFon, Skylink, other mobile communication operators, as well as telecommunication service providers. The cashier enters phone number and payment amount and presses "Checkout" button.

2. A computer or any other hardware-software device (POS-terminal, cash register) at payment acceptance outlet sends a request to CyberPlat® server using a secure SSL internet protocol in order to verify the designated phone number. The request has to be verified by the electronic digital signature (EDS) of the dealer.

3. The request is then forwarded from CyberPlat® server to server of the settlement bank of CyberPlat® system for verification of funds availability at the respective dealer's account. The application of SSL protocol and electronic digital signatures assures absolute safety of this transaction.

4. The bank server sends a response to CyberPlat® server stating whether enough funds are available on dealer's account.

5. If the bank approves the transaction, the request to verify the number bearing EDS of CyberPlat® will be sent from CyberPlat® server to the billing system of the operator using SSL-protocol.

6. The billing system of the operator verifies the number and forwards payment approval notice back to CyberPlat® system.

7. CyberPlat® server then redirects payment approval notice to workplace of the account manager at the relevant dealer's payment acceptance outlet.

8. The account manager at payment acceptance outlet collects the designated payment amount from the customer and presses "Confirm payment" button, whereupon payment is transferred to CyberPlat® server.

9. CyberPlat® server sends a command to the server of the settlement bank (electronic invoice) to debit the dealer's account with the amount paid to the cashier.

10. Funds withdrawal confirmation is then forwarded to CyberPlat® server.

11. Payment from CyberPlat® server is transferred to billing system of the operator, whereupon the customer's personal account in the above billing system is replenished.

12, 13. Billing system of the operator sends funds receipt confirmation to the cashier's workplace at the dealer's payment acceptance outlet so that both the cashier and the customer could see it.

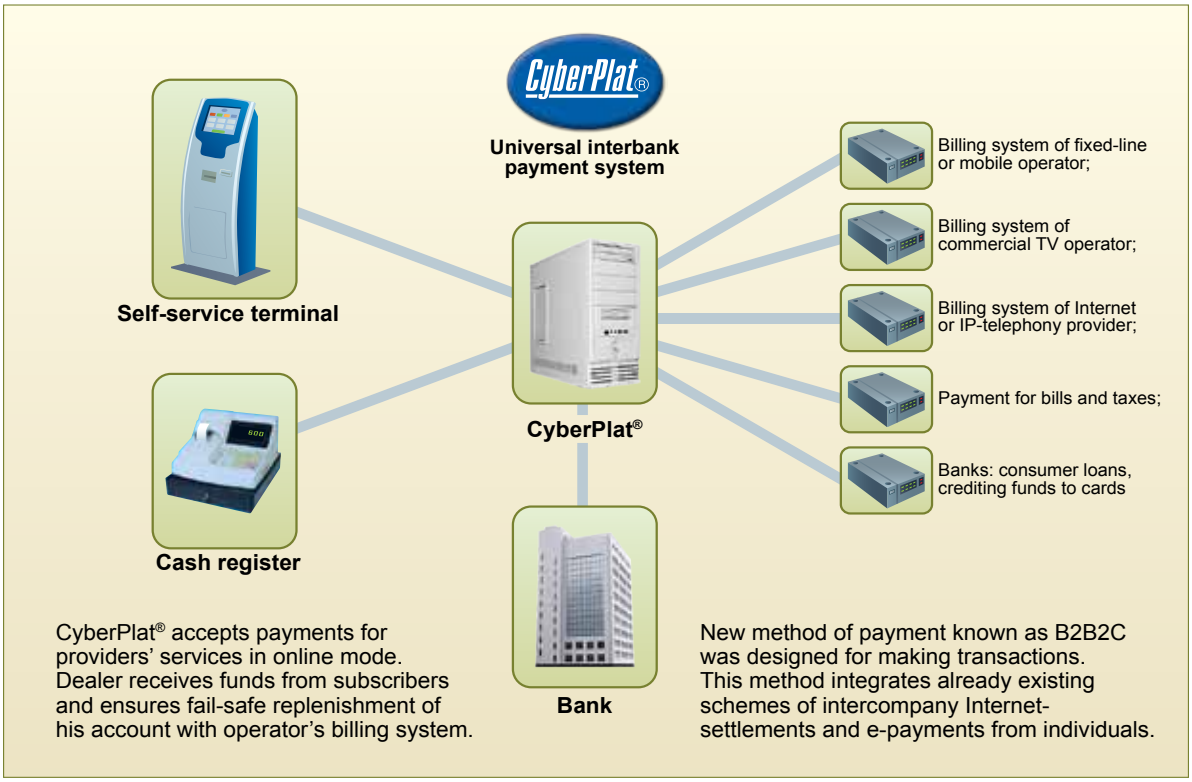
14. The cashier prints out and issues a sales receipt to the customer; this receipt includes all details of the accomplished payment (the name of the communications operator, date, amount of payment and phone number).

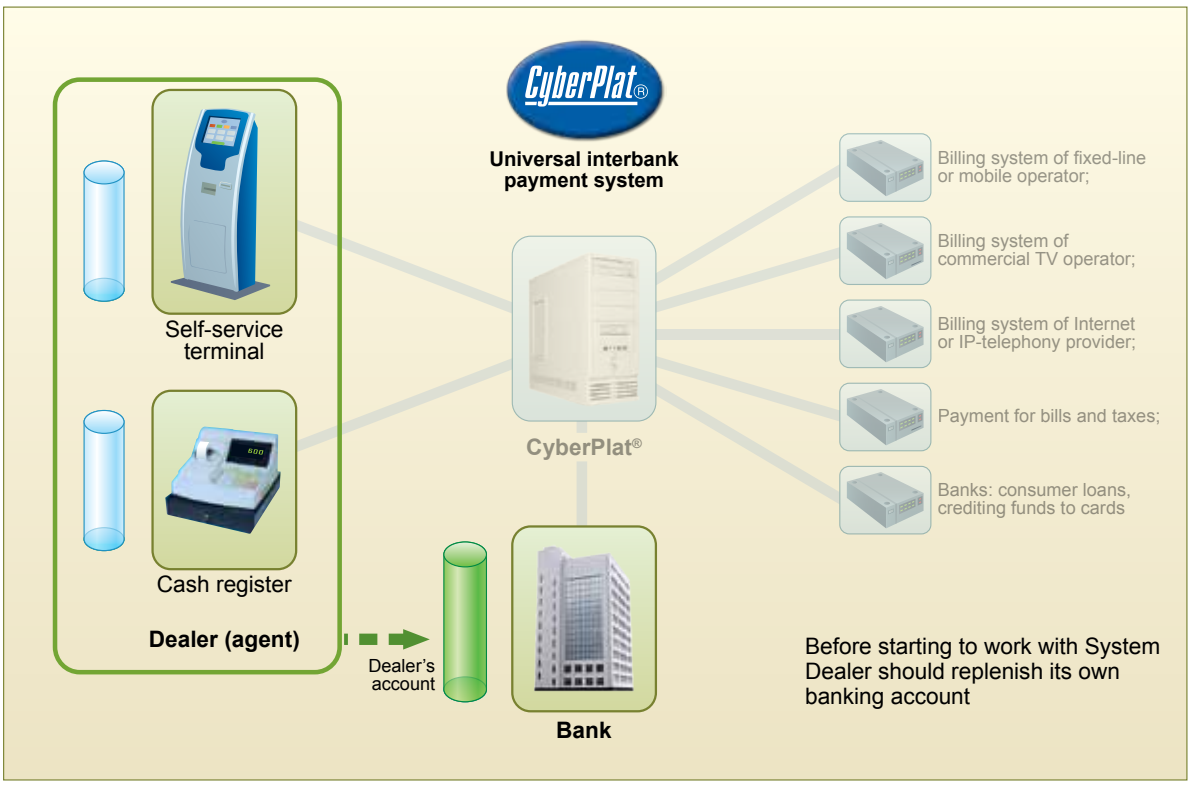
15. Billing system of the operator sends to the customer's mobile phone an SMS-message with a confirmation of the personal account refill.

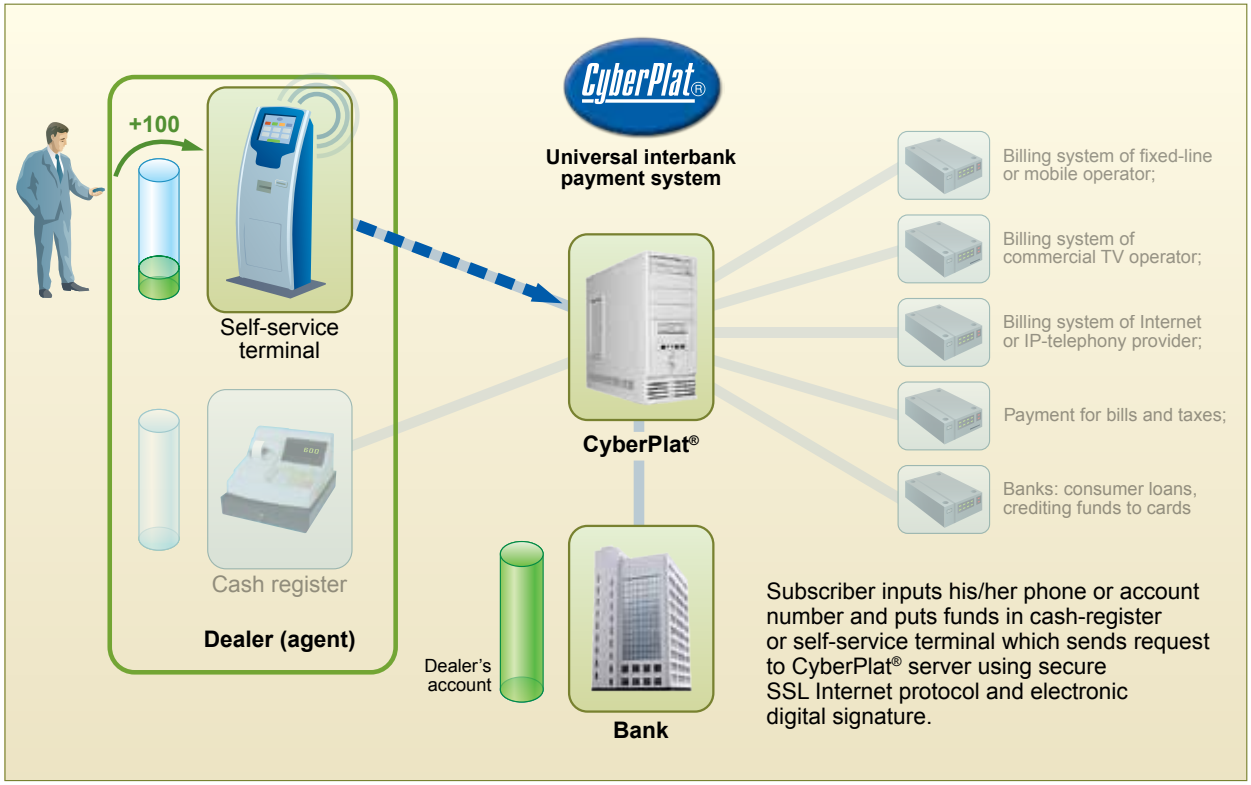
16. The funds are transferred from the dealer's account at the settlement bank to the operator's account.

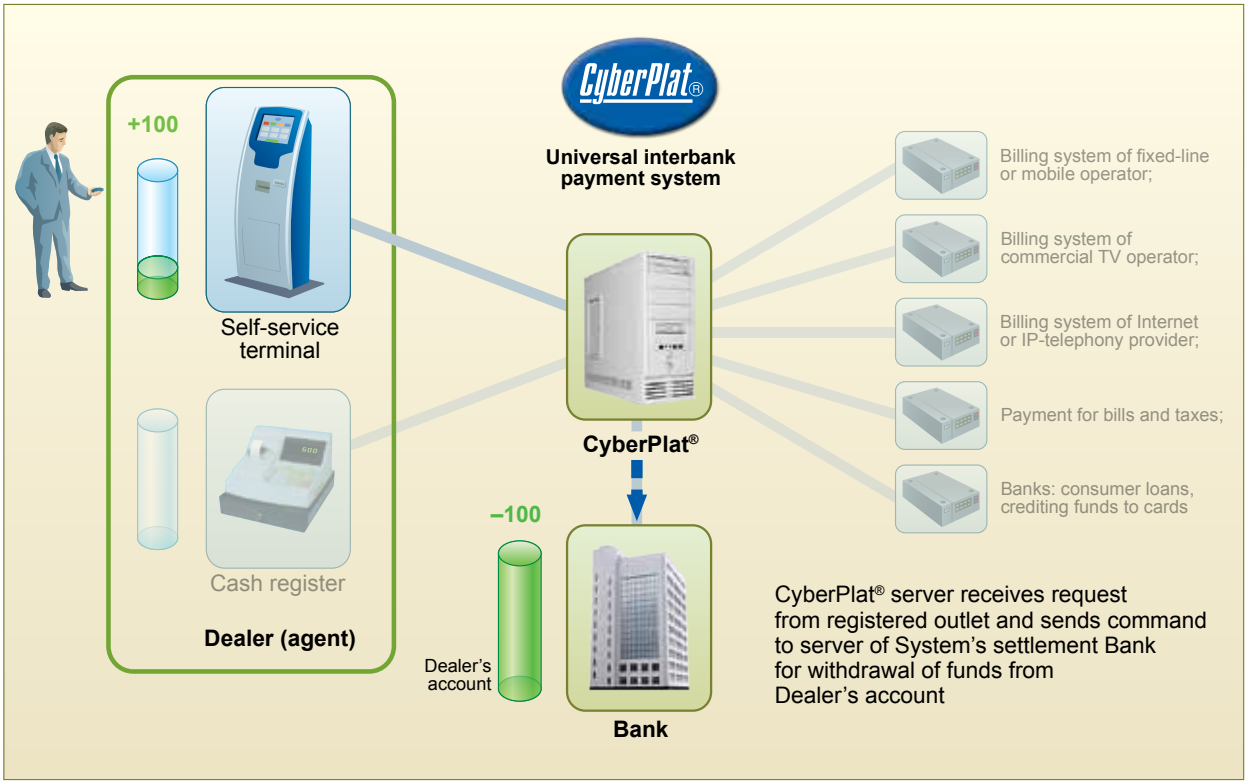
CyberCheck®, document flow technology, used in the above-mentioned procedure is fast (the standstill period of electronic payment via the system is less than 2 seconds, given a good channel of the dealer's Internet access) and safe (mandatory use of electronic digital signatures by both parties).

CyberPlat Operational Model
http://www.cyberplat.com/tech/how_does_it_work/






+100
Self-service terminal
Cash register
Dealer (agent)
Dealer's account
CyberPlat®
Universal interbank payment system
CyberPlat®
Bank
Billing system of fixed-line or mobile operator;
Billing system of commercial TV operator;
Billing system of Internet or IP-telephony provider;
Payment for bills and taxes;
Banks: consumer loans, crediting funds to cards
Subscriber inputs his/her phone or account number and puts funds in cash-register or self-service terminal which sends request to CyberPlat® server using secure SSL Internet protocol and electronic digital signature.


+100
Self-service terminal
Cash register
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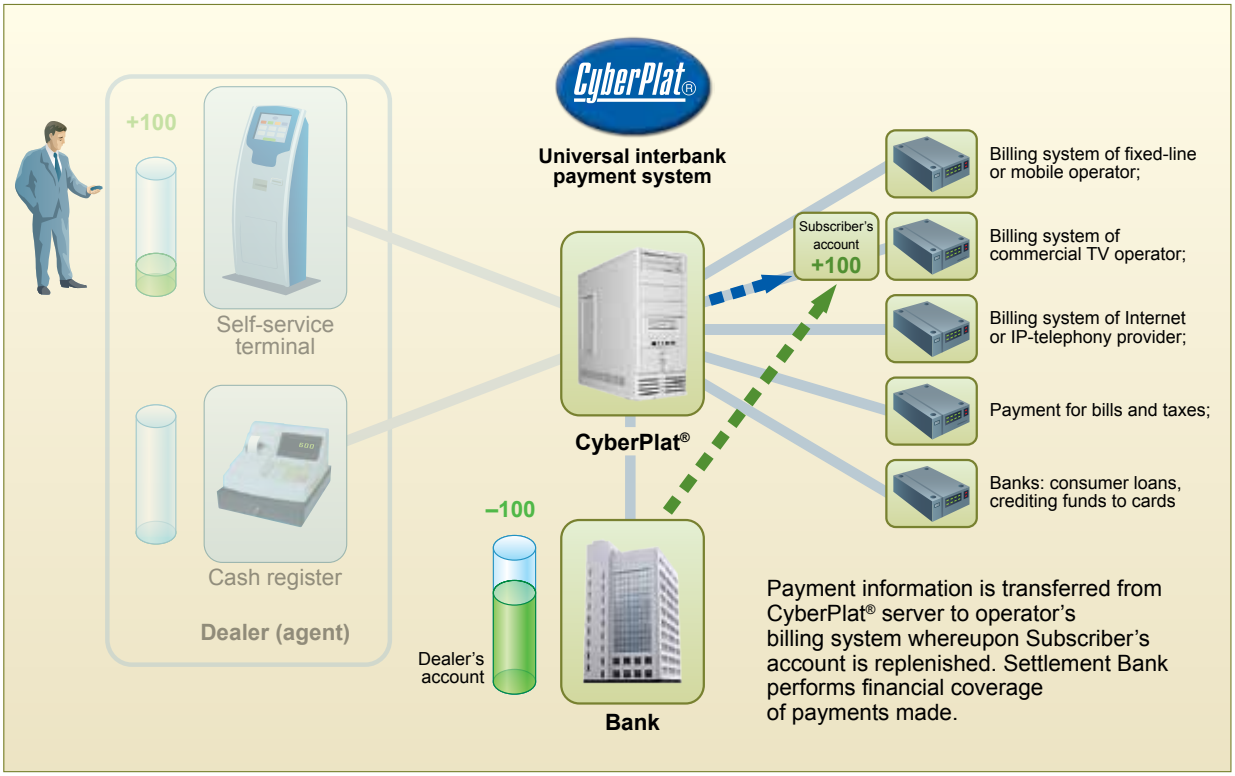
–100
CyberPlat®
Universal interbank payment system
CyberPlat®
Bank
Billing system of fixed-line or mobile operator;
Billing system of commercial TV operator;
Billing system of Internet or IP-telephony provider;
Payment for bills and taxes;
Banks: consumer loans, crediting funds to cards
CyberPlat® server receives request from registered outlet and sends command to server of System's settlement Bank for withdrawal of funds from Dealer's account


+100
Self-service terminal
Cash register
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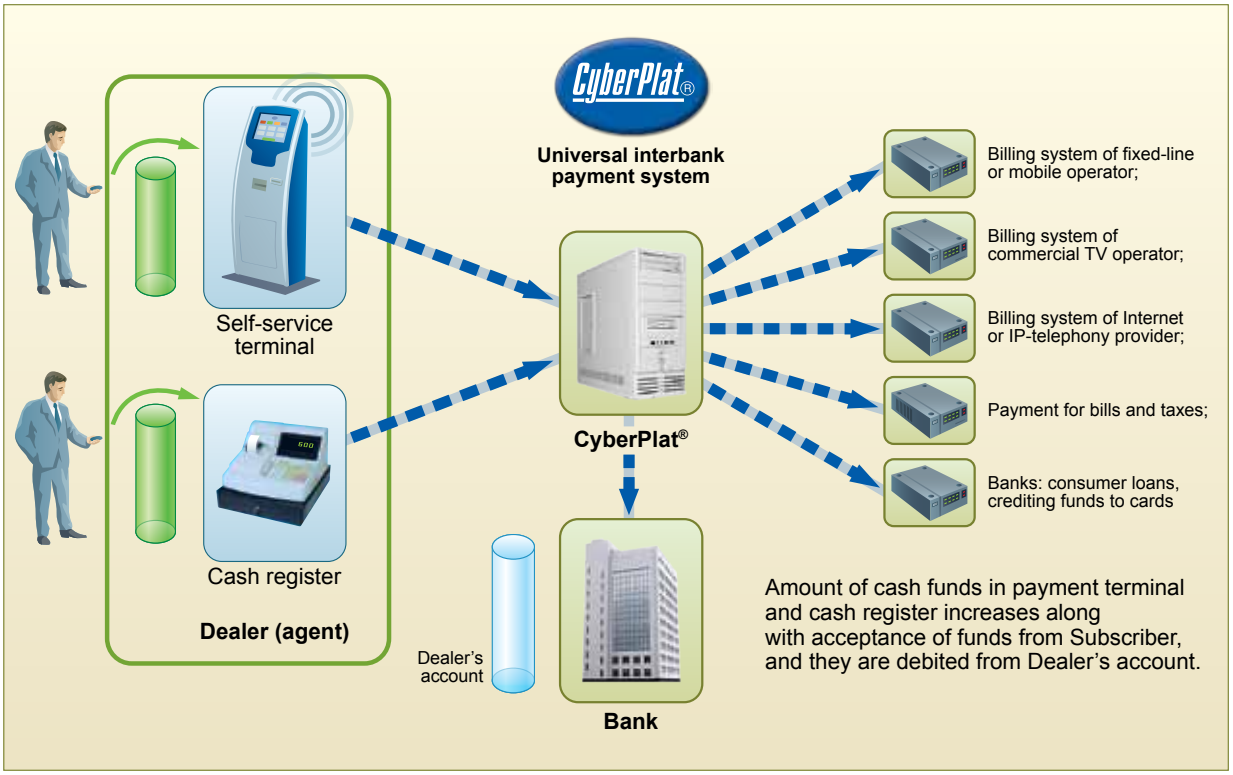
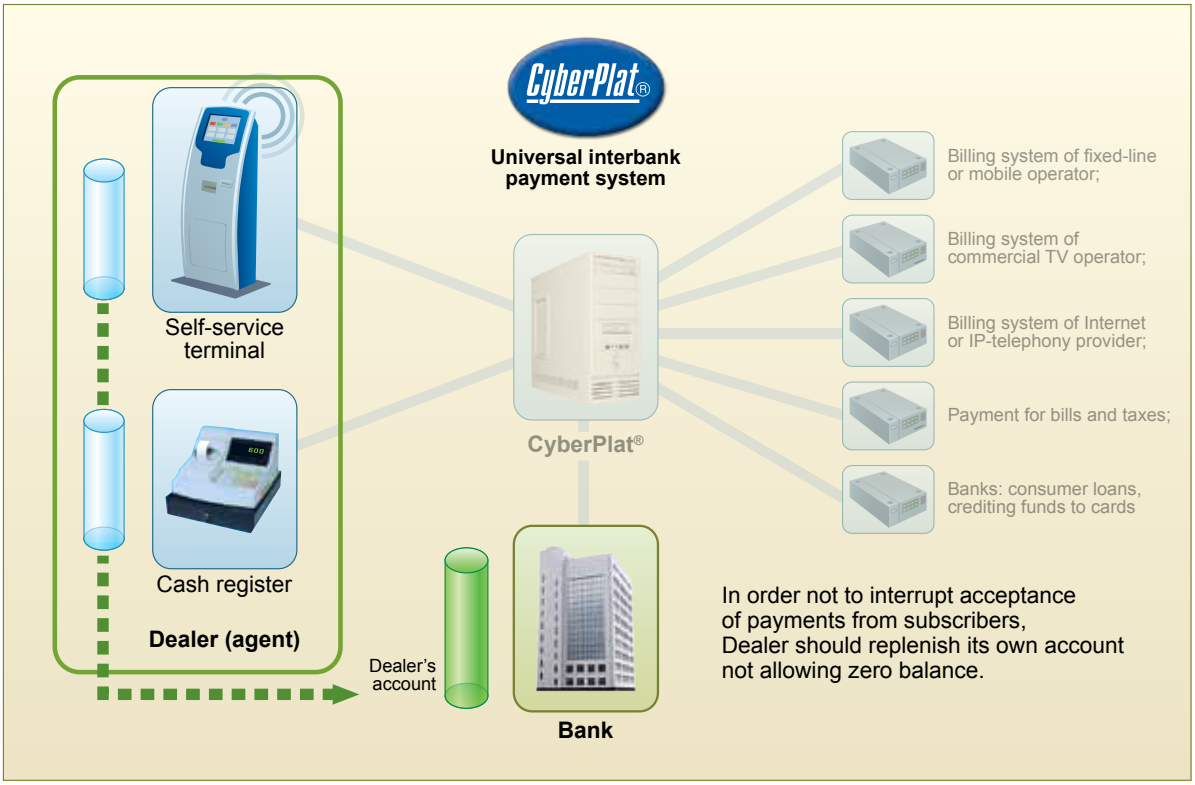
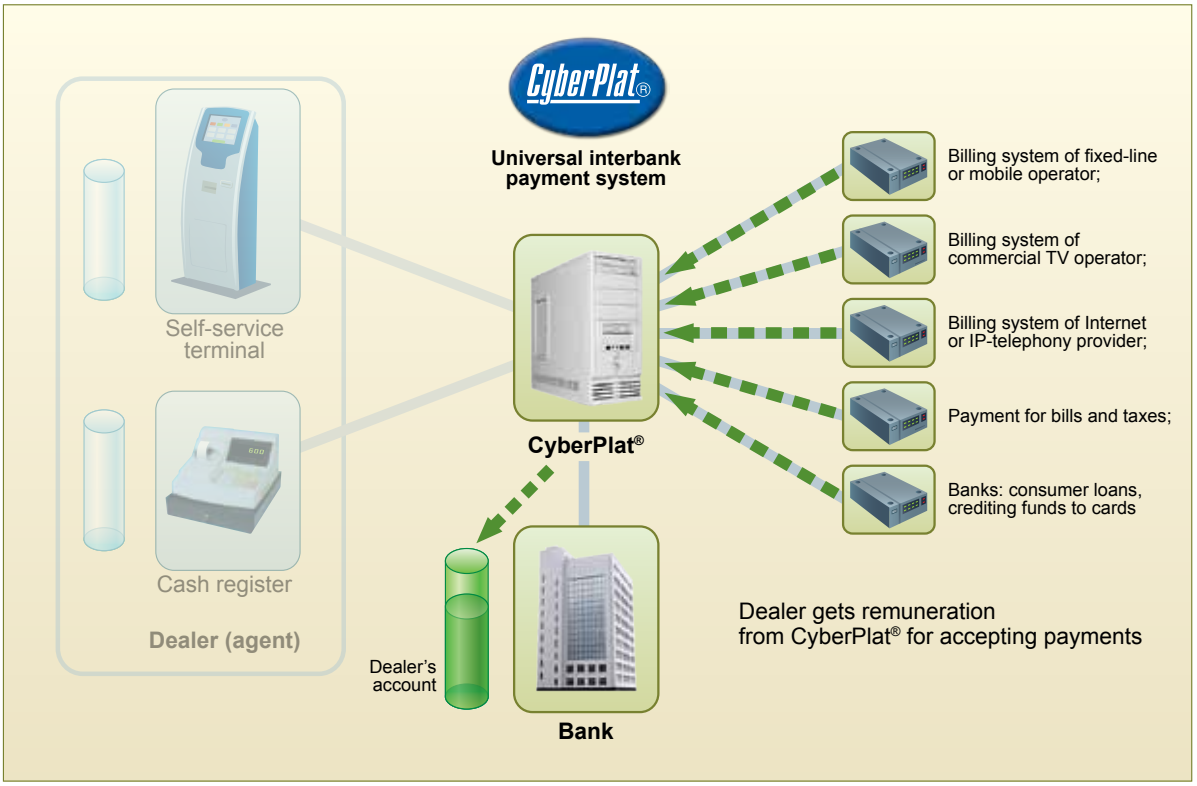
Universal interbank payment system
Subscriber's account +100
Billing system of fixed-line or mobile operator;
Billing system of commercial TV operator;
Billing system of Internet or IP-telephony provider;
Payment for bills and taxes;
Banks: consumer loans, crediting funds to cards
CyberPlat®
–100
Dealer's account
Bank
Payment information is transferred from CyberPlat® server to operator's billing system whereupon Subscriber's account is replenished. Settlement Bank performs financial coverage of payments made.


Self-service terminal
Cash register
Dealer (agent)
CyberPlat®
Universal interbank payment system
Billing system of fixed-line or mobile operator;
Billing system of commercial TV operator;
Billing system of Internet or IP-telephony provider;
Payment for bills and taxes;
Banks: consumer loans, crediting funds to cards
CyberPlat®
Dealer's account
Bank
Amount of cash funds in payment terminal and cash register increases along with acceptance of funds from Subscriber, and they are debited from Dealer's account.


CyberPlat®
Universal interbank payment system
Self-service terminal
Cash register
Dealer (agent)
Dealer's account
CyberPlat®
Bank
Billing system of fixed-line or mobile operator;
Billing system of commercial TV operator;
Billing system of Internet or IP-telephony provider;
Payment for bills and taxes;
Banks: consumer loans, crediting funds to cards
In order not to interrupt acceptance of payments from subscribers, Dealer should replenish its own account not allowing zero balance.


CyberPlat®
Universal interbank payment system
Self-service terminal
Cash register
Dealer (agent)
Dealer's account
CyberPlat®
Bank
Billing system of fixed-line or mobile operator;
Billing system of commercial TV operator;
Billing system of Internet or IP-telephony provider;
Payment for bills and taxes;
Banks: consumer loans, crediting funds to cards
Dealer gets remuneration from CyberPlat® for accepting payments

Banks-Partners of CyberPlat®

By the end of 2013, CyberPlat® payment system had entered into contractual relations with over 300 banks. Many banks cooperate with CyberPlat® as dealers arranging payment acceptance procedure through CyberPlat® system in their offices, through ATMs, or networks of self-service banking terminals. At the same time, many of them act as operators, i.e. payment recipients, using CyberPlat® system as an effective channel for repayment of retail loans and for replenishment of bank accounts including card accounts.

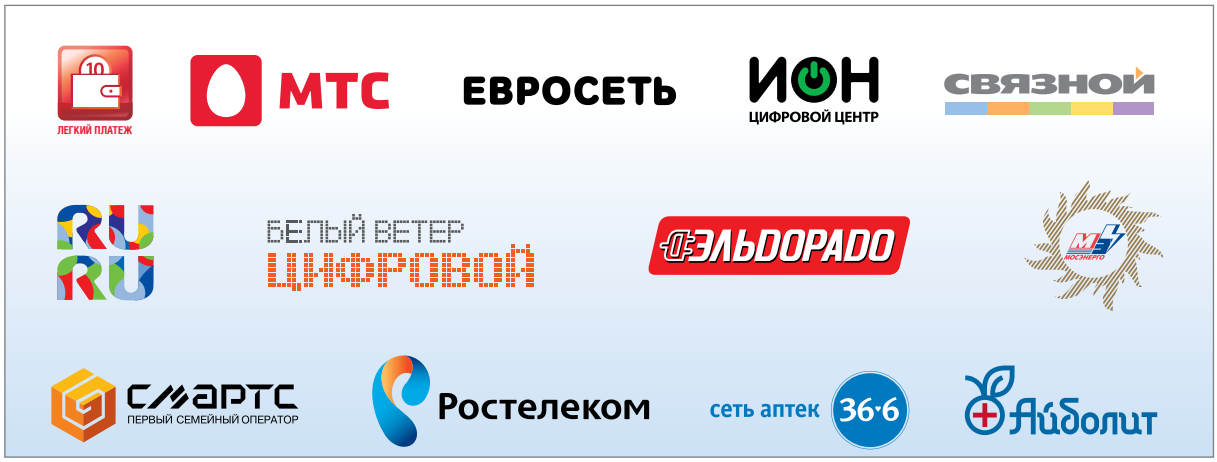
Many banks use a unique product developed by CyberPlat® experts called Money Transfer Systems Integrator (MTSI), which ensures a tenfold increase of money transfers in terms of efficiency. Below are listed several largest banks-partners of CyberPlat® system.

Payment Acceptance Network (largest retailers)

As of today, among CyberPlat® dealers the best known are the following:

- Federal Networks of dealer mobile communication brand stores: Svyaznoy, Euroset, ION, mono-brand network of MTS mobile stores;
- KazPost JSC;
- Gas station networks: Gazpromneft, Lukoil, Peterburgskaya Toplivnaya Kompaniya; branch offices of Mosenergosbyt;
- Electronics stores: Eldorado, Mir, Belyi Veter;
- Drugstore chains: 36,6 and Kazan Drugstores;
- Payment terminal networks Elecsnet, Platiojka, Platforma, Express-systems (Ural);
- Banks: Sberbank of Russia, Russian Agricultural Bank, Alfa-Bank, Bank of Moscow, Russian Standard Bank, Sobinbank, TransCreditBank, SDM Bank, Promsvyazbank, Zapsibcombank, Trust National Bank, Sudostroitelny Bank, Russian State Insurance (Rosgosstrakh), Bank of St. Petersburg, SMP-Bank and many others.

Main payment acceptance networks



Geographical Coverage of CyberPlat®

Regional representative offices of CyberPlat® successfully operate in all federal districts of the Russian Federation and are located in St. Petersburg, Nizhny Novgorod, Kazan, Kursk, Krasnodar, Yekaterinburg, Kemerovo and Vladivostok.

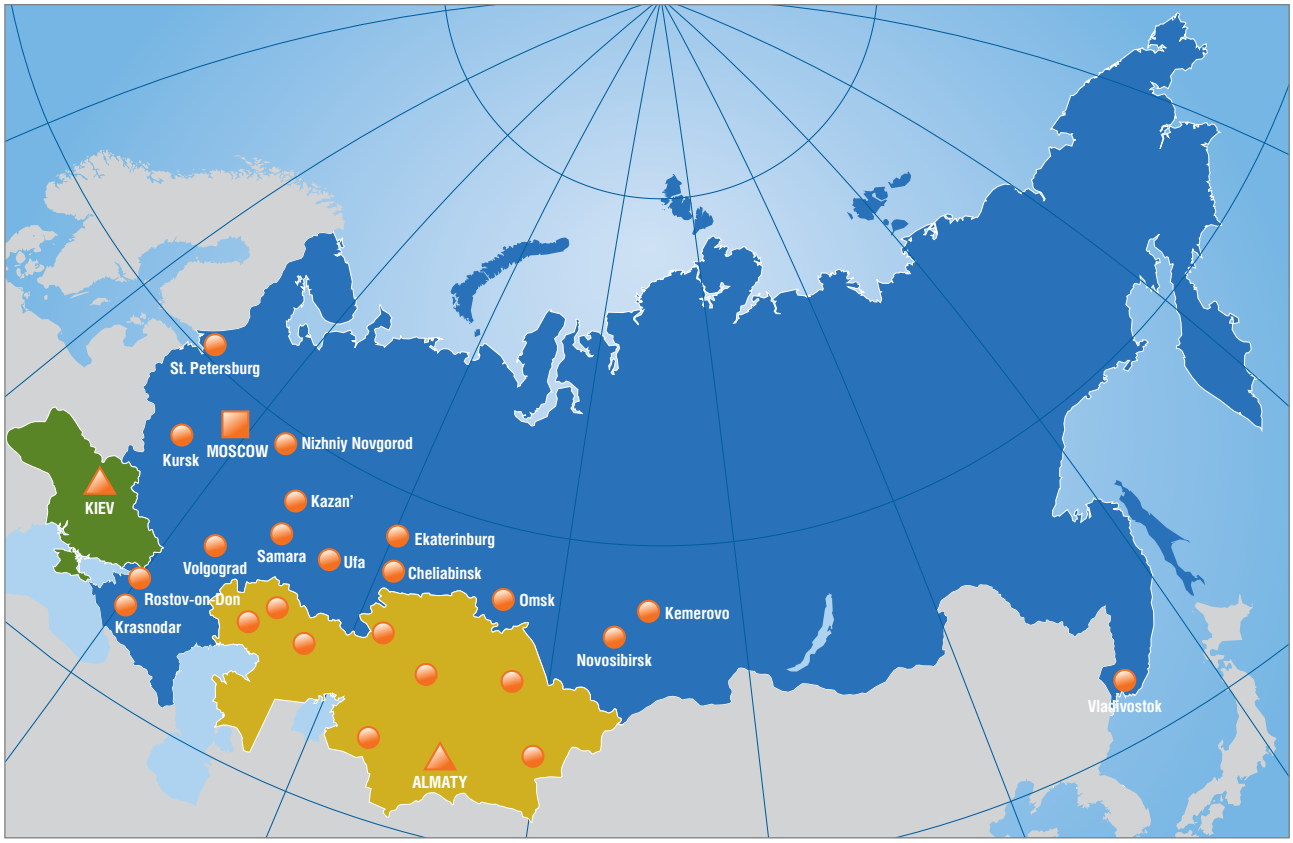
CyberPlat® payment system subsidiaries successfully operate in CIS countries such as Kazakhstan and Ukraine.

Historically, CyberPlat® is the first payment system in Kazakhstan. CyberPlat® subsidiary in Kazakhstan, CyberPlat Kazakhstan JSC, was incorporated on September 15, 2005. First payments through the system were effected in April 2006. Later in 2013, over 23,000 payment acceptance outlets connected to CyberPlat® system were located in Kazakhstan, and regional representative offices of the company operated in all major cities of Kazakhstan: Almaty, Astana, Aktobe, Shymkent, Ust-Kamenogorsk, Karaganda, Pavlodar, Qostanay and Uralsk.

Currently, the largest banks, mobile operators, service providers, terminal networks, and commercial enterprises of the Republic of Kazakhstan are partners of CyberPlat® subsidiary in Kazakhstan.

CyberPlat® business in Ukraine has similar development trends. As of the end of 2011, CyberPlat® payment acceptance network in Ukraine consisted of over 3,500 outlets, and their number is constantly growing. Networks of mobile stores Mobilochka, Allo, Euroset, Evant, supermarket networks Eldorado, Stells, and others are among the largest customers of CyberPlat® payment system in Ukraine.

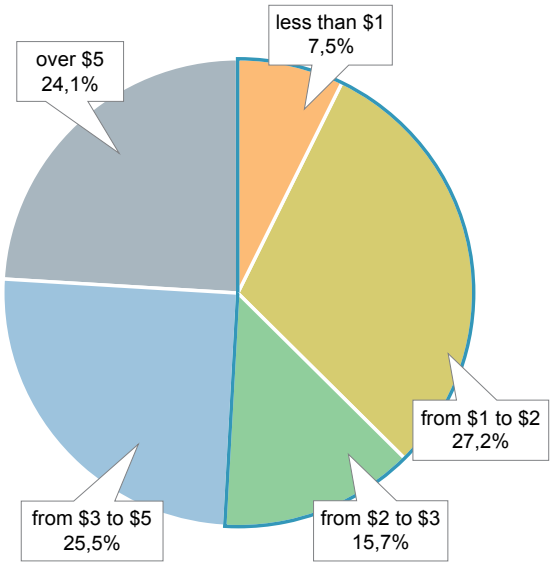
Network of CyberPlat® offices in CIS countries



Social Mission of CyberPlat®

According to the statistical data as of the end of 2013, only 24.1% of all payments effected through CyberPlat® payment system exceeded $5. Meanwhile, the transactions of less than $1 made up 7.5%, transactions of $1 to $2 made up 27.2%, transactions of $2 to $3 made up 15.7% and transactions of $3 to $5 made up 25.5% of total payments. Thus, more than 50% of all CyberPlat® transactions include payments below $3 (about 90 rubles).

Distribution of payment amounts in transactions performed through CyberPlat®



The above presented data confirms that CyberPlat® allows using the most advanced up-to-date technologies by medium and low-income groups of population. First, such possibility is presented by mobile communications and Internet access services. Even a minimal account balance allows connection, sending messages and making urgent calls.

Conditions created by CyberPlat® system for the use of modern communication technologies by the broader population groups plays a decisive role in addressing the issue of so-called "digital divide" in the Russian Federation. Statistical data concerning predominance of small payments and the total number of transactions performed via the system clearly shows that efforts applied by CyberPlat® system positively influence the increase of the rate of mobile communication penetration in Russia.

For instance, if the customer's account is empty and the customer cannot afford to buy scratch card for 100 rubles (minimal nominal value), he/she can still top up his/her account at any payment acceptance outlet.

Any customer carrying 10 to 20 rubles can top up his/her account in order to use SMS-services and to receive incoming calls.

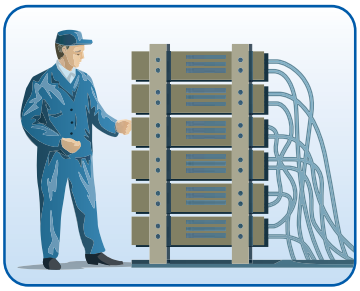
It is also convenient that payment acceptance outlets are located at the most frequently visited public places such as shops, drugstores, post offices, mobile communication brand stores, payment terminals, and gas stations. Besides, due to real-time transaction the customer may promptly top up his/her account.

Thus, due to opportunity to deposit small amounts into personal accounts low-income groups, including children, students and retired employees, get an access to mobile communications. So that implements an important social mission for elimination of digital divide.

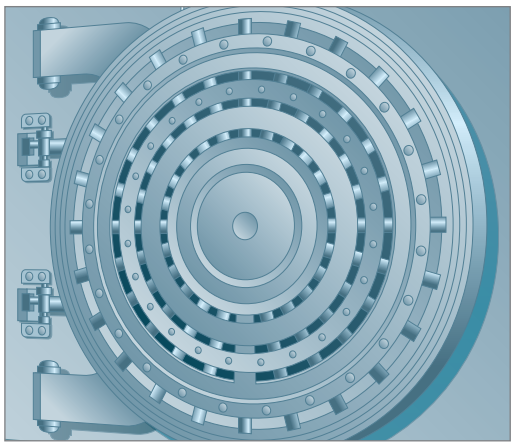
Advantages of CyberPlat® Technology

Experience and Highly Qualified Personnel

One of the most important advantages of CyberPlat® payment system is organizational, technical, and HR potential accumulated by the company during 16-year operation at the market of retail payments which for many reasons was created due to efforts of specialists and managers of the payment system. Today the company employs over 200 specialists with unique knowledge and skills in devoted fields: systems analysts, programmers, experts in finance and banking services, experts in services automation, lawyers and financiers with knowledge and expertise in all aspects of legislation governing express payment market.



Safety and Security



CyberPlat® is a closed payment system. Its major distinction from the open systems is that all parties of payment transactions, that is, payers (dealers accepting payments from subscribers) and recipients (beneficiaries) are rigidly identified. Funds from retail store account are transferred to the operator's account and are credited to the subscriber's personal account. Neither employee of payment acceptance outlet can simply withdraw money from the system.

CyberPlat® is the system, which operates in the real time mode. Any transaction in the system takes less than 2 seconds. Such unprecedented performance is complemented by the absolute security of financial transactions. Each transaction includes up to 16 operations authenticated with an electronic digital signature and performed with use of secure methods of data transmission via Internet channels, including verification of customers' phone numbers and personal accounts in billing systems of service providers, identification and authorization of payment acceptance outlets, and other operations. This technology ensures absolute security of transactions and minimizes the number of erroneous payments.

For the 16 years of its operation, CyberPlat® system has not had any single occurrence of hacking a transaction.

Multiple Hardware Platforms of the System

Significant advantage of CyberPlat® payment system is free choice of payment method and optional use of various payment devices depending on dealers' capabilities.

Payments can be effected through the cashier (teller) using:

- Personal computer connected to the Internet or even a smart phone (for example, at a dealer company) that performs payments through CyberPlat® system's website,

- Automated cash register (for example, at a retail network store); in this case, interaction with CyberPlat® system is carried out through the retailer's server,
- Other equipment

1C:Enterprise software is supported while these operations

- POS-terminals,

- Any phone supporting Java software, IOS

Without any human (cashier or teller) assistance, i.e. through:

- Payment terminals (self-service cash-in kiosk)

- ATMs

Through Internet-Bank-Client:

Features of CyberPlat® payment system can be easily integrated in the Internet-Bank-Client systems

For example:

- Retail chains use points-of-sale terminals;
- Eldorado supermarkets and Gazprom Neft network use special technology along with their corporate internal networks;
- Large dealer networks (Svyaznoy, Euroset, network of MTS brand stores and others) use solution based on 1C or in-house developments;
- Chains of electronics stores (Belyi Veter, etc.), as well as local dealers and subdealers use light versions of client software that may operate through GPRS.

CyberPlat® system maintains a detailed record of all operations in case of using any of the above-listed mechanisms and technologies, whilst complete payment data is available online at http://www.cyberplat.com.

High Fault Tolerance and Efficiency

CyberPlat® experts constantly test the system's efficiency and stability. CyberPlat® capabilities in all aspects significantly outrun the most rigid technical requirements of payment acceptance market. In 2011, CyberPlat® had reached another speed threshold in processing complex financial transactions. Due to modernization of technological platform, performance indicator thereof exceeds the record-breaking figure of 1,400 transactions per second. CyberPlat® fault tolerance index is 5 times higher than similar index of the nearest peer. This indicator is unique for the Russian payment acceptance market.

The maximum load on CyberPlat® system does not exceed 110 transactions per second even in rush hour, including cases when due to any technical failures, other payment systems do not operate and payment flow through CyberPlat® increases significantly. This means that CyberPlat® capabilities ensure more than a 14-fold margin against operational maximum levels of system load. In November 2011, for the first time in the industry CyberPlat® offered its existing and potential partners a new service of load testing. Load testing is performed in industry system using its additional powers currently free from payment processing.

Unlike real torrent of transactions, interaction with external provider is simulated inside CyberPlat® system. During the load testing, the system displays an interactive chart and current performance results. Estimated duration of one load testing is from 1 min. 40 sec. for 100,000 payments and 13 min. 40 sec. for 1,000,000 payments. Cost of such service is 1 kopeck (0.01 rub.) per transaction. Payment can be made by VISA and MasterCard banking cards, via CyberPlat® Payment book or through e-commerce applications of the Russian major network operators such as Beeline, MegaFon and MTS.

24 hour/ 7 days Technical Support

In order to ensure failure-free online business-processes in CyberPlat® payment acceptance network, the company has established 24/7 technical support, whereupon corporate experts are always ready to give the required advice and provide prompt technical assistance in the following cases:

- failures and problems in configuring the software for payment terminals and cash registers of retail companies;
- when it is necessary to specify the status of payments;
- failures in operation of telecom operators or troubles in billing of certain providers;
- any other issues related to the breach of payment acceptance processes and procedures.

Legal Validity and Cogency

Use of the electronic digital signature (EDS) with a 1024/2048 bit key eliminates risk of fraud and ensures incontestability of top up transaction of personal account in the operator's billing system.

Certification

Software of CyberPlat® payment system is certified by relevant governmental agencies. KPMG Ltd. certifies CyberPlat® processes.

No competition with own partners (dealers)

As a processing company, CyberPlat® payment system, unlike other payment systems, has never had and does not have its own payment acceptance outlets neither in form of terminal networks nor in form of retail payment networks. An exception is the network consisting of 30 payment acceptance terminals designed for checking and testing the software, as well as new payment services and products. Thus, any competition with its own dealers, typical of other payment systems, is eliminated. Therefore, dealers working through CyberPlat® payment system do not experience the following:

- leakage of information related to the network and retail outlet turnovers that can be used for competition strategies;
- attempts of hostile takeover with the use of obtained information and unethical competition methods (administrative resource, raiding captures, corruption schemes);
- attempts of displacement from the most profitable outlets including the use of such unethical competition methods as dumping.

For this reason, many payment terminal networks operating through other payment systems have migrated to CyberPlat® system.

No practice of corporate brand promotion at the expense of partner brands

CyberPlat® payment system provides services primarily as a processing company and does not have any own payment acceptance outlets. Therefore, unlike other payment systems, CyberPlat® operates in B2B segment and does not promote its own brand among the end-users (payers). In most cases, competitors of CyberPlat® payment system are independent players of the retail payment market and, therefore, are highly interested in promoting their own brands amongst customers, as well as in weakening and displacement of other brands from the market. This results in direct conflict of interests of such processing companies with their dealers.

Often, one of the main requirements at connection of a smaller partner is its unconditional transition to operation under the unique system brand. Eventually, it can result in a hostile takeover of the entire business of the partner-company.

In case of cooperation with CyberPlat® payment system, such problems do not emerge.

No practice of promotion and solicitation of unnecessary or unprofitable products or services to partners

CyberPlat® payment system is especially interested in development of its partners' business as it does not have own payment acceptance outlets. Amount of revenues generated through payment system directly depends on partners' turnovers. Therefore, unlike other competing payment systems, CyberPlat® does not promote or solicit using such products and services that might be profitable for the payment system, but unprofitable for partners. For instance, there is a well-known market situation when partners are forced to maintain at their own terminals personal services developed by payment system solely for its own benefit.

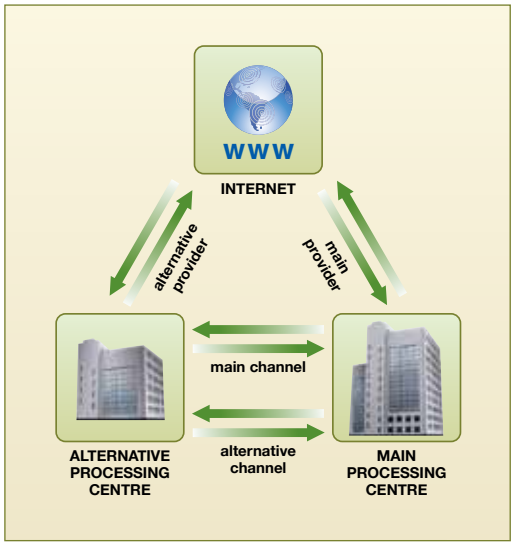
Such services in partners' terminal networks not only reduce partner's revenues but also reduce turnovers from principal operations. Partnership with CyberPlat® payment system eliminates such a practice.

Material responsibility of IT personnel

One of the key factors ensuring high operational reliability of the payment system is the existing system of material incentives for IT-personnel, where the amount of monthly bonuses depends on fault tolerance index and online processing performance index.

If the number of off-line transactions exceeds 0.1%, IT employees are 100% deprived of their bonuses. If this figure is less than 0.01%, then the bonus is paid in full. If fault tolerance and online performance index fall within a range of 0.01–0.1%, applies a linear bonus scale.

Stability and scalability of technical platform



System's high performance indicators depend on the following factors:

CyberPlat® system is based on two processing centers backing each other. The master centre is located in Moscow. Connection between the centers and Internet connections are backed up with independent provider connections. Such backup system combined with advanced cluster architecture guarantees high fault tolerance and independence from many force-major circumstances.

CyberPlat® software requirements are very high to guarantee high quality and high performance of every single module, as well as of the entire system.

Moreover, for 14 years of successful operation, CyberPlat® has adjusted and optimized its system, and has upgraded its key modules.

CyberPlat® is Failure Free!

Reliability of CyberPlat® system is unrivaled in the market of Russia and CIS countries. Thus, as a result of complex monitoring of largest partners by payment acceptance processes, the leading mobile network operator MTS recognized CyberPlat® as the most reliable processing system in Russia and CIS countries. Upon MTS request, independent specialists regularly perform such observations using effective and proven methods.

CyberPlat® has the highest index of faultless operation, reliability and speed among all existing payment systems. Even today, the capability of CyberPlat® surpasses the most stringent requirements of payment acceptance market in all material aspects; fault tolerance index of the system is over 5 times higher than similar index of the nearest peer.

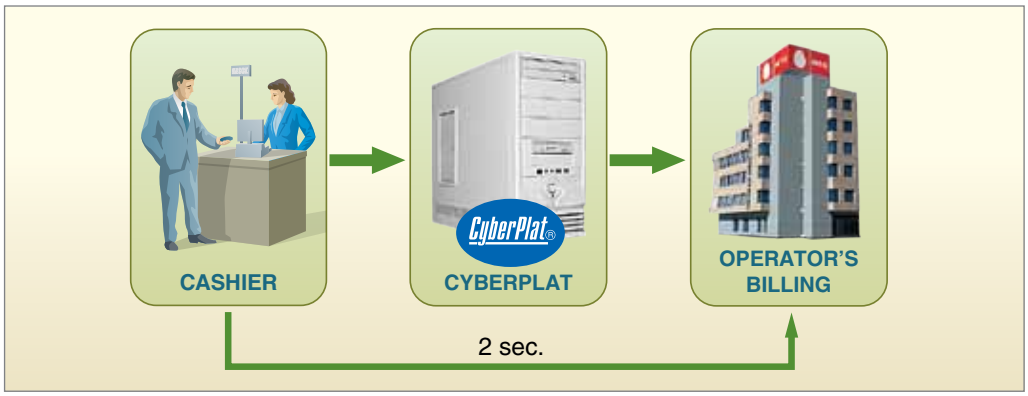
FAULT TOLERANCE OF CYBERPLAT® IS UNRIVALED!

Recipient Verification

One of the advantages of CyberPlat® payment technology is effecting payments in two stages. Mandatory payment authorization is performed at the first stage, i.e. an inquiry on existence of the relevant subscriber's number is forwarded in the real-time mode to the operator's billing system. Refill of the subscriber's personal account can be performed correctly only in case of positive response. Not all similar payment systems use a two-stage scheme in their operations, and thus, it leads to numerous mistakes and claims on the part of payers.

Online (2 seconds)

All financial transactions performed through CyberPlat® system are effected online. In case of a deadlock, (temporary failure of the Operator's billing system) customers can use such option as payment accumulation until the Operator billing system resumes operation.

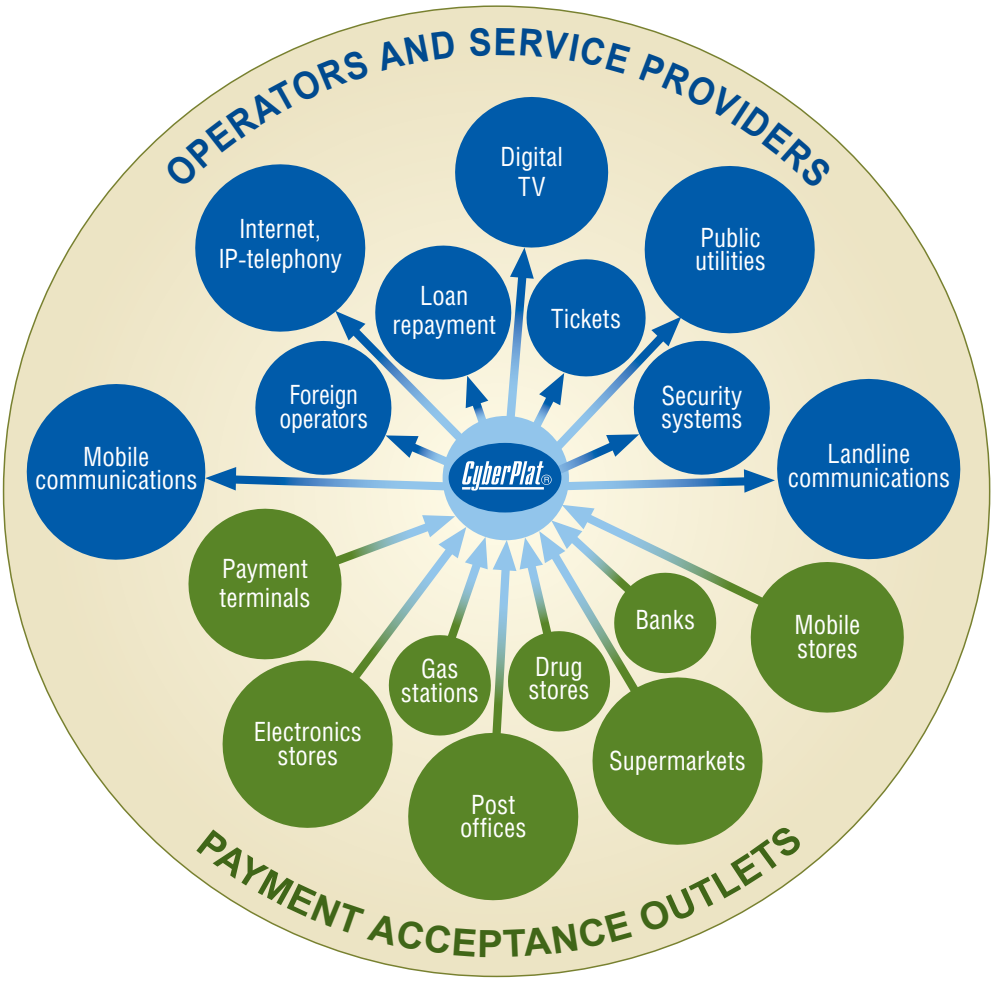


CyberPlat® products and solutions

Payment Acceptance Procedure (domestic top-up)

CyberPlat® payment system is based on well-developed and globally implemented system of accepting payments from individuals through a partner network ("the lower segment" of the business-scheme) in favor of wide range of service providers and suppliers of goods ("the upper segment" of the business-scheme). Retail companies, bank branches, ATM networks, and networks of self-service terminals represent "The lower segment", i.e. payment acceptance network.

The number of payment acceptance outlets in the "lower segment" as of the end of 2013 comprised 600,000. In addition, there are a large number of users of Internet-Bank-Client systems owned by banks-partners of CyberPlat® payment system with integrated possibilities of making payments in favor of service providers. Such users also refer to "lower segment" of CyberPlat ® payment system.

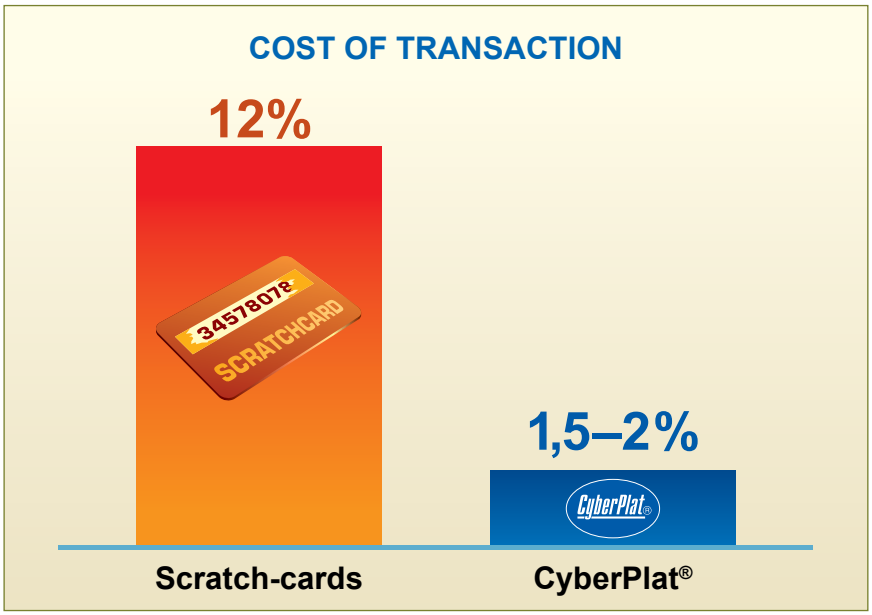


Payment Acceptance Procedure in Retail Stores

Benefits

Low cost of transaction

With the use of CyberPlat® system, actual cost of collection transaction is significantly reduced, which is extremely important for operators. For scratch cards, cost of collection transaction comprises 12% of nominal value. This is total cost paid by the operator for collection transaction with the use of scratch cards. It includes the retailer's discount (usually 5–6%), production cost of cards (2–3%), logistics expenses, fraud detection and prevention costs, and other related expenses. At payment collection through CyberPlat® system in retail business, average cost of collection transaction for mobile communications comes down to 1.5–2%. This is the best cost-cutting solution for mobile service providers. For instance, such mobile operator as Beeline with annual income of $9 billion as of 2013 saves up to 10% that is additional $870 million proceeds per year. This is huge sum.



Growth of customer flow and proceeds

Long-term experience of CyberPlat® payment system shows that customer traffic doubles when service or sales outlets start accepting payments though CyberPlat® system. At the same time, proceeds from main activity of the company increase by 10–40%, depending on quality of advertisement and on the type of goods. For example, if the retail outlet sells laundry powder, then volume of laundry powder sold will grow by nearly 10%. If the outlet sells mobile phones, then this increase will comprise up to 40%.

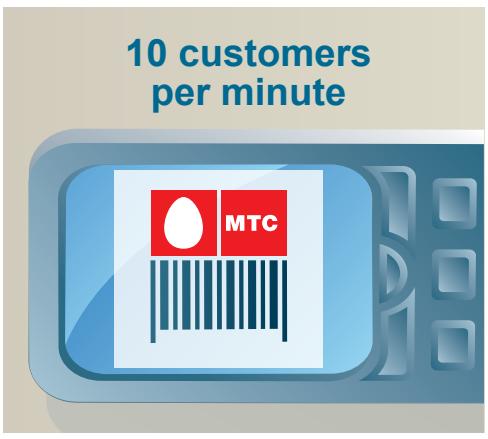
RETAIL ONLY

RETAIL + PAYMENT ACCEPTANCE

Faster customer service

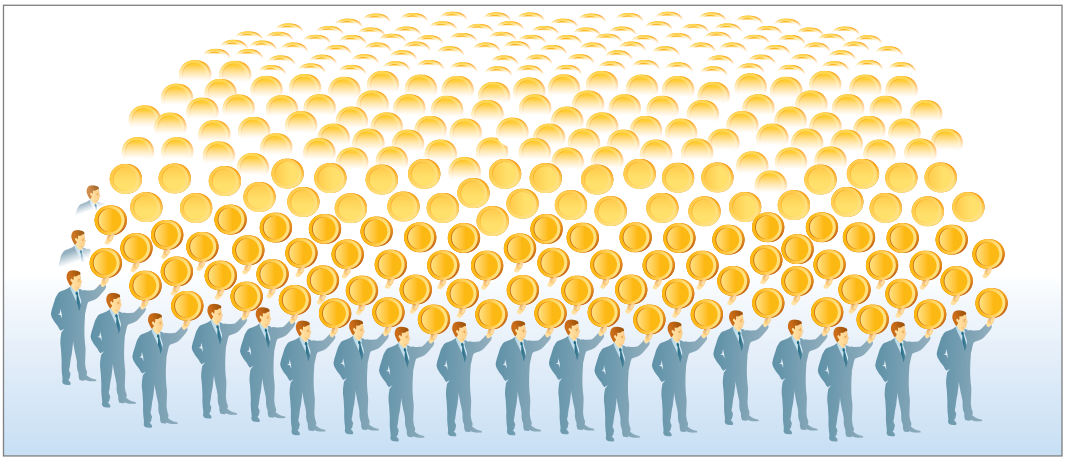
CyberPlat® experts have developed service called “change to the phone” which is of major interest for most retail companies. This technology considerably facilitates work of cashiers, as it is easier to deposit a small amount to a subscriber account of the user mobile phone than to give the exact change in small bills and coins.

In addition, the client does not have to pronounce aloud his phone number, because now he uses card with phone number encoded as a barcode. This greatly accelerates the process of effecting the payment at the cash desk. It is recommended to employ “Change to the phone” service in conjunction with mobile communications operators or via customer loyalty programs. Large chains can produce cards for their clients with phone numbers already encoded as barcodes, and then grant bonuses on these cards at payment (for example, without any additional commission). This service saves time required for giving change to each customer and adds value to operators. Therefore, new service is beneficial for both MNOs and retail chains.



“Change to the phone” technology is similar to the Japanese “change to the card” technology

In Japan, there is a system called Felica that credits change funds to a proximity card. This card can be later used at payment for e.g. transportation services. In Japan, turnover from the use of such system comprises tens of billions of dollars, which indicates that broad implementation of “Change to the phone” can significantly increase the income of operators. It is not about millions and tens of millions of dollars, but rather hundreds of millions of dollars.



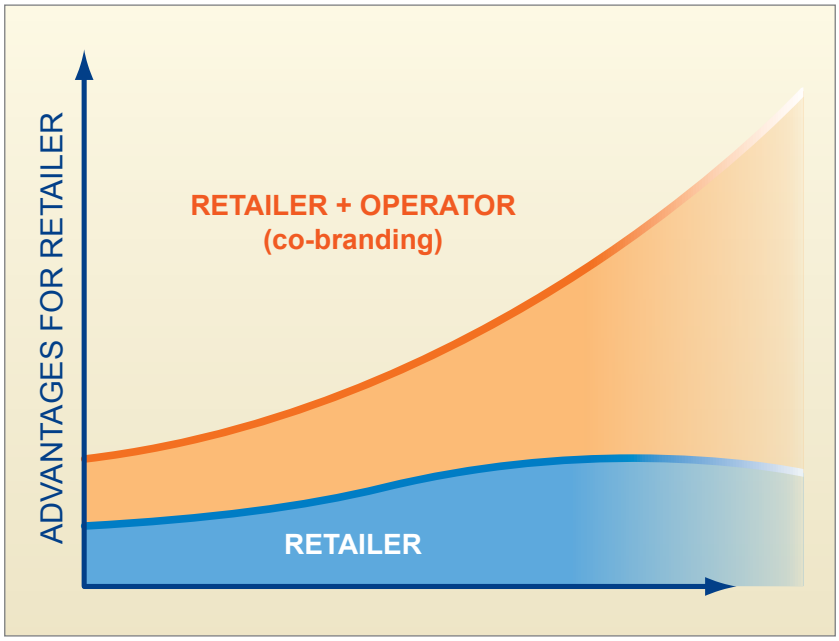
Reduced cash flow circulation

Transferring change to mobile phone accounts is very profitable transaction in terms of retail sales. Cost of coins receipt from banks is eliminated; it is very important, because the reception of coins and their distribution to cashiers always presents a huge problem for any retailer.

Joint Branding (Co-Branding) Profits

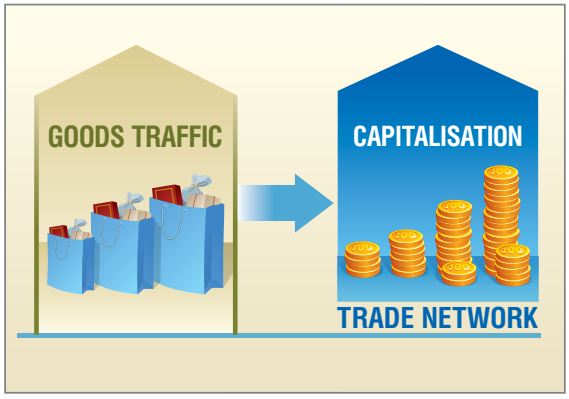
Retailer operating through CyberPlat® technology (instead of using scratch cards) benefits from reduction of sale costs and opportunity of co-branding with operators in favor of which the payments are performed (those are often worldwide known brands).

Networks that start accepting payments can receive free advertising from the operator. For example, when a popular Russian retailer begins to accept payments for mobile telecom services, one of the largest Russian cellular communications operators promotes this retail network free of charge. It is well understood that co-branding is always beneficial for the retailer because brand awareness of the mobile operator is always higher than that of the retailer, and, therefore, the mobile operator serves a locomotive of retailer's brand promotion.



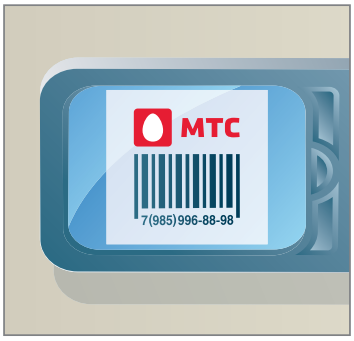
How to arrange payment acceptance in retail stores

Recommendations from CyberPlat® payment system



Store turnover mainly depends on daily customer flow. Arrangement of payment acceptance facility at cash register in retail store in favor of various service providers makes the store more attractive and appealing for a customer and increases his/her loyalty. Eventually, it increases proceeds and brings more profit for the retail store. A customer who visits a store to pay for the mobile phone, Internet access, commercial TV or any other services, often buys something from the store too, thereby increasing the turnover of the retail outlet.

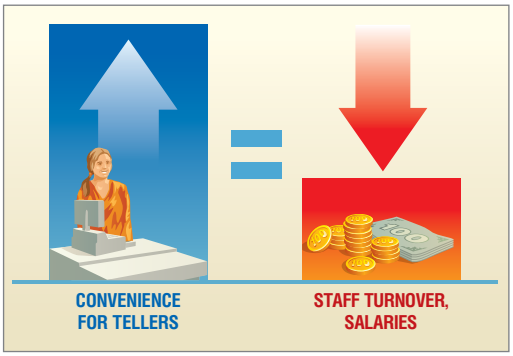
Our long-term experience shows that when retail companies use CyberPlat® payment system to accept payments, the introduction of this service increases store turnover by 10 to 40% depending on the store type, quality of advertising of the "payment acceptance" service, and personnel expertise. Besides, the shop receives commission fee from CyberPlat®, which can be quite ample if the service has been launched correctly.



Barcode technology can be used to save time of servicing and cashier's efforts, as well as to make the process more convenient. The subscriber's telephone number is translated into a barcode which is shown on the handset's screen or printed on a special plastic or paper card, or any other appropriate facility. To effect a payment, the cashier will only need to pass the barcode through the same barcode scanner used at cash register for scanning of goods.

Respective software is included into the package and supplied to retail outlets by CyberPlat® free of charge.

CyberPlat® recommends retailers issuing such cards for loyalty winning programs, advertising, bonus programs, etc.



At arrangement of payment acceptance process through cashiers at retail outlets, it is necessary to account for all features of such procedure. Payment is made at cash register and takes some cashier's work time, albeit not very much. If a large number of customers usually visit the store, it may result in long queues during the rush hour. For the rush hour, CyberPlat® recommends accepting only 500+ ruble payments (making exclusions for those customers who also buy something from the store).

Smaller amounts are also acceptable if they are meant for security services or commercial TV: such customers are usually well-to-do people who become loyal to additional services.

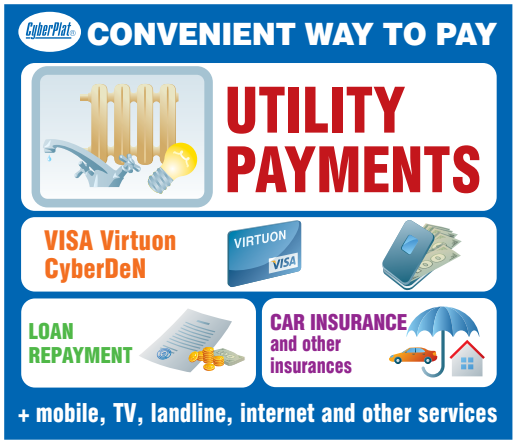
In other cases, when there are no queues, all payments should be accepted making the merchandising more effective. At a large store, where queues are normal and cashiers are always busy, it will be practical to set up a special cashier's desk for payments.

In order to increase proceeds from payments, customers should be informed about the possibility of paying for communications and other services, as well as about the procedure for accepting payments.

Payment acceptance services must be advertised, and the more scalable this process the greater is the economic benefit. External (outdoor) advertising will initially work to inform the customers of a new high-tech service available at the salesroom cash desks. Later on, when the customers get used to this service, the external advertising can be skipped.

It is recommended to place stickers and posters of the largest mobile and fixed phone lines companies, as well as other providers at the cashiers. Radio advertising encouraging customers to pay for services at the cashier's place works well for supermarkets.

This will encourage current and further spontaneous decisions of customers to top-up their mobile accounts or, for example, to pay for services of commercial TV, Internet or utility companies, and, as a result, to visit the store even if they didn't intend to do so. With noticeable and efficient advertising, the customer flow may double after the store starts accepting payments.



In order to arrange payment acceptance facility in store, you have to sign a contract with CyberPlat® payment system. This procedure is extremely simple and does not take a lot of time. You may also register online. To do this, you need to follow this link: http://www.cyberplat.com/join/dealer/ and register, afterwards you need to send necessary documents by post. After signing the documents, the connection procedure takes place, which is also described on the company's website in detail. Actually, upon these procedures, you may start transacting payments on the same day you registered.

CyberPlat® offers retail companies a wide range of services including acceptance of payments for mobile and fixed-line telephony, Internet access, IP-telephony and commercial television, public utility services, satellite and cable television, airline tickets booking and purchase, security systems services etc. At present, the largest share of payments is payments for mobile communications, but other services are in customer demand too (and are beneficial for the storeowner), that is why they should be offered to the customers. CyberPlat® technology allows using a wide range of terminal equipment at the owner's option.

In order to process payments the cashier's may use:

- a common PC connected to the Internet;
- widely used typical cash registers;
- programmable POS-terminals at the cashier's work place for bank card payments;
- a mobile phone or a smart-phone with Java, Android and iOS application support.

Payment acceptance procedure with the use of barcode technology

Strategic priority for CyberPlat® payment system is development of infrastructure for online payments with the use of barcode technology. Possibility of making payments in retail enterprises with the use of barcode technology not only for traditional products, but also for such services as mobile and fixed-line telephony, cable television, Internet, public utilities, including electricity bills, security system services, and other services, creates an entirely new segment at online payments market. Introduction of online payment technologies, on the one hand, provides additional convenience for customers, and on the other hand, significantly increases income of trading enterprises.

Potential from the use of barcodes has increased significantly due to the implementation of new technological solutions. CyberPlat® jointly with IT SERVICE Retail & Banking has developed and performed pilot testing of software and hardware that allows customers to print their own barcodes to pay for a wide range of services: from mobile telephony to loan repayment services. Installation of wall-mount printing terminals (for printing out barcodes) at sales areas will greatly accelerate acceptance of payments at cash desks and will lead to a significant increase of payments for various services in the retail networks.

Significant benefits will be received primarily by those retail businesses, which will be pioneers in organization of payment acceptance processes with the use of barcode technology at their enterprises and sales premises.

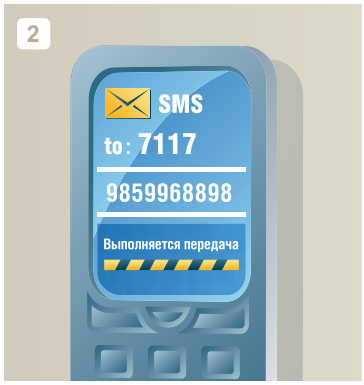
CyberPlat® payment system offers multiple payments acceptation methods. Payments may be collected directly at cash desks after printing out barcodes with the use of wall-mount printing terminals located on the same trading floor. Another option is to organize separate payment acceptance outlets, which will also be equipped with printing terminals. Additionally, these specialized cash desks can be used to organize acceptance of bank payments (loan repayment, refilling of deposit and card accounts – with any bank), payments to insurance companies, and money transfers. Such payment acceptance outlets can significantly increase profitability of trading enterprises, as well as flow of customers and will ensure proceeds from basic goods due to accompanying purchases. In 2010 and in 2011, CyberPlat® payment system continued active promotion of online payment technologies in retail networks. For example, the new service “Change to the phone” was initiated in the retail network of MTS (a Russian mobile telephone company) consisting of 3,200 mobile shops. This service allows using the barcode to credit the change from purchases to subscribers’ personal accounts, which considerably accelerates the payment procedure at cash desks and yields extra revenue for outlets due to additional commissions.

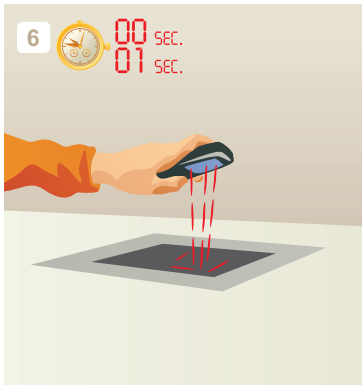
“Change to the phone” service

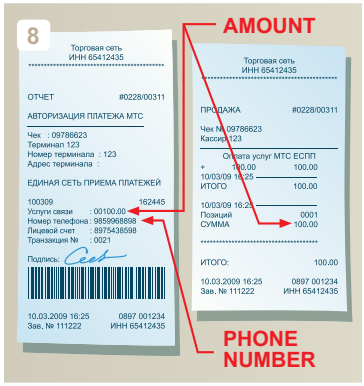
CyberPlat® payment system has implemented a new product which is unique for the Russian market of electronic payments, i.e. deposit of change to mobile accounts with the use of barcode.

While paying for purchases at a cash desk of a retail chain, the customer gives to the cashier a mobile phone with a bar-code image displayed on the phone screen or (which is preferable) a card or a mark with encoded phone number and asks to transfer change to the personal account opened in the billing system of a mobile network operator. In order to obtain a barcode, it is recommended to install the above-mentioned special print-terminals at the sales areas. Having printed a barcode on a sticker, the customer keeps it by placing the sticker either on a card or on the handset, and then uses it for future purchases.

The payer can obtain the barcode entering the operator’s website or receive it with a mobile phone having sent an SMS request to the short number 7117 (presently works only for the MTS subscribers; the service will soon be available for the other telecommunications providers).







The cashier scans the barcode, performs online payment, and gives the customer the receipt. For implementation of this project, CyberPlat® payment system has developed a special processing solution, which can be integrated into the software for cash registers in retail chains.

The use of barcode technology significantly facilitates and accelerates performance of payment transactions. This technology reduces the customer servicing time, which is quite crucial for the retail chains with great customer flow. This considerably saves time and makes service appealing for both customers and retail chains.

The "change to the phone" project brings numerous benefits to all parties of settlement procedure:

1. The customers no longer need to "tip" the cashiers and overload their wallets and purses with a large number of coins. In this case, the main benefit for the customers is their timesaving. The process of payment for mobile phone services with the use of barcode technology becomes fast, convenient, and comfortable for payers.

2. The trading enterprise starts earning additional revenues from "change" process in form of a commission fee for payment acceptance procedure and cuts costs thus skipping procedure of ordering and receiving coins from the bank. Besides, it is also expected that this project will possibly lead to reduction of small value banknotes flow such as 10 and 50 rubles.

3. The cashiers get rid of their "headache" caused by having to deal with coins and small denominations. The very process of "giving change" becomes faster which leads to the increase of the number of customers serviced by a single cash desk.

We invite retail chains
to accept payments and make money
together with CyberPlat® payment system!

Software solution Payment Module for Personal Computers

The Payment Acceptance Module software for retail outlets is installed on the computers running under Windows OS.

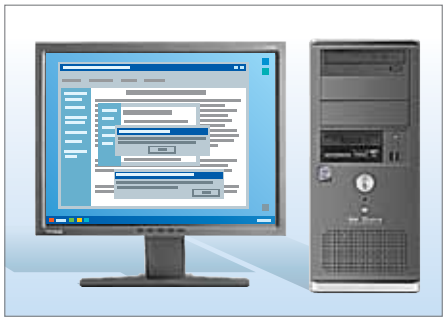
During operation, the program interacts with CyberPlat® Internet-services, thus ensuring payment acceptance procedure, as well as sale of PIN-codes through CyberPlat® service.

Payment Module (PM) allows printing receipts directly during the program operation; it supports all popular types of cash registers.

Program logs accepted payments and offers a great variety of additional features facilitating acceptance and further processing operations.

Detailed description of the Payment Module software is available on CyberPlat® system's website at: http://www.cyberplat.com/tech/online/.

Solution for connecting cash registers of retail outlets to the payment acceptance system



CyberPlat® system provides payment authorization server (PS) for connection to one or several cash registers or self-service terminals to the payment system's central server for accepting payments at the outlets of retail companies. The payment authorization server is developed for the platforms Windows and Linux. It is installed in the dealer's server and ensures online payment processing. Interaction with the central server of CyberPlat® payment system is performed though common Internet channels.

Information security is ensured by means of data encryption and the use of electronic digital signature. Interaction between the payment authorization server and cash registers is carried out by file interchange.

This software is available at the website of CyberPlat® payment system at: http://www.cyberplat.com/tech/cashdesk/.

Payment acceptance procedure in terminal networks

Benefits for terminal networks

Payment terminals currently represent a significant segment of payment acceptance market in Russia and CIS countries. As a rule, such networks, as they develop and enlarge, prefer to operate with the payment system, which does not have a terminal network on its own and hence cannot be a competitor to their business a priori.

For this particular reason, many payment terminal networks prefer to work with CyberPlat® payment system.

The clients that use CyberPlat® software have an opportunity to choose service providers in whose favor they can accept payments.

In this case, CyberPlat® payment system, unlike its competitors, does not solicit any unnecessary services, which customers do not need.

One of the key advantages of Cyberplat® software for terminals, which the company had updated and improved in 2013, is its versatility and simplicity of installation and running. Open code technology allows, if necessary, adjustment of used applications to particular requirements of large networks, as well as adjustment of CyberPlat® applications for their integration with billing systems, business management systems, and accounting systems of customers. This makes CyberPlat® solutions more flexible and allows complete integration with business processes of the partners.

“Terminal Client 2.0.x.x” software complex

Software developed and offered for use to partners of the payment system consists of two main components:

- Terminal part of software – Terminal Client 2.0.x.x,
- “Terminal Monitoring” technical service.

Terminal Client 2.0.x.x is installed directly in payment terminal.

Technical Monitoring software can be installed at client’s office or in CyberPlat® system.

Advantages of software:

- High reliability, fault tolerance and security,
- Versatility of solution enabling to perform payment acceptance procedure through majority of payment terminals existing in payment acceptance market,
- Supports large and growing number of hardware,
- Supports fiscal registers officially approved for use in terminals,
- Flexible configuration,
- Remote monitoring of terminals,
- Several designs of graphical interface,
- Option of changing the design of graphical interface,
- Switch from online to offline modes,
- Payment acceptance in favor of operators not participating in CyberPlat® system,
- Support of several types of watchdog relays,
- Open Source code.

Opportunity of accepting payments in favor of service providers that do not operate within CyberPlat® system (for example, local utility services, Internet-providers, etc.) is a unique feature of the latest software versions.

Open Source codes and Open Source technology

Special and distinctive feature of CyberPlat® software that attracts many customers is open source codes of developed programs.

In 2009, project of software development based on open source code for payment terminals of CyberPlat® system migrated to the classic Open Source technology. This mode of software development corresponds to the technology used in such projects as Linux, MySQL, and other global software products.

Divergence from software development concept within a company which created the product, and transition to classical mode of an open initial code (Open Source Code) is stipulated by growth of popularity and the scale of using the terminal software developed by CyberPlat® experts. The important advantage of the new product over internal projects is its faster development due to constant cooperation of different groups of developers among themselves and with Open Source products users.

While previously only Cyberplat payment system's experts were able to introduce all necessary changes in the terminal software package, now, within the new framework, CyberPlat® provides an opportunity to participate in all software improvements to all market players and independent developers. In this case, CyberPlat® acts as the moderator and integrator of all developers' efforts, as well as the owner of the forum where they carry negotiations and share results of their activities.

From the technological point of view, the project has the following features:

- Source code of the version designed for Windows OS,
- Some components of the program are available in form of binary libraries,
- Code is provided to participants in the "read-only" mode — if the project participant wants to make his code accessible, the code will be sent to moderators for control and publication.

The use of the Open Source technology in terminal software development within CyberPlat® payment system provides huge scalability of the project without any increase of operation costs.

In order to participate in the project, concerned party can register in the system at http://dev.cyberplat.com/pt/, download the project, and obtain access to the change records, and record changes as they are being developed.

Terminal Monitoring Technical Service

Terminal Monitoring is a software complex developed by CyberPlat® experts that enables to receive information concerning current state of terminals and remote equipment, effected payments, errors, and collection processes in real-time mode through web-interface. Besides, Terminals Monitoring also allows generation of statistical data concerning the above-mentioned parameters.

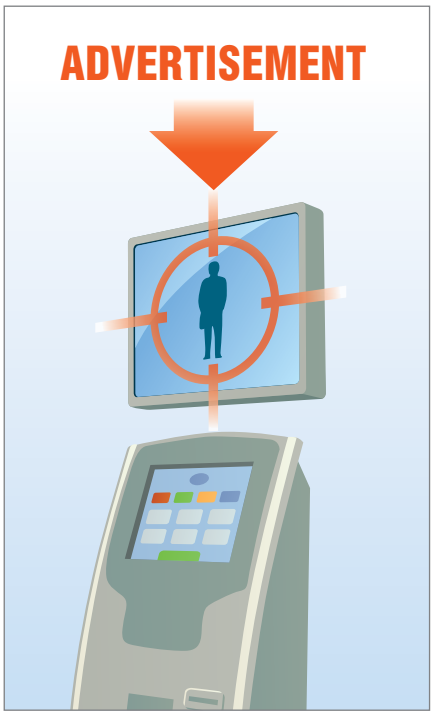
The use of such system allows increasing the number of accepted payments and improving the quality of customer service as follows:

- saving of time for identification and processing of problem payments;
- timely informing of the dealer about technical faults in terminals;
- analysis of the network operation statistics.

Terminal Monitoring service provides the following opportunities:

- online monitoring of the technical state of terminal network through generation of information on each terminal, including the information on SIM-card balance, printer and bill-acceptor operability, availability of a GSM-signal from the terminal, etc.;
- monitoring of payment amounts, number of inserted bills, as well as number of payments and successful transactions;
- reprocessing or cancelation of problem payments, and monitoring of their history;
- remote and simultaneous sending of reset commands and commands to receive logs to several terminals;
- sending of software updates.

Technological solution “Advertisements on Terminals”

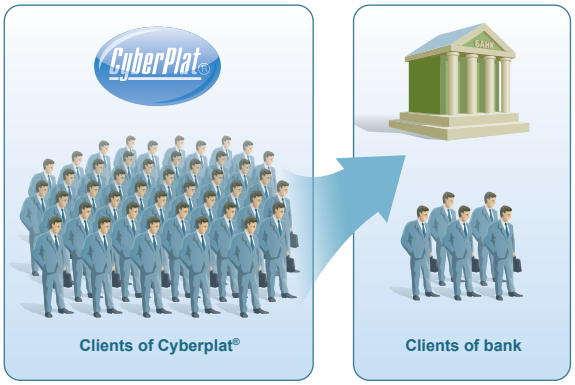


CyberPlat® experts have developed a software product enabling to demonstrate advertising materials on principal and secondary screens of terminals. It can be fixed or dynamic flash demos promoting both services and capabilities of terminal networks, as well as products and services of third parties.

Solution “Advertisements on Terminals” allows owners of terminal networks to increase the efficiency of their business through the following:

- attraction of additional customers;
- promotion of new services (for example, acceptance of utility payments or payments in favor of popular local providers);
- generation of additional income from placement of third party advertising on the screens of terminals;
- strengthening of partnership relations with owners of sales areas where the terminals are located due to promotion of their services and products.

CyberPlat® Solution for Banks



CyberPlat® offers Russian banks a high-tech service package enabling to enhance significantly banking capabilities in attracting new customers, optimizing costs, and receiving higher revenues.

CyberPlat® provides new customers for Banks

Cooperation with CyberPlat® payment system enables Banks to access new types of customers, legal entities that are CyberPlat® customers, and to offer them the following banking products:

- **Collection for retail and terminal networks.** CyberPlat® payment system provides services to many retail outlets and terminal networks. Therefore, CyberPlat® customers require services for collection and estimation of funds for payments accepted within these outlets. If customers are interested, they can contact the Bank-Partner.
- **Short-term lending against the collected revenue.** Many businesses and terminal networks' owners need short-term loans for transacting their payments through CyberPlat® in order to cover their cash shortages. Such loans given as an overdraft account are advantageous for the Bank and quiet secure since they are covered by cash collected by the Bank on a regular basis.
- **Crediting of terminal networks against equipment leasing (financial leasing).** CyberPlat® customers need loans to buy cash-in and POS terminals. If customers are interested, they can contact the Bank-Partner.

Connection to CyberPlat® system means new earnings and new customers for your Bank!

Integration of card acquiring and cash payment acceptance processes

The bank payment cards of international payment systems such as VISA, MasterCard, Diners Club, JCB, as well as Russian payment systems, with the use of CyberPlat® system can offer its customers (trade and service companies) new opportunities. Special CyberPlat® product integrates cash payments for various services and sending of acquiring bank messages associated with acceptance of payments through banking cards.

Due to such CyberPlat® development, it is possible to integrate cash collection and acquiring processes in one device. Herewith, transaction security is guaranteed through the unified Internet channel and unified EDS.

Using the same POS-terminal both for payment by cards and for cash payment acceptance allows elimination of extra costs for equipment. In such a case, the bank provides to the seller unique device for settlement with customers. Such solution optimizes the cashier's work and increases speed of service, whereas the customers are provided with additional convenient service.

To implement the unique solution for both cash and card processing transactions you may use common POS-terminal or a PC with a card reader device.

Main advantages for trade and service companies:

- Lower equipment costs — one device for both cash and card payment processing.
- Flexibility — you can choose any Bank or any processing centre for acquiring. Using the terminal, you may switch from CyberPlat® host to the Bank host.
- Additional earnings — cards acquiring and cash payments.
- Versatility — you may use both special POS-terminals and common PC-based cashier equipment.

There are several ways to unify cash payment acceptance and card acquiring transactions at cash registers:

1. If trade and service company accepts cash payments for telecom and other services through POS-terminal, it will be enough to sign an acquiring contract with a Bank. There will be no need to buy any new equipment at a price of $400 or $500.

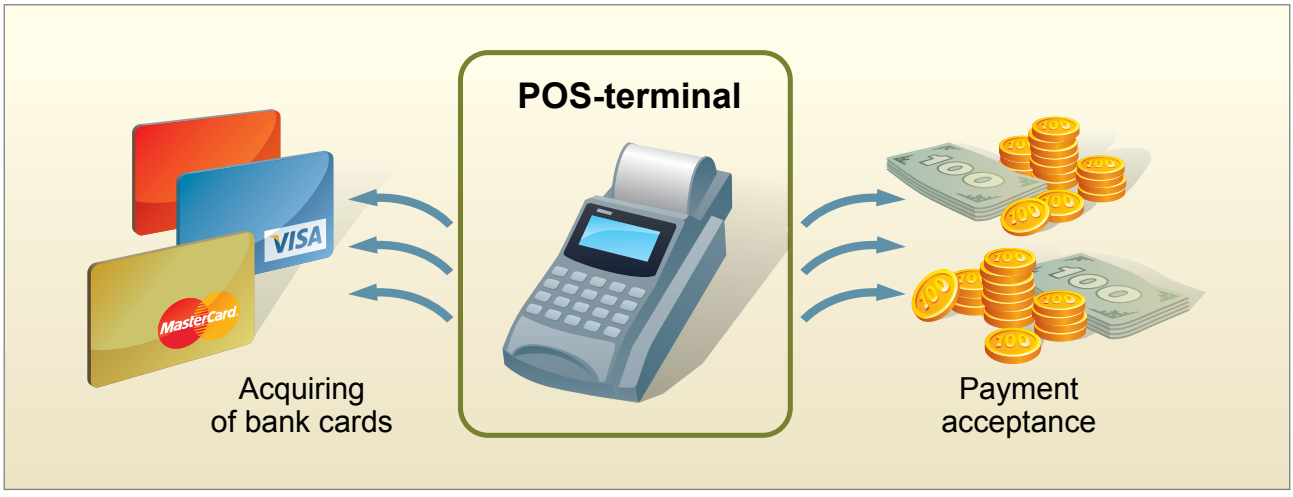
2. If two individual POS-terminals are used for cash payment acceptance and cards acquiring transactions, then one of them can be reequipped for acceptance of both types of transactions. Thus, you are saving $400 or $500 (the cost of another POS-terminal) and may optimize your cashier's work.

3. If you use PC for cash payments, then, in order to accept cash payments, it will be enough to sign a non-cash payment acceptance contract with an acquirer bank and buy a card reader device (about $90).

4. If you use PC for cash payments and a POS-terminal for cards acquiring, and you have signed an acquiring contract with a bank, then it will be enough to change the POS-terminal for a card-reader. In such a case, you save about $300 or $400, and the cashier using one device instead of two will reduce the number of errors and will need less training.

Due to such new product, POS-terminals can be used for a wide range of payments available in CyberPlat® electronic system. Therefore, the operating efficiency of the bank network may be increased due to higher yields, as revenues from the cash payment acceptance transaction in favor of more than 1,700 providers of various services are added to revenues from regular acquiring transactions.

Offering this solution to service and trade companies, the Bank will attract new acquiring customers and increase the existing client turnovers.



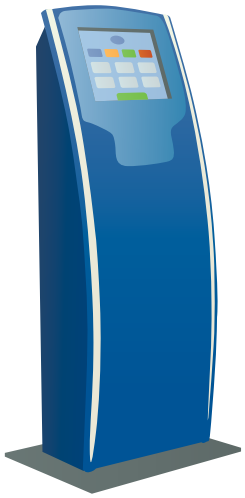
Payment Acceptance Procedure

Having connected to CyberPlat® payment system, the Bank may arrange for its customers (individuals) facility of payment for more than 3,000 various services including services of leading mobile and fixed-line communications operators, commercial television and Internet providers, housing and utility services, airlines, security alarm systems and many others.

To effect payments, customers may use different options, available at an individual Bank including:

- **ATMs**

Payment acceptance facility in favor of various service providers increases ATM profitability by 25% while the cost of transaction decreases (no additional costs related to the use of cash dispenser and necessity in reloading of banknotes for such transactions).



ATMs and cash-in terminals of leading banks enjoy CyberPlat® capabilities

Nowadays, there is a distinct tendency for transition of standard operations, inclusive of payments, to ATM-networks and cash-in payment terminals belonging to banks. This allows banks to discharge their operational facilities and reduce operating costs. Practically, the banks may expand their retail networks at minimum costs, and the service becomes closer to the customer both in space and time aspects: ATMs and cash-in self-service terminals operate 24/7.

The largest national banks enjoy the possibility of accepting payments offered by CyberPlat®. These are ATMs of such credit institutions as Sberbank of Russia, Alfa Bank, Russian Agricultural Bank (Rosselkhozbank), Bank of Moscow, Zapsibcombank, Transcredit Bank, SMP-Bank, Promsvyazbank, Sobinbank, and many others. These are terminal networks of Sberbank of Russia, Russian Standard Bank, Sudostroitelny Bank, Transcredit Bank, Credit Bank of Moscow, and many others.

• **POS-terminals**

In order to accept payments through POS-terminals (manufactured by Verifon, PAX, SAGEM, and Shtrikh-M), the CyberPlat® payment system provides software expanding the functionality of terminals. Software developed by CyberPlat® enables cashiers at sales and service outlets to effect payments in a convenient and easy way, by accepting cash or cards.

• **Bank-Client**

Acceptance of payments through the Bank-Client system available at a Bank can be performed both via Internet and with the use of mobile phone (mobile Bank-Client).

Payment acceptance through Internet-Bank-Client

- For the Banks using the Internet-Bank-Client systems manufactured by BSS or Inist, CyberPlat® offers technological solution, which is integrated with the CyberPlat® payment system.
- For the Banks using other Internet-Bank-Client systems, special gateways can be developed for their integration with the CyberPlat® payment system.

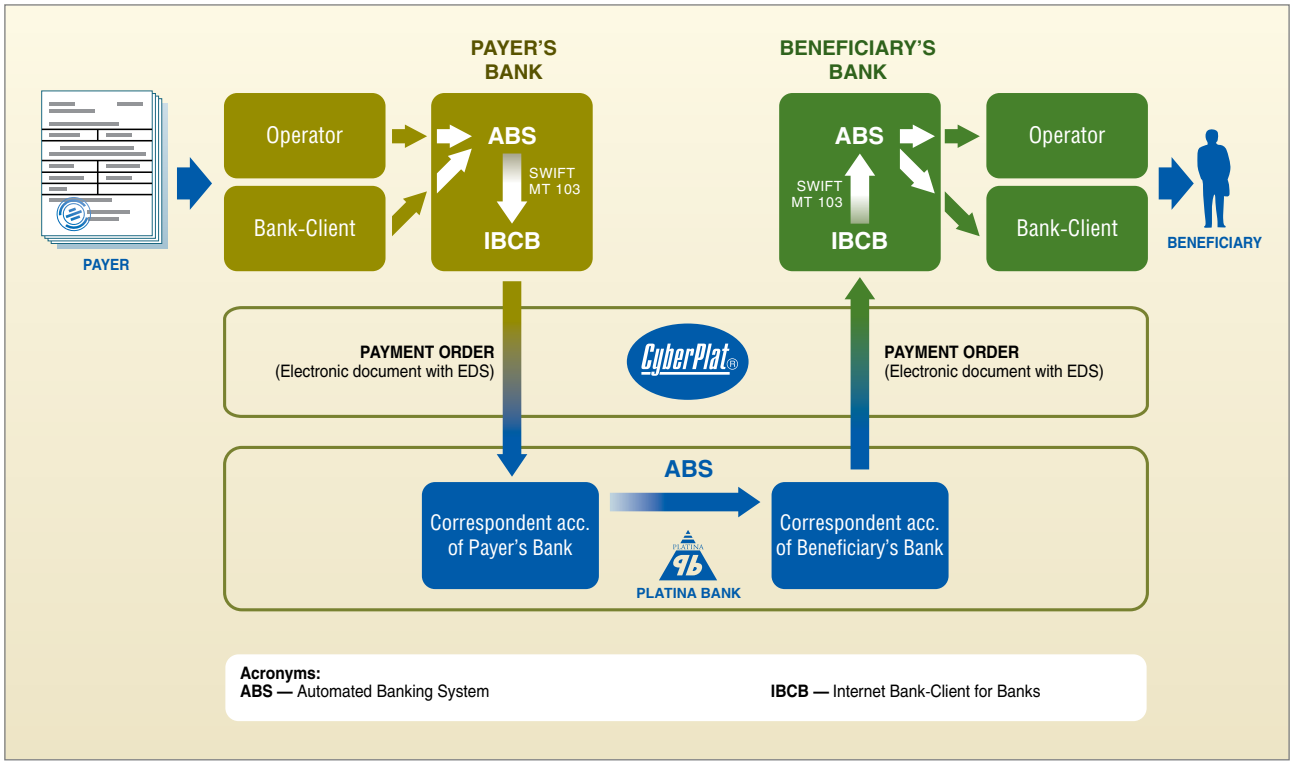
Mobile Bank-Client

For effecting payments through mobile phone, CyberPlat® payment system provides the Banks with a software solution for mobile phones supporting the corresponding Java-application.

Internet-Bank-Client for Banks (IBCB)

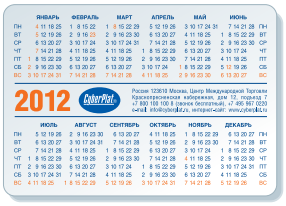
Internet-Bank-Client for Banks (online management of correspondent accounts) is a new instrument for wide-scale bank settlements.

This software product enables to make online interbank settlements and payments by the Banks connected to CyberPlat® payment system.



The necessity of developing this product is stipulated by the drawbacks of existing interbank settlement system:

- high unit price (7–24 rubles) to effect a payment through settlement systems of the Central Bank of Russia;
- no opportunity to effect payments in the real time mode (only 5 payment batches):
- lack of opportunity to effect 24/7 payments;
- higher cost of making payments in BESP (Banking Electronic Speed Payment) system – 20 or 30 rubles;
- not all Russian banks are connected to BESP system.

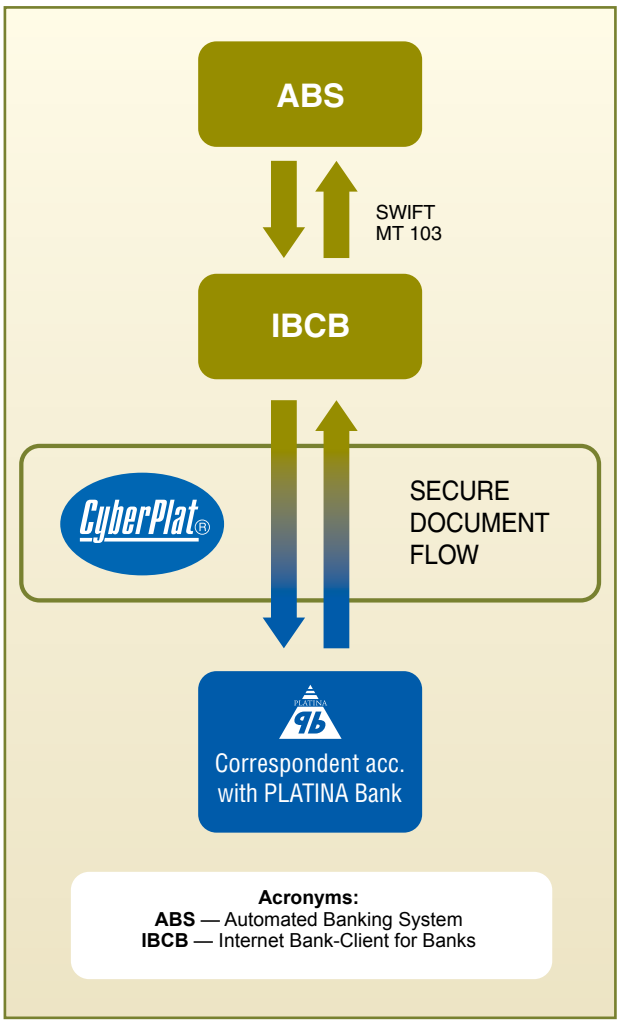


The use of Internet-Bank-Client for Banks, members of CyberPlat® system provides the following advantages:

- low and unified cost of payment — 1 ruble instead of 7–30 rubles per payment
- 30-fold saving on each payment;
- when effecting 1,000 payments per day and saving 12 rubles on each payment, total savings for the Bank will comprise about 3 million rubles per year (250 thousand rubles per month);
- immediate replenishment: less than 1 second to effect a payment;
- uninterrupted operation (24×7×365): 24 hours a day, 7 days a week, and 365 days a year;
- effecting of urgent payments which missed the required payment batch;
- possibility of introducing a surcharge for effecting payments during the prolonged operation time;
- additional saving on interregional payments for which the tariff of the Central Bank exceeds tariff by 12–19%;
- effecting of urgent payments for customers in different time zones;
- acquisition of new customers — legal entities.

IBCB from CyberPlat® payment system and Commercial Bank PLATINA provides:

- effective prompt management of correspondent account with PLATINA Bank
- secured electronic interbank document flow;
- exchange of documents with Automated Banking Systems (ABS) with the use of standard interfaces (SWIFT MT103 format);
- free of charge software for correspondent banks.



CyberPlat® already has over 300 Russian Banks — members of the system

In order to start operating IBCB, a bank-partner of the payment system needs to do the following:

- open a correspondent account with PLATINA Bank (the settlement bank of CyberPlat® payment system);
- install free IBCB software;
- connect IBCB to ABS (a gateway to ABS);
- set up ABS for routing of payments through the correspondent account with PLATINA Bank;
- prepare the appropriate instructions for tellers.

International top-up: international operators and cross-border payments

Subscribers of several foreign countries are able to pay for mobile communications with the use of international payment system CyberPlat®

Many countries have a developed network of payment acceptance outlets located within commercial and service companies and connected to CyberPlat® system. Part of these countries is unified in a single system of cross-border payments. Residents of Germany, Austria, Kazakhstan, and Russia, that join the system of cross-border payments, can easily and quickly top-up their mobile communications accounts in the territory of each of the above-mentioned countries making payments in local currency.

The cross-border payment infrastructure developed by CyberPlat® creates comfortable conditions for citizens of different countries. This service will be in particular demand for subscribers of mobile communications operators living in the contiguous territories or travelling a lot. CyberPlat® continues to expand its geographical presence.

Foreign mobile operators connected to CyberPlat®

Австрия	T-Mobile AT	Orange AT	Three	Telering	Bob	Yesss!	
Германия	Vodafone DE	T-Mobile DE	O2	E-Plus			
Индия	Airtel	Reliance	TATA Indicom	TATA Docomo	Idea	Aircel	MTS India	Vodafone
Казахстан	Beeline	K`Cell	Activ				

Universal Gateways

Changes in legislation enhanced the capabilities of CyberPlat®

Changes in the legislation that came into force on January 1, 2010, considerably enhanced the capabilities of payment systems making accessible operations, which previously could be performed only by banks. Before changes in the legislation, payments could only be accepted under the agency scheme in favor of providers, which had executed relevant contracts and arranged information and technological interaction between the accounting systems (developed gateways).

With the adoption of the Federal Law #121-FZ the situation has changed:

Credit institution is authorized to engage legal entities, not being credit institutions, and sole entrepreneurs (hereinafter referred to as the "banking payment agent") for acceptance of individual payments performed: in favor of state authorities, local authorities and budgetary institutions operating under their jurisdiction fulfilling functions stipulated by the legislation of the Russian Federation, for execution of individual financial obligations, as payments for goods (work, services), or for crediting of a bank account (hereinafter — the acceptance of individual payments), for performance operations with the use of banking cards.

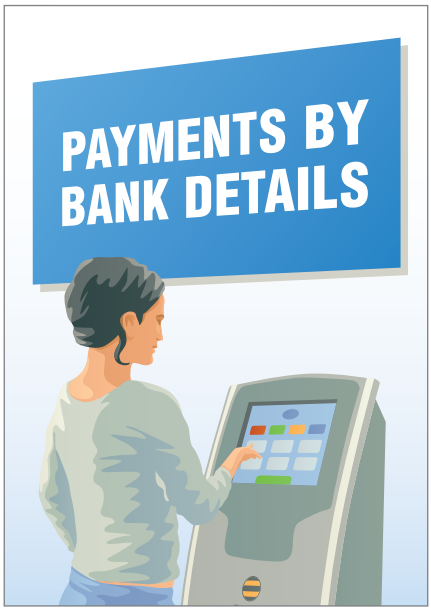
In addition, in case of card transactions, for provision to credit institutions of individual payment orders and applications for documents certifying relevant transactions, not related with entrepreneurship and private practice of individuals.

Therefore, changes in the legislation has provided the following opportunities:

- payment acceptance under the agency scheme in favor of providers, which have established gateways to their accounting systems;
- payment acceptance using a "template" (banking provider);
- payment acceptance:
  - for goods,
  - for services,
  - tax charges,
  - for replenishment of retail bank accounts.

Due to changes in the legislation, experts of CyberPlat® payment system have developed a number of products and services allowing maximum realization of the new capabilities.

Payments under Free Details



Cash desks of business enterprises and terminals connected to CyberPlat® payment system allow making payments for goods, works, services, taxes and fees, as well as for replenishment of banking accounts, if the payer knows banking details of the beneficiary.

Vast majority of the largest service providers in Russia and CIS countries are already partners of CyberPlat® system. These operators are registered in the payment system, and CyberPlat® has gateways to their accounting systems, which allows making payments under a simplified procedure, with minimum data to be entered on the screen of payment terminal or reported to the cashier in the sales area. In most cases these payments are performed on-line.

However, there are thousands of companies that are not connected to CyberPlat® system, such as housing and public utility companies, power supply companies, local Internet and cable TV providers, security companies and parking services, child daycare centers, and private clinics. However, millions of Russian citizens regularly use their services.

For payments in favor of the above-mentioned companies, CyberPlat® has developed special technology of "payments under free banking details".

In order to make "payment under free details", you will only need to know banking details of the provider or institution, i.e. the beneficiary. This service is very easy; you should select type of payment, fill in beneficiary's details, and confirm the operation.

Payments "under free details" are available not only within CyberPlat® payment acceptance network, but also for users of CyberPlat Payment Book. CyberPlat Payment Book service allows saving details of such payments and simplification of further operations, resulting in adjustment of amount, if required.

Payments under free details in CyberPlat® payment acceptance network is the excellent alternative to payments at bank branches. Citizens get rid of the necessity to stand in queues in the banks and can now enjoy an opportunity of prompt payment for any legally permitted services through the retail businesses connected to CyberPlat® system.

Banking Provider

As agents of Commercial Bank PLATINA (the settlement bank of CyberPlat® system), partners of the payment system have an opportunity to arrange payment acceptance procedure in favor of regional and local providers of housing and utility services, power supply, cable TV, Internet access, as well as payments for replenishment of bank accounts. All dealers of CyberPlat® payment system have an open gateway "Banking Providers" which can be used to make such payments in favor of providers, details of which are registered in CyberPlat® system. Additionally, dealers can also add to the system new providers from among the most popular and demanded providers in the given city or region in order to increase turnover of payment acceptance outlets and to increase profitability of their business.

All new providers registered in the system become concurrently available to all dealers of CyberPlat®. Every dealer can choose those providers, which are of most customer demand.

Replenishment of Bank Account

"Multibanking Credit Gateway" available to all dealers provides vast opportunities for growth of turnover, through which payment acceptance procedure shall be arranged in favor of any bank operating at the territory of the Russian Federation for replenishment of deposit and card accounts, including those made for repayment of loans.

These opportunities have been implemented in "Payment modules", customer software of CyberPlat® for cash registers, personal computers and for self-service terminals software. Special interaction protocols on such gateways as "Banking Providers" and "Multibanking Credit Gateway" are available for the partners using their own software.

CyberPlat® Industry Products

"Insurance" (a solution for the insurance market)

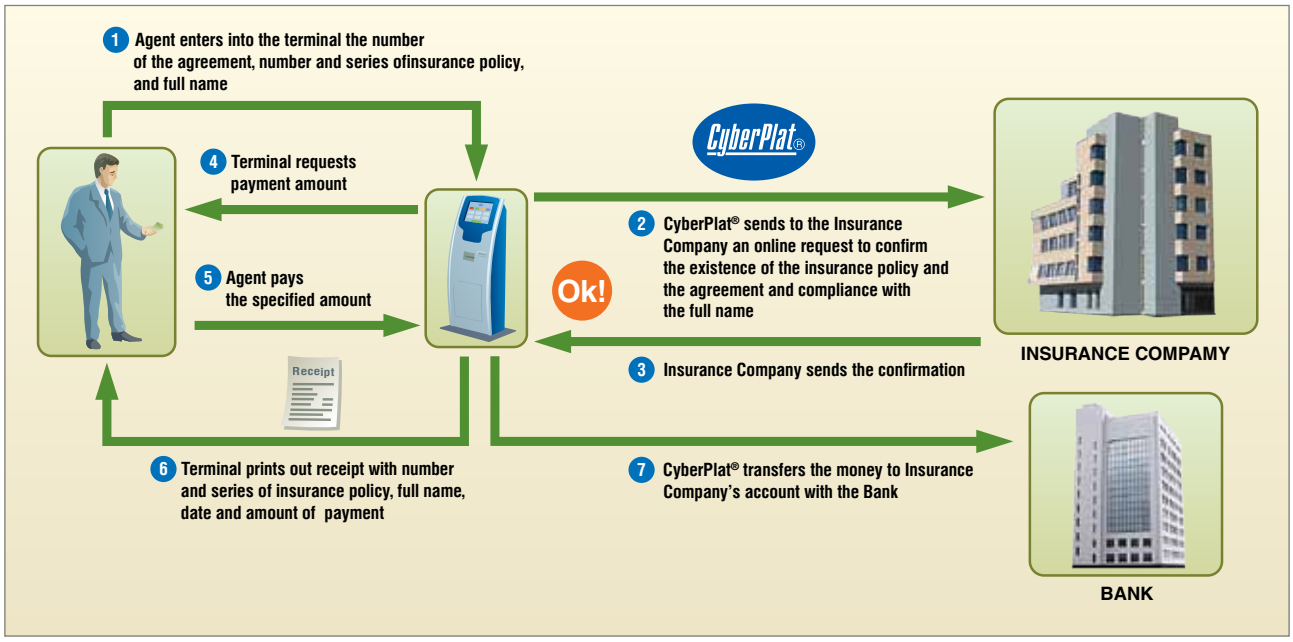
Payment acceptance and increase of operational efficiency

At present, insurance companies shall maintain cash unit network in sales offices, which challenges selection of premises and results in additional costs for collection, security services, and extra personnel.

Organization of cash collection from counterparties, primarily from insurance agents, is associated with considerable delays in receiving funds (up to 20 business days), with the risks of cash delivery by agents, and is characterized by the same costs, as in the case of cash servicing at sales offices.

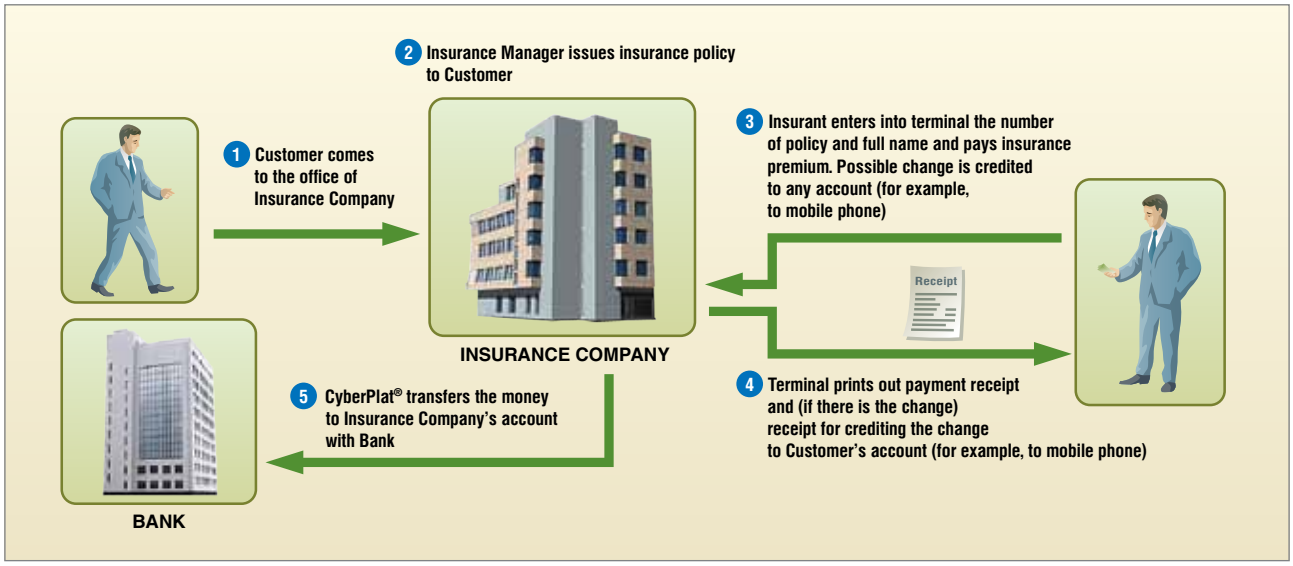
The use of CyberPlat® products and technologies for collection of cash funds allows insurance companies to stop using cash desks at sales offices and accelerate receipt of cash from counterparties.

Scheme for acceptance of funds from counterparties



At the same time, the requirements to premises for insurance companies' sales offices are reduced.

Scheme for acceptance of funds from insurants



CyberPlat® software and hardware solutions allow paying the amount of an insurance premium and credit the change to the mobile phone account of the insured person.

As of now, this project has been executed in the insurance company Russian State Insurance (Rosgosstrakh).

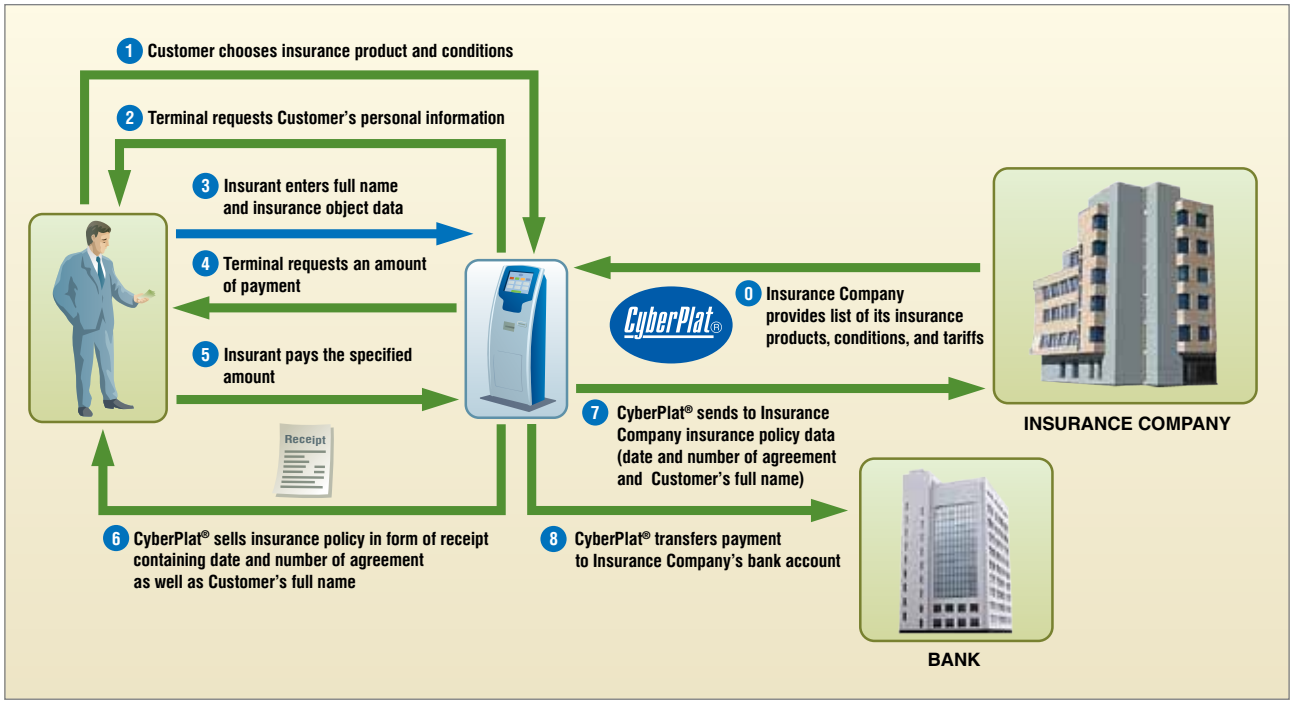
"Policy in the form of receipt" — Increase of payments for highly profitable types of insurance

CyberPlat® payment system offers sales of non-survey insurance products at its payment acceptance outlets. First, we are talking about the "full packaged" products: individual property insurance, insurance for those who travel abroad, and insurance against accidents. Such sales can be organized based on an agency agreement executed between CyberPlat® and an insurance company. CyberPlat® sells this "full packaged", non-survey insurance product in form of receipt issued by payment acceptance outlets.

When implementing the project, the payment system's experts provide necessary methodological support in the process of development and modification of the package of insurance document forms necessary for launching the project "Policy in the form of receipt".

As part of the project "Policy in the form of receipt", CyberPlat® makes agency payments for insurance products to the insurance companies deducting the commission fee in accordance with the agency agreement. This ensures the transfer of insurance contract registries that contain unique identification numbers of paid insurance policies, including all necessary personal information (full name, address, phone number).

Policy in the form of receipt



Parking (solution for automation of parking services)

In many large cities of Russia, especially in Moscow, there are serious problems associated with optimization of traffic system, an important component of which is modern infrastructure of automobile parking areas. Creation of such infrastructure is an essential condition of effective combat against traffic jams. At the same time, for example in Moscow, payments for parking lot can be performed only in cash and only on site. Often, such parking payments are made without any receipt and are not controlled at all, thus, leading to growth of corruption at payment acceptance outlets.

CyberPlat® payment acceptance system has developed a solution, which allows creation of centralized automobile parking service with a possibility of paying for parking service from any store, restaurant or café, connected to CyberPlat®, regardless of parking location.

The solution offered by CyberPlat® means creation of a centralized outlet designed for acceptance and processing of payments for parking services and connection of a great number of different dealers to this system. In this case, parking payment procedure looks as follows:

1. A person parks his car at an authorized space. Each space has a unique number within the region (e.g. within the city). The number represents a six-digit number (it is possible to record up to 999,999 parking spaces).
2. At parking spaces equipped with parking meters, a person can pay for parking directly using the traditional way of payment.
3. Alternatively if there are no parking meters installed at parking area, a car owner can stop by the nearest payment acceptance outlet (it can be a coffee house, caf or shop), tell the cashier the number of his parking space, and pay. The cashier effects payment and gives the receipt containing payment details (data about the time and duration of paid parking). It is important to note that payment or additional payment for parking can be made at any payment acceptance outlet. For example, a person parks his car several blocks away from the meeting place or the workplace, and leaves. If he shall pay extra fee for parking, he can do it at the nearest payment acceptance outlet without returning to his vehicle.
4. The municipal officer, that controls parking, walks along the streets and, with the use of portable device operating through wireless communication channels, checks which parking spaces have been paid for and which have not. The officer issues a fine if he detects cars with overdue parking time.

Benefits

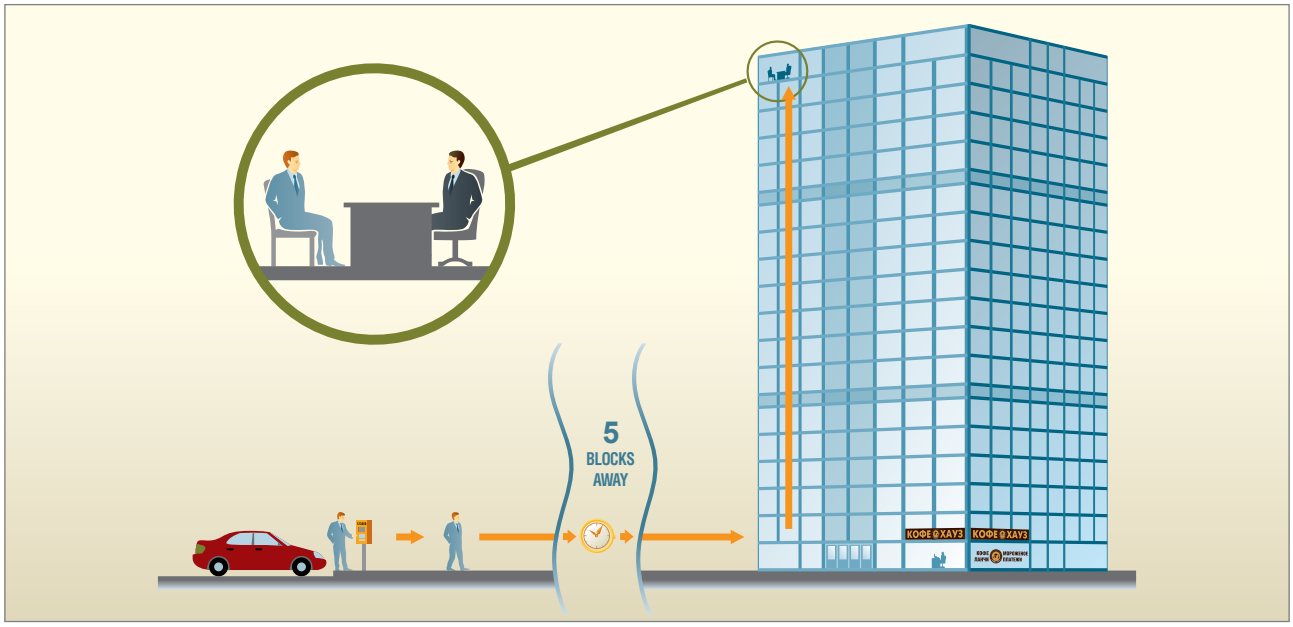
This solution is very convenient for customers as is characterized by reliability, fine adjustment, and low cost of each transaction. Let us compare the costs of alternative ways of parking:

1. If you use foreign parking payment schemes, then payment technology inferring the use of parking meters costs about 40% of the amount of payments: 20% is for equipment operation, and 20% — for the cost of payment collection to the city.
2. Payments via SMS will cost 30–40% of the amount of payments, i.e. tariffs of communications operators.
3. Payments by cards (acquiring) of amounts equal to $2–3 (60–100 rubles) costs 15%.

Cost of payment acceptance transaction with the use of CyberPlat® technology will initially make 10%, with further (approximately within two years) reduction of rates up to 5%. Cost reduction will be warranted due to increased popularity of service and, accordingly, due to reduction of cost per transaction. This solution will be of great interest for retailers, including cafés, restaurants, stores, i.e. convenience places located round the corner. The appeal of this service consists in the increase of customer flow — for example, a customer comes to pay for parking service (the retailer will receive a fee from this payment) and buys something else or uses corresponding services.

How does it work?

A person has parked his car at the space authorized for parking. If the space is equipped with a parking meter, the parking payment can be performed on-site.

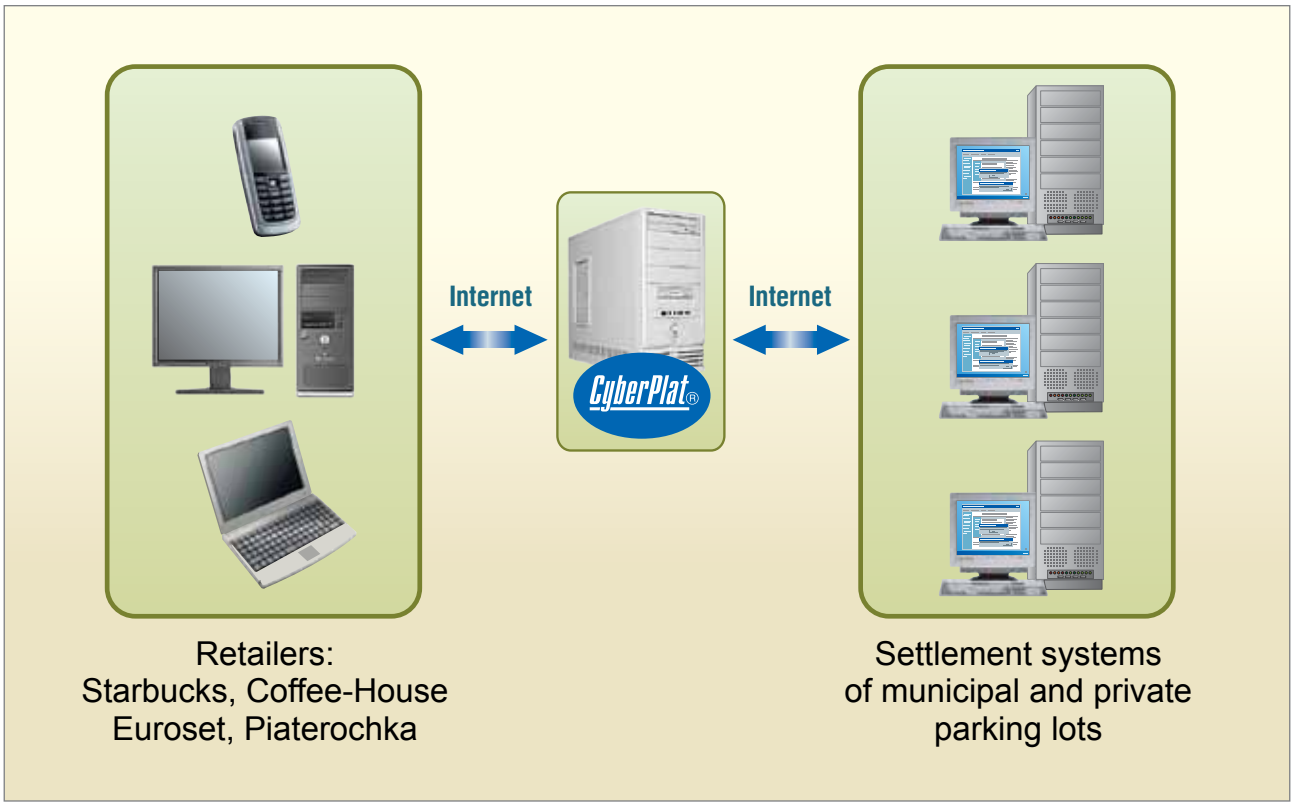


If the person needs to extend the time of parking, he can do it by paying at the nearest sales or service outlet connected to CyberPlat® system.

For example, it can be done at the nearest coffee house. For this purpose, one should tell the cashier his parking space number and parking duration, and perform the payment.

A municipality officer can check the parking meter or the parking number using a wireless device.

General system architecture



Implementation technology

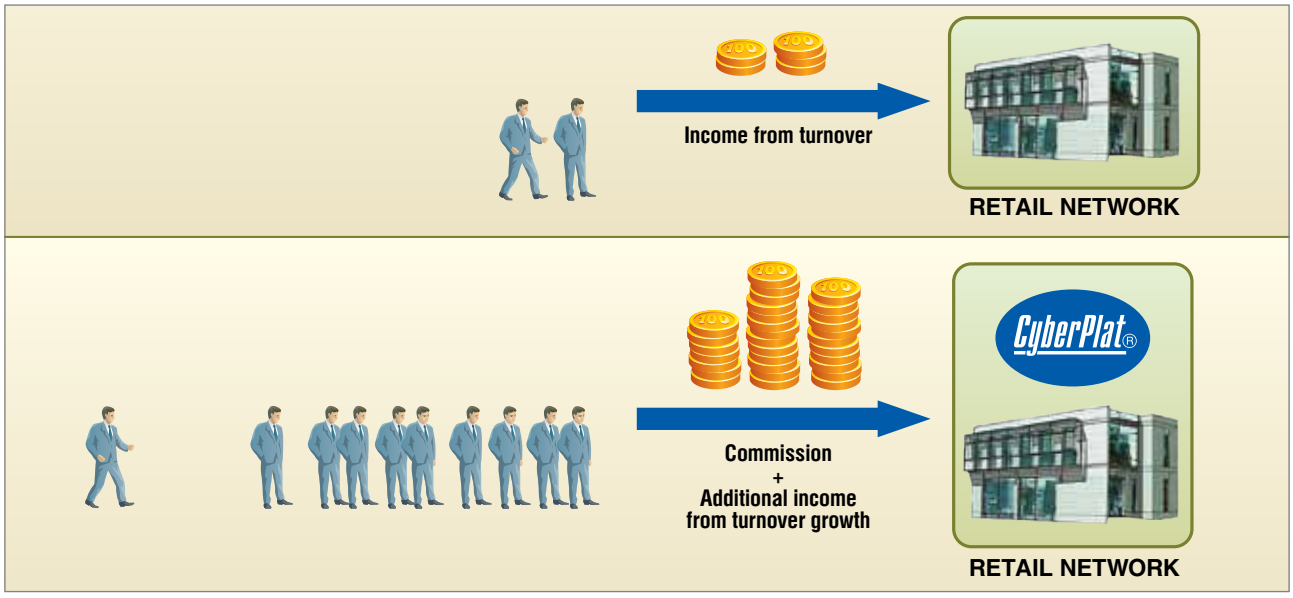
In order to implement solution for automation of parking places it is necessary to connect billing systems of municipalities and owners of large private parking spaces to CyberPlat® processing centre. There is no need in modification of software and hardware of the municipalities. The infrastructure of CyberPlat® dealer network is sufficient for immediate launch of the solution, considering the fact that in Moscow and Moscow Region alone there are 30,000 payment acceptance outlets connected to CyberPlat® system.

“Dealer Networks” (solution for increase of footfall at retail outlets)

CyberPlat® experts have developed a solution aimed to stimulate the footfall at retail outlets based on the complex use of payment acceptance technology. The optimal combination of advanced e-payment technologies allows increasing the footfall at retail outlets and increasing outlet turnover by 10–40%, depending on activity profile.

Experience of CyberPlat® shows that organization of payment acceptance procedure through cashiers is one of the main factors that may increase the customer flow. List of payment recipients registered in CyberPlat® system as of the end of 2012 comprised over 3,000 providers. Customers perceive payment acceptance procedure as an additional service improving status and prestige of the retail company. Additionally, implementation of CyberPlat® payment technology within the scope of “Dealer Network” solution, for example, such technology as “Change to the phone” with the use of barcodes, accelerates customer service, reduces queues, and makes visits to these stores more comfortable and desirable for customers.

It should be noted that, for each partner from among the retail networks, CyberPlat® experts develop an individual offer within the scope of “Dealer Network” solution, taking into account the specifics of each company. For some networks, in order to achieve the results, i.e. predetermined indexes of footfall at retail chain, it is enough to introduce one or two CyberPlat® services, for another networks it is recommended to apply full complex of such solutions and services, whereas for any other networks it is recommended to perform additional marketing activities, for instance, realization of information campaigns or special loyalty programs for customers.



SaaS (payment for the period of using a software)

Experts of CyberPlat® payment system have developed a software sale system that supports both one-time payment for license and retail purchase of software products with an option of operating in SaaS (Software as a Service) mode. SaaS model implies payment for the use of software or a service only when it is necessary. Thus, SaaS product is practically a type of rent.

For instance, it may be a monthly license fee for use of office software package instead of paying for the perpetual license. Cost of such payment may significantly exceed the cost of monthly rent (for some products rent cost is only $1–2 per month). This solution enables software manufacturers and service providers to enhance their client range, and enables the users to exploit the software in necessary volume and at minimum cost. Wide deployment of this service will allow reduction in the use of "grey" software on individual and corporate computers, as well as the scale of piracy and hacking, and will allow raising the demand for customized and expensive software among Russian users.

Money Transfer Systems Integrator (MTSI)

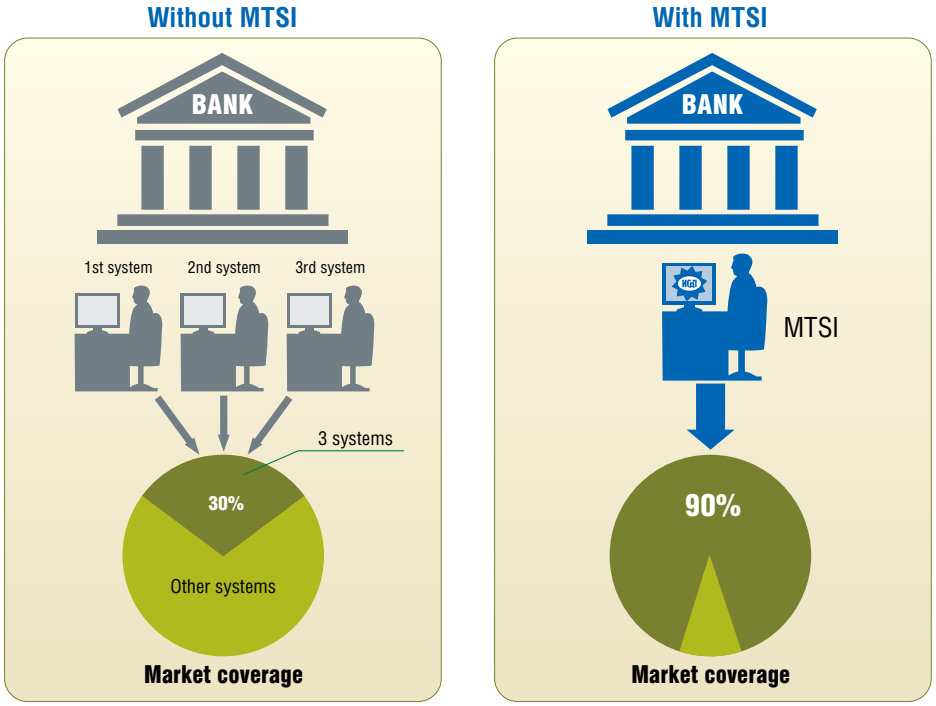
Money Transfer Systems Integrator (MTSI) of CyberPlat® payment system is a universal product allowing tenfold increase of banks' business performance in money transfer segment.

Money transfer market

Research of money transfer market in different countries shows that there is a growing demand among the widest range of consumers for a convenient, user-friendly and accessible service of money transfers with the maximum geographical coverage. Globalization of the world economy and liberalization of labor market contribute to further growth of international money transfer market. Any country has a considerable number of money transfer systems. In order to achieve maximum performance in highly profitable money transfer market, it is necessary to cover, where possible, all potential market players.

How to earn more

Money Transfer Systems Integrator (MTSI) is a universal instrument enabling operation of various money transfer systems with the use of single interface. MTSI can be installed at bank offices, as well as in automated devices, for example, in self-service payment terminals. MTSI enables to cover up to 90% of potential customers without any material costs.



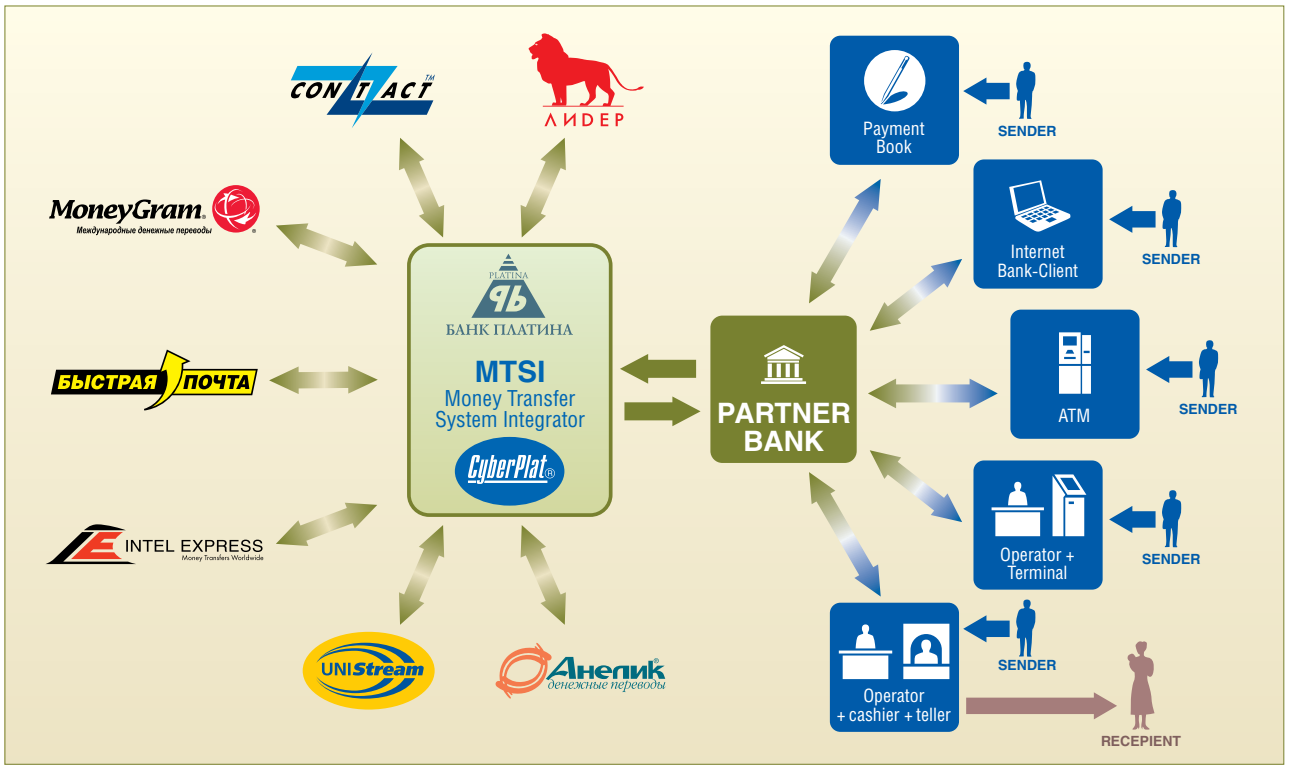
MTSI has been successfully applied since April 2008. As of the end of 2012, the Integrator allowed sending transfers through the 11 most popular systems in Russia, of which:

- MoneyGram,
- Unistream,
- Contact,
- Anelik,
- Bystraya pochta *(Fast mail),*
- Leader,
- IntelExpress.

As of the end of 2013, 40 banks-partners of CyberPlat® payment system were already using MTSI to serve their money transfer customers. In 2013, a number of payment systems presented a service for making money transfers without the sender's identification and within the amount limits as provided for in the legislation.

How does it work?

CyberPlat® offers its partners a uniform platform integrating not only all major local systems of the Russian corridor, but also global money transfer systems.



The software solution of MTSI can be installed not only at bank teller's cash desks, but also in different devices, for instance, in cash-in terminals and ATMs allowing maximum automation of customer services.

Having passed the identification procedure according to the requirements of the national legislation, the customer gets an opportunity to make money transfers with the use of 24/7 payment terminals.

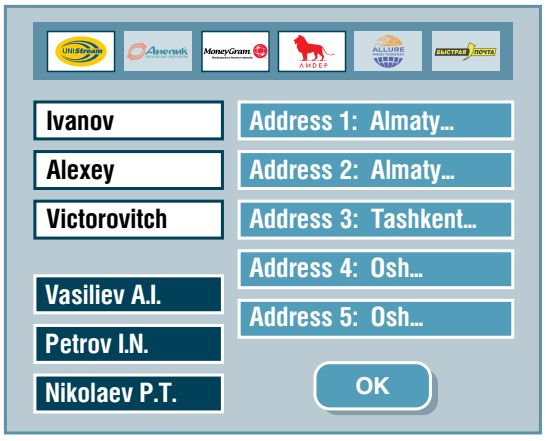
The first fully automated money transfer in Russia was made on August 08, 2008 through MTSI that was installed in payment terminal of PLATINA Bank (clearing bank of CyberPlat® payment system).

Customer identification

In accordance with the applicable legislation, customer that makes money transfers must be identified. Therefore, in order to make transfers through self-service terminals, the customer must previously pass registration procedure in Bank office.

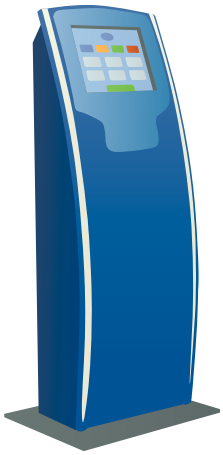
For this purpose:

1. The customer shall submit his/her passport or other ID valid under the existing law and his/her bankcard issued by any bank. If the customer has no banking card, he/she can apply for it in the Bank.



2. The teller shall enter into CyberPlat® system customer's data, full names of recipients (up to 5 names), as well as the names of money transfer systems, and (if necessary) addresses of outlets where the customer plans to send transfers.

3. Following registration, the customer will be able to make money transfers through self-service terminals, using the assigned code (card number) and a system password (a special PIN that is not meant for cash withdrawal from ATMs).



Sequence of operations performed to send money transfers

Money transfers through cash-in terminals:

1. Select “Money transfers” option.
2. Enter card number and special PIN-code issued during registration for accessing the system through self-service terminals.
3. Select a money transfer recipient from the list (up to 5 recipients) generated during registration.
4. Insert the transfer amount into the cash-acceptor.
5. Confirm money transfer transaction.
6. Obtain and keep the receipt with transfer details.
7. Inform the recipient on transfer details.

Money transfers through Internet-Bank-Client:

1. Select “Money transfers” option.
2. Select the desired money transfer system.
3. Select the recipient from the list or enter details of a new recipient.
4. Enter the transfer amount.
5. Confirm money transfer transaction.
6. Inform the recipient on transfer details.

Money transfers through ATMs:

1. Insert the plastic card into the ATM; enter the PIN-code of this card.
2. Select “Money transfers” option.
3. Select a money transfer recipient from the list (up to 5 recipients) generated during registration.
4. Enter the transfer amount.
5. Confirm money transfer.
6. Obtain and keep the receipt with the transfer details.
7. Inform the recipient of the transfer details.

Optimization of bank teller's performance

Special feature of software complex offered by CyberPlat® system to its partner banks is a handy interface that enables tellers to service customers of various money transfer systems in a single window.

CyberPlat® Money Transfer Systems Integrator operates in the real time mode. Therefore, the teller will need only several minutes to process money transfer and afterwards the beneficiary may withdraw transferred funds in system selected by the sender.

Thanks to Money Transfer Systems Integrator, the Bank significantly reduces the time spent for HR training.

Instead of training tellers how to use interfaces of each money transfer system, it is enough to teach them how to operate the single interface, which is common for all systems. At the same time, the training costs decrease, along with workload of tellers and the number of errors during the transfer processing.

Economic benefits

The Bank additionally cuts costs on IT infrastructure: software (one Money Transfer Systems Integrator module instead of separate modules for each money transfer system), servers, and communication channels. The Bank may significantly cut costs due to reduced need in qualified personnel for its financial services, as at operation through Money Transfer Systems Integrator the Bank holds only one contract with the Commercial Bank PLATINA LLC and CyberPlat® instead of several contracts with different money transfer systems.

Besides income from money transfer transactions through CyberPlat® Money Transfer Systems Integrator, the Bank can enjoy significant savings from using self-service terminals instead of cash desks at branches and offices. If cash payments are accepted through teller desks, it requires a special equipped cash room that costs about $20,000 plus additional expenses for the rent of premises, and cashier's salary.

When using self-service terminals instead of cash rooms and cashiers, cost of terminal and 1 sq.m. rent will comprise $3,000. If terminal is installed in the Bank's operating facilities, then there are no additional rental costs.

Comparison of direct costs of accepting transfers from citizens (Moscow prices)

Type of costs	Accepting a transfer in bank office	Accepting a transfer via self-service terminal*
Nonrecurring costs		
Installation of outlet	$30,000 (operating facilities and cash room)	$13,000 (operating facilities and terminal)
Monthly costs		
Rent of minimal space	$3,600 (20 sq.m for operating facilities and cash room with equipped workplaces for processing operator and teller)	$1,800 (10 sq.m for operating facilities with equipped workplace for processing operator. In that case additional 1 sq.m for terminal is not paid for)
Salary and social taxes	$3,500 (processing operator and teller)	$1,750 (processing operator)
Minimum security	$3,400 (one PSF employee)	No (terminal is remote controlled)
Electricity	$100	$50
Total, per month	**$10,600**	**$3,600**

* Aproximate costs if self-service terminal is used instead of cashier's desk in the bank office without a cash operating unit.

Transition of front offices from the Bank to retail chains

If the Bank starts to accept money transfers through self-service terminals, it gets an opportunity to extend its business from its operational facilities to retail chains. Due to that, operational facilities are freed from persons sending transfers (who sometimes create inconveniences for high-yielding customers of the Bank), tellers have more time for processing more profitable operations and for servicing more profitable clients, with reduction of operational costs per single money transfer. In fact, the Bank expands its network of retail outlets at minimum cost. In this case, servicing is made closer to customers both in space and time aspects, as self-service terminals operate 24 hours and 7 days a week.

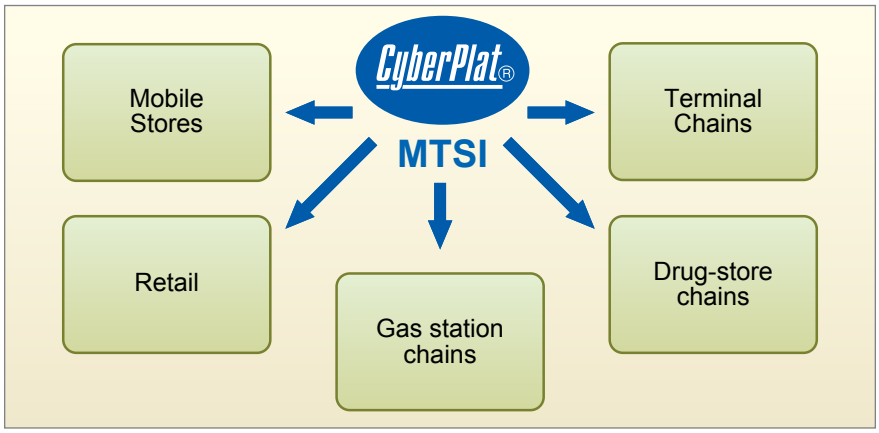
Use of CyberPlat®Money Transfer Systems Integrator enables each Bank to:

- introduce an advanced, technological, and inexpensive method of servicing customers with the use of self-service terminals;
- increase availability of the Bank's services through the use of self-service terminals located in convenient places and operating 24 hours and 7 days a week;
- increase the number of transfers and payments due to expanding the customer service time and drawing the service near the customers;
- reduce the workload of cashiers and tellers, as well as operational costs;
- expand retail business and the range of services provided to the Bank's customers;
- obtain additional income through transactions performed with the use of bankcards issued by the Bank at registration in the system.

MTSI in non-banking networks

In the beginning of 2011, the unique product of CyberPlat® that was previously enjoyed only by bank customers became available in non-bank networks, i.e. at retailers' cash desks, in mobile shops, drug-stores and gas stations, as well as through payment terminals connected to CyberPlat® payment system.

CyberPlat® system offers special versions of Money Transfer Systems Integrator (MTSI) for cash registers, personal computers and payment terminals in order to increase their turnovers and profitability indexes. No financial or significant organizational costs are required to start accepting money transfers; it is enough to remotely update the existing software, depending on the type of used equipment. Wide introduction of MTSI in partner networks of CyberPlat® payment system will make sending money transfers an easy and convenient operation, and will provide a new level of customer servicing at convenient locations.



RBC: Remote Banking Channel

RBC is an efficient format of mini-offices allowing deployment of large-scale banking infrastructure at low financial cost.

National banking system noticeably falls behind current market needs. Banking network consisting of 40,000 banking service locations throughout the Russian Federation is definitely insufficient, and, therefore the degree of covering the population with banking services is far behind the European model.

Current situation is due to the fact that establishing of single banking branch is quite an expensive undertaking. This includes purchase of premises, serious investments in security guards and systems, investments in equipment and skilled personnel.

Therefore, CyberPlat® payment system offers full-featured solution to banks and retailers enabling fast deployment of financial product sale and payment acceptance processes, i. e. RBC ("KUB"). Out-sourcing of banking operations is possible due to changes in the effective legislation and due to new regulations in the field of payment acceptance procedure enforced on January 1, 2010.

What was it like before?

Before changes in the legislation, it was possible to accept agent-based payments in favor of providers, which had executed relevant contracts and arranged information and technological interaction between accounting systems (developed gateways).

Changes in the legislation enabled to:

- Accept agent-based payments in favor of the providers with established gateways to their relevant billing systems;
- Accept payments by a template (banking provider);
- Accept any payments:
  – payments for goods,
  – payments for services,
  – tax payments,
  – payments to refill bank accounts of private individuals.

Other possibilities:

Execution of the contract as a banking payment agent on behalf of the principal with the right to sign contracts in the following fields:

- banking services (including account opening contract),
- insurance services (including insurance policy execution),
- communications services (including sale of contracts).

In this case, the teller acting as a banking agent identifies the customer and determines payment template, whereas banking transaction, for example, money transfer, is performed through the teller workstation.

Technical equipment of an RBC mini-office:

- wall-mount barcode generator;
- cash-in terminal;
- cashier's workplace:
  – laptop with Internet access,
  – receipt printing device (cash-register),
  – scanner and printer supporting A4 format, barcode scanner,
  – device for banknotes validation, cash vault.

Plastic card with barcode on it

Barcode generator is required for preliminary obtaining of relevant label with a barcode that is printed at input of mobile phone number, or personal account number, or the number of the contract with a service provider on the barcode generator's screen. Afterwards, the label is adhered to the card or the backside of the mobile phone.

The terminal is necessary for performance of banking operations (including money transfers), for collection of funds and for acceptance of standard payments. Customers using self-services terminals, without distracting the cashier from the sale of more complex products, including bankcards, insurance policies, tours, etc., may solely perform simple operations.

What kind of operations can be performed in RBC mini-office?

Financial product sales:

- Bank account opening
- Banking cards
- Deposits
- Credit financing
- Insurance
- Other

Payment acceptance:

- Housing and utility payments
- Payment of fines and dues
- Fixed and cellular communications
- Internet an commercial TV
- Other payments from individuals

Money transfers

Possible operation formats of RBC

Depending on quantity and quality of tellers, there are several options of working with clients:

	Fast	Service	Combined
Skills of tellers	Low	High	Medium
Number of tellers	2	1	1
Change	Only to phone or bank account	Optional	Optional
Services	Only housing and utilities, cellular communications, Internet	All kinds of payments with a focus on insurance, communications contracts, loans and deposits	All kinds
	It is possible to install the "double" RBC: one advanced teller explains everything while another, less-skilled accepts payments quickly		

Depending on RBC installation location, workload of teller and terminal can be different:

In the hall of a technical university — as we assume, the cashier/terminal ratio of payments will be 1/2, because the payers are young, technically literate students.

In the hall of a social security institution — we estimate that the cashier/terminal ratio of payments will be 7/1, because the payers are elderly women who do not trust the technology and are prone to making mistakes.

Utility payments — by our experience, customers also prefer to make them through a cashier.

Payments are mainly accepted "without change". The change is simply used during payments for other services, generally, for mobile communications. Number of RBC customers is 3–4 times greater, and the average payment is 2–3 times higher if compared to terminal located in the same area.

Why RBC system is more effective and cheaper than bank branches?

- RBC does not belong to any bank and does not fall under the security level requirement of the Departmental Norms of Engineering (VNP-001-01).
- Regular collection (collection is recommended when cash register accumulates 30,000 rubles) of the cash-in terminal belonging to the bank allows reduction of cash risks and optimization of collection process in terms of time.
- Almost any banking operation can be executed by a part-time cashier; money is inserted into the bank's cash-in terminal.
- Data input by the barcode:
  – much faster,
  – no speech, hearing or data input errors.
- Change to the phone:
  – timesaving,
  – easier than giving change with coins,
  – more accurate (no risk of error when dealing with change),
  – brings income from the change amounts.

All of this is confirmed by a trial annual operation!

The cost of installing RBC mini-offices:

- full set of equipment — $8,000,
- moving to another location — $200,
- for full coverage of the retail market (e.g. in Moscow) it is necessary to engage 4,000–5,000 RBC format offices,
- this will require less than $40 million of investments.

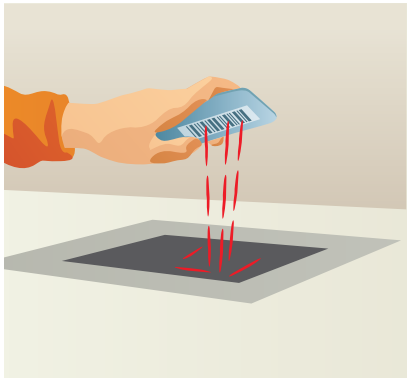
IMPORTANT!
Mini-offices should be installed in high footfall locations!

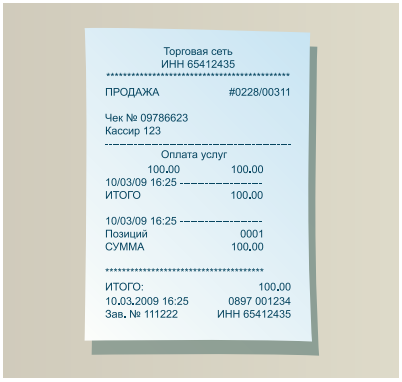
RBC package:

- Guidance materials:
  – RBC cashier guide,
  – RBC manager guide.
- Software for payment acceptance through the Dealer's Office:
  – in favor of providers with established gateways to their accounting systems;
  – payments in favor of banking providers (including independent generation of accounts in the system);
  – payments by free details.
- MTSI — money transfers through 12 (17 by the end of 2012) systems.
- Integrator for POS-credits.
- Integrator for the sale of banking card contracts.
- Integrator for the sale of communications contracts.
- Integrator for insurance contracts.

How does it work?

Having obtained a barcode label corresponding to a mobile phone number, a number of personal account or a contract with relevant provider, the customer can use it for regular payments through RBC mini-offices.





- The customer approaches the cashier, names desired service (top-up of account with a mobile network operator, utility payment, loan repayment, etc.).
- In case of a barcode label, the cashier scans it. The cashier fills in additional fields in the cashier's specialized software (e.g. payment amount) as reported by the customer.
- Having received the money, the cashier performs the following operations:
  – inputs additional information in the specialized software form,
  – sends a request to verify the account number with the provider,
  – receives a permission to perform the transaction,
  – sends a request to perform the transaction,
  – receives a response from CyberPlat® system on the successful completion of transaction,
  – prints out a receipt and gives it to the customer.

For simple services, such as top-up payment acceptance, the entire procedure takes no more than 15 seconds, including handing the receipt to the customer!

- In absence of the barcode label, the cashier recommends to obtain it by either printing it out for a small fee, or independently, using the specialized information kiosk — barcode printer. In absence of a queue, the cashier may assist in operating such a kiosk.
- In order to accelerate the process of service delivery, the customer does not receive change; instead, it is credited, for instance, to the subscriber account with a mobile network operator.

Solutions for mobile commerce

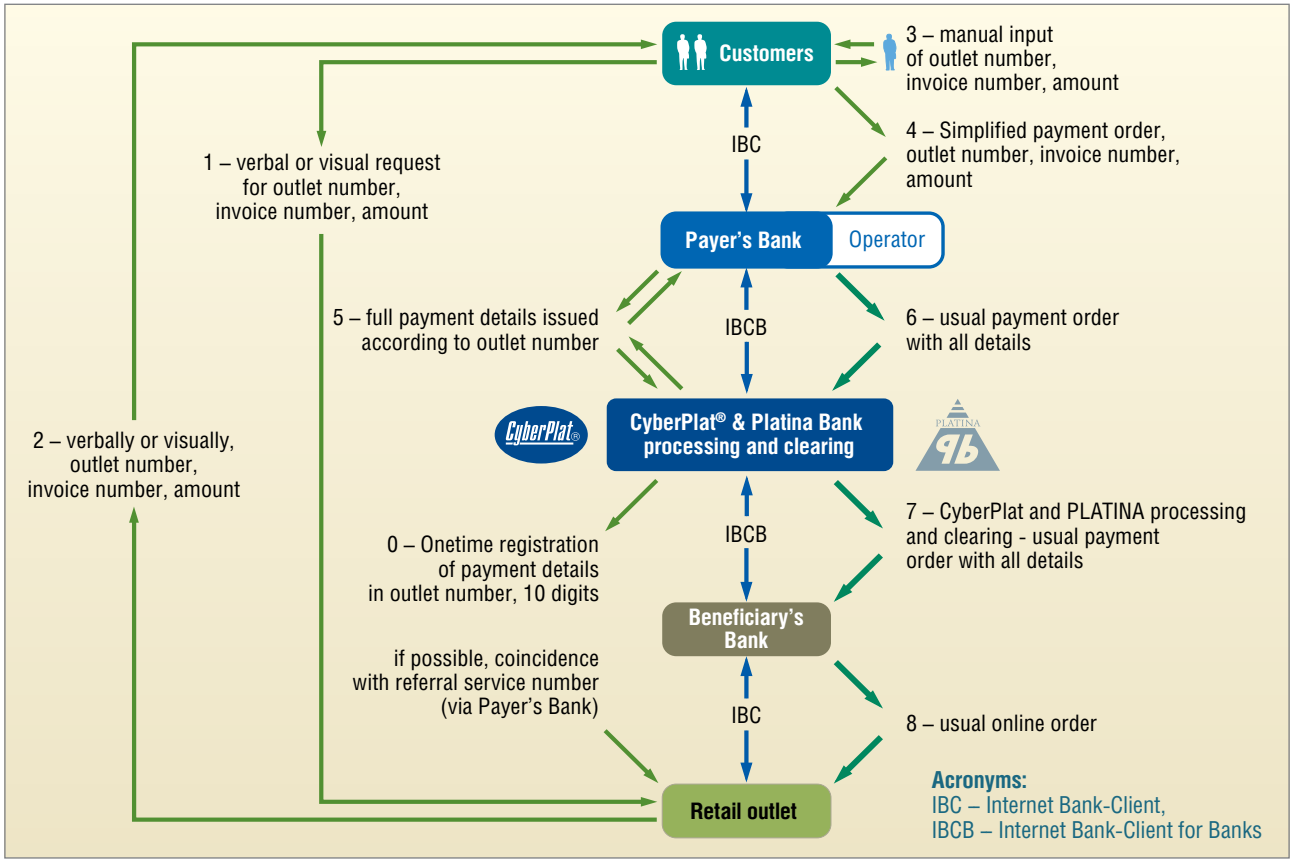
CyberPay

CyberPay is CyberPlat® solution allowing, with the use of iOS, Android and Java-application on the mobile phone, to effect payments for purchases in the retail outlets that have been registered with the payment system. Funds are debited from the settlement account with the payer's bank. This technology has been introduced and tested in a pilot project jointly with the network of ION mobile shops.

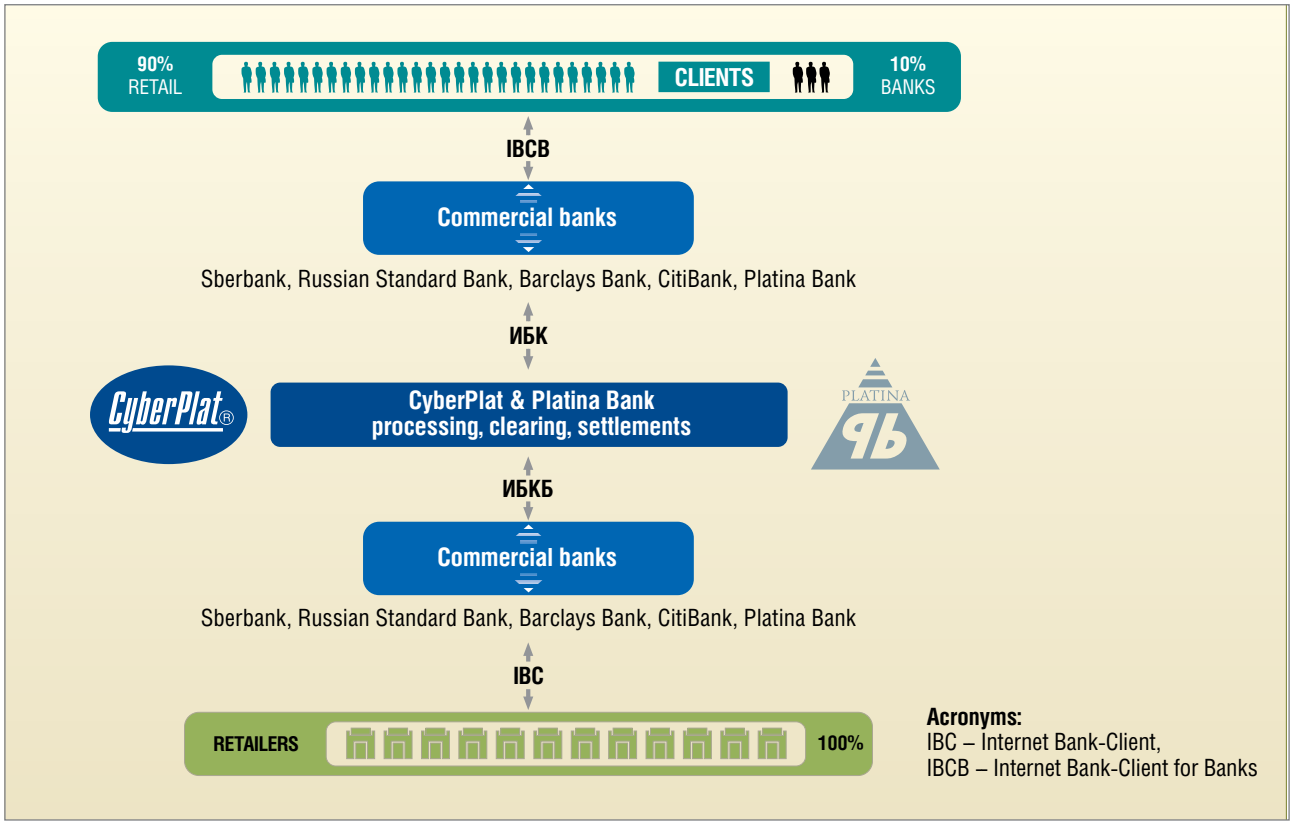
Features of CyberPay solution:

- It is based on the electronic document interchange of standard payment orders pursuant to the applicable legislation.
- It uses Internet Bank-Client for Banks (IBCB) for prompt exchange with payment orders.
- It provides high performance (1 second to transfer a payment order from the Payer's Bank to the Recipient's Bank).
- It ensures information securitzy at the level Payer's Bank – Recipient's Bank under the CyberPlat® technology, and at the level Payer – Payer's Bank and Recipient – Recipient's Bank in accordance with effective banking resolutions.
- Fully open formats, protocols, and gateways – along with CyberPlat® solution, an in-house solution of the partner-bank can be used as IBCB.

CyberPay Technology



CyberPay general principle



CyberPay technology is highly beneficial for retail companies for the following reasons:

- Reduction of the required amount of borrowed funds through acceleration of the turnover. When using CyberPay technology, the received payment is credited to the bank account instantaneously, as opposed to payment by banking cards (three days) or payment with cash (one day for collection and recalculation).
- Smaller commission fee if compared to plastic card acquiring fee.
- Attraction of new "high-tech" customers.
- Traditional advantages of non-cash payments compared to cash payments:
  – exemption from the change giving process and delivery of coins from a bank,
  – no collection costs,
  – reduced customer servicing time at the cash desk,
  – simplified cashier documentation,
  – growth of average receipt value due to impulse purchases.

CyberDeN technology – a unique mobile commerce instrument

CyberDeN is a new generation payment system surpassing VISA. The optimized technology of mobile payments was developed by a group of leading experts from CyberPlat®, MTS, Beeline, MegaFon, Sberbank of Russia, Russian Standard Bank, Citibank, and Barclays Bank.

Definition of Mobile Payments

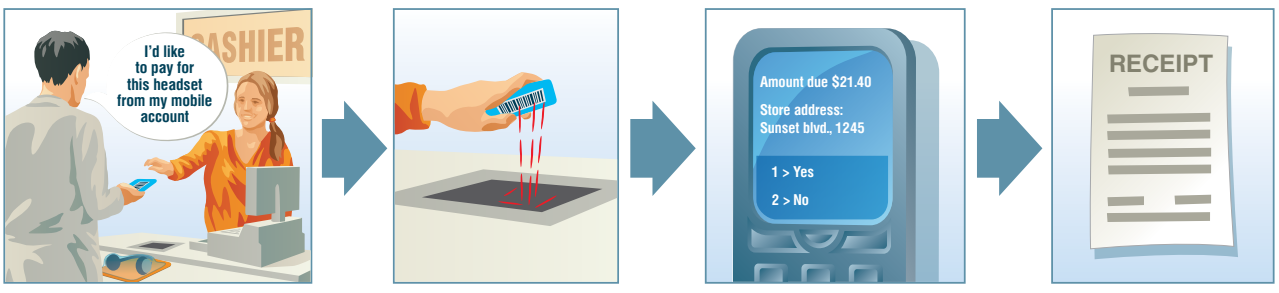
It is a new payment method at retail outlets enabling to withdraw money for a purchase from the personal account opened either with a mobile network operator, or from the payer's bank account. The identifier of the subscriber's personal account is a barcode, which is unique for each mobile phone number. Possibility of paying from the subscriber's personal account allows making purchases in the situation when you do not have any money or a banking card with you.

Benefits for mobile network operators and banks

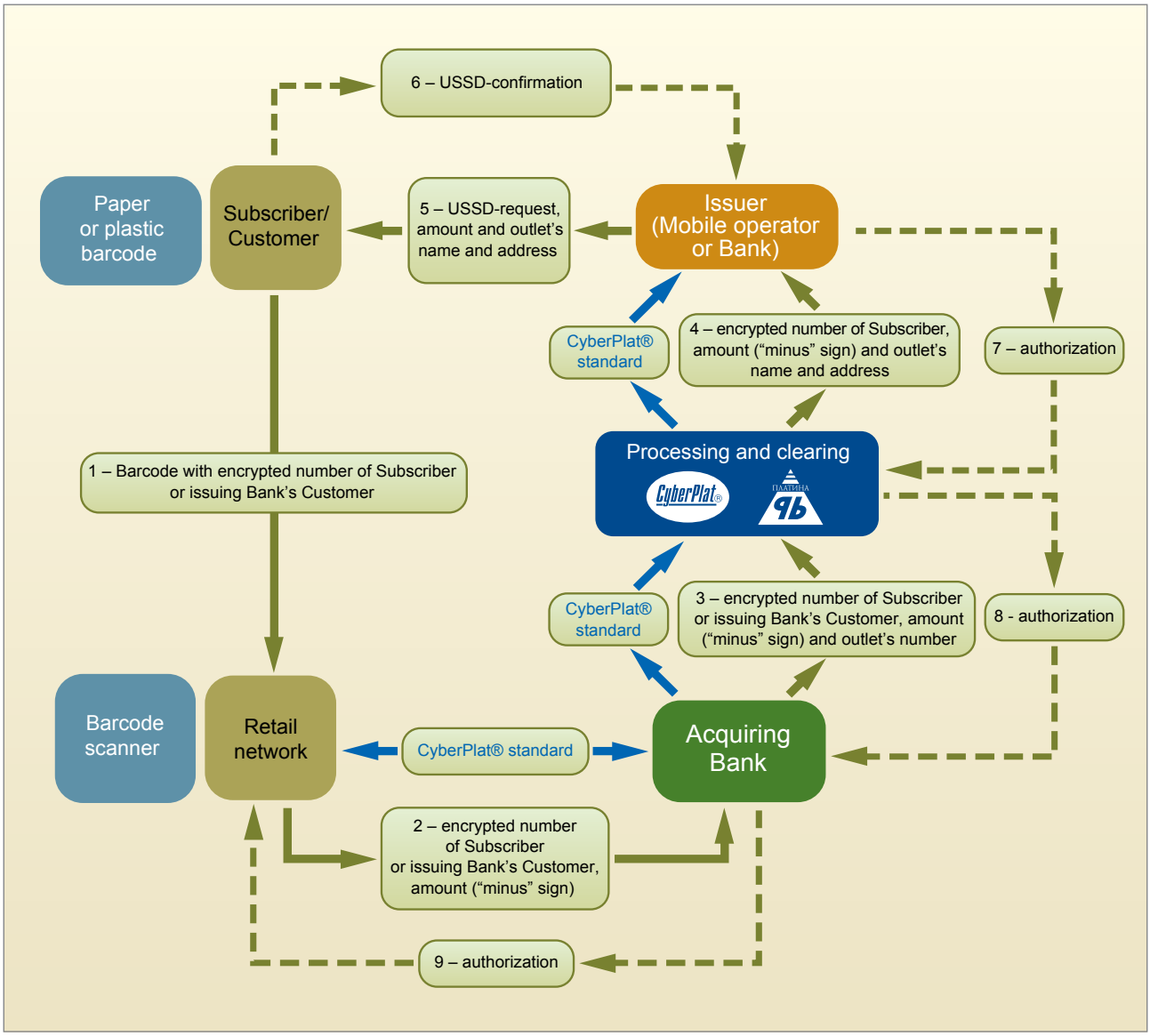
Participation in the project for implementation of the mobile commerce technology CyberDeN will enable cellular operators and banks to increase and fix balances on retail accounts intended for making purchases. Total amount of money in form of bank deposits comprised 12.9 trillion rubles (approximately $429 billion) at the end of 2013. Due to expected fast growth of mobile commerce segment, its participants will receive a share of 30% at the market of individual demand deposits, i.e. $72 billion. It is clear that this is quite appealing both for mobile network operators and for banks-participants of the project.

How does it looks from the customer side?

At the moment of payment, sales person scans the barcode adhered to the handset or a special card, and the customer's mobile phone receives a USSD-request to confirm the purchase, with indication of the amount and the address of the purchase location. The customer accepts payment, and sales person receives confirmation notice from payment system on the online funds transfer, prints out the receipt, and gives the goods to the customer.



How does it work?



1. At payment, sales person scans the barcode adhered to the subscriber's mobile phone or to a special card.

2. Software of the cash register forms and transmits to the Acquirer-Bank (using CyberPlat® technology) a request for confirmation of the payment. The request contains an encrypted number of the subscriber or the bank customer, the amount, and the number of outlet.

3. Acquirer-Bank uses CyberPlat® technology to transmit the request to CyberPlat® payment system.

4. CyberPlat® system defines the address of the outlet by its identity code.

5. CyberPlat® payment system forwards the request to the issuing Bank or to the Mobile Network Operator (the issuer of the barcode label). The request contains an encrypted number of the subscriber or the bank customer, the amount of payment, the address, and number of the sales outlet.

6. If there are enough funds on the subscriber's personal account, the Mobile Network Operator sends to the subscriber an encrypted or non-encrypted USSD-request containing the amount and the exact address of the sales outlet.

7. The subscriber accepts USSD-request, or refuses from the payment.

8. **The Mobile Network Operator (if it is the issuer of the barcode label)** transmits payment authorization slip to the CyberPlat® payment system

OR

1. **The issuing Bank (if it is the issuer of the barcode label)**:
   - with sufficient funds at Customer's settlement account, sends to CyberPlat® payment system preliminary acceptance note (confirms the principal possibility of payment), Customer's phone number, and code of relevant Mobile Network Operator;
   - CyberPlat®, through its own USSD-hub, sends to the Customer an encrypted or non-encrypted USSD-request containing the amount and the exact address of sales outlet;
   - The Subscriber accepts USSD-request or refuses from the payment;
   - CyberPlat® transmits the payment authorization slip to the issuing Bank;
   - The issuing Bank transmits the payment authorization slip to CyberPlat®.

2. CyberPlat® transmits payment authorization slip to the Acquirer-Bank.

3. The Acquirer-Bank transmits the payment authorization slip to the sales outlet.

4. The sales outlet receives payment authorization slip from the Acquirer-Bank, prints out a receipt and gives the goods to the Customer.

CyberPlat® technology involves interaction via Internet with transfer of files containing EDS encrypted with a 1024-bit key through SSL-protocol (Secure Sockets Layer Protocol).

(At the operator's or subscriber's request.) At application of encrypted USSD-message, the subscriber should have at the operator's part of the SIM-card an applet for encryption/decryption of USSD and/or generation /decryption of the operator's EDS.

Key advantage – the use of barcode technology

The barcode could be read and identified with the use of special label adhered to a card or to the backside of the mobile phone. The barcode can be printed out through the information kiosk – the barcode printer.

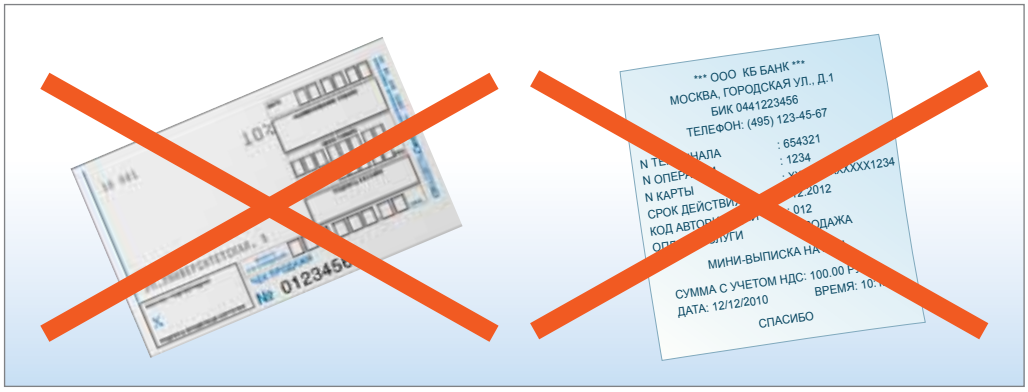
It takes only 3 seconds to send a request and only 3 seconds to receive a response!

Difference of CyberDeN technology from the classic VISA technology

1. No plastic cards, but a non-erasable barcode sticker containing number of customer's account and issuer details (a bank or a mobile network operator).

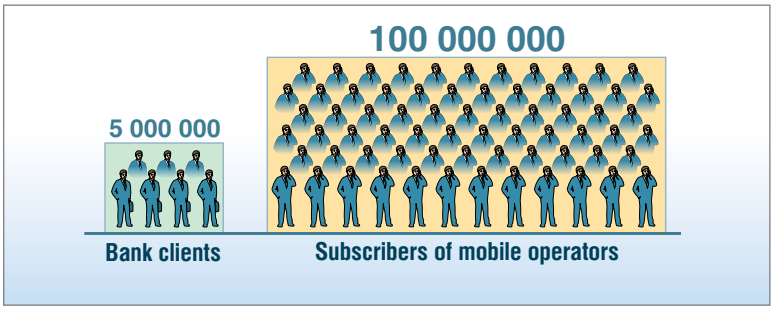
2. Unlike plastic card, one can have as many of such similar stickers as needed. For example, one sticker can be adhered to the handset, another to savings account passbook, the third one to wallet, etc.

3. No paper document workflow as instead of signing a slip, confirmation of USSD-request takes place. Conflict settlement procedure is dramatically simplified with cost cutting of claim settlement procedure.

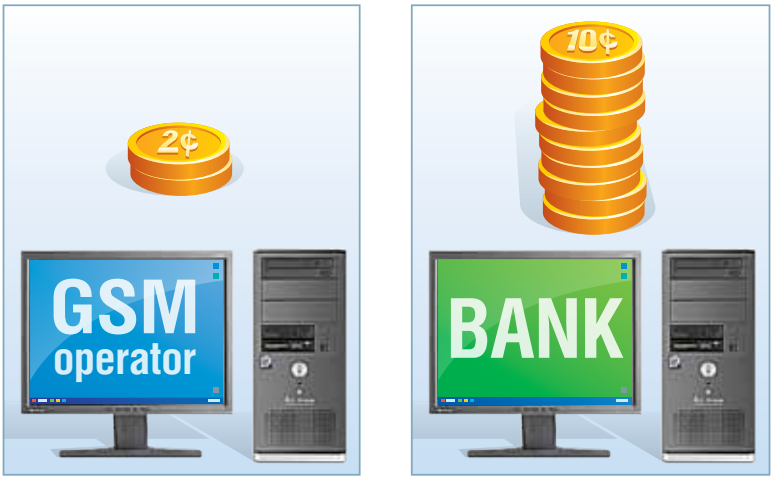


4. Payment amounts are not large, major part of transactions are payments up to $30 (maximum $50). However, the entire retail business is covered (48% from the total turnover of households), which comprises approximately $275 billion a year.

5. Withdrawal of funds (cash-out transaction) is possible not only from bank accounts but also from subscriber personal accounts opened with mobile network operators (and, to a larger scale, from customer accounts of any company that has a power-of-attorney from the bank to collect payment orders from the customers in accordance with the Federal Law #121-FZ).



6. Funds withdrawal from the customer account/crediting of funds to the sales outlet's account is 2 times cheaper than through VISA or MasterCard, and is performed online.
   - Interchange fee for the participants of the payment system is fixed and makes 1 US cent.
   - Cost of withdrawal transaction in the operator's billing system is 2 cents against 10 cents in the bank's system "Same Day Transaction".



7. Both crediting of specified banking accounts (cash-in transactions) and top-up of subscriber personal accounts with mobile network operators is possible. First, this option is expected to be used for cash payments such as "change to the phone or to the bank account".

Benefits of Mobile Payments service

For customers:

- New advanced payment instrument.
- Higher level of trust to communications operators if compared to banks.
- In absence of cash funds, it is always possible to pay for goods and services directly from the personal account using a mobile phone.
- Payment process is faster if compared to payment by plastic card.
- Paperless document interchange.
- Security — funds are not debited from the personal account until the subscriber confirms the transaction.
- The network for the personal account refill is huge as opposed to plastic cards networking of a separate bank.

For retail companies:

- Low cost of payment acceptance procedure (from 0.7 to 1%).
- Instantaneous credit of funds to the bank account.
- No need to replace the equipment in use.

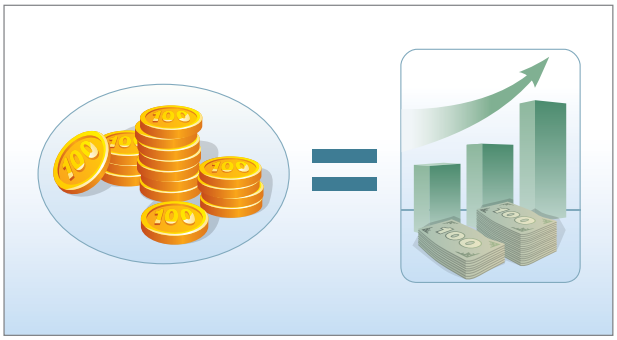
- Speed of transaction:
  - the entire transaction takes less than 6 seconds (3 seconds from the sales outlet to the customer and 3 seconds — back);
  - faster than payment with plastic cards, as cuts payment acceptance costs;
  - allows accepting payments in discounters and supermarkets.
- Increase of sales volume through the sale to persons who ran out of cash or "forgot their card at home" (growth of the number of customers' payment instruments).
- Sales of mainly inexpensive and high-margin goods.
- Reduced number of conflict situations.
- Reduced risks of operating cash.

For mobile network operators

- Growth of balances on personal accounts of subscribers will significantly increase company liabilities, by estimate, by more than $1 billion (for companies of the "big three" level).
- No investments needed.
- Fast implementation.
- Outrunning competitors in introducing of the real "mobile commerce".
- Creation of image of a super-high-tech company at minimal costs.
- Stimulation of retail outlets in acceptance of payments for cellular communications and implementation of the program "change to the phone or to the bank account".

- When making transactions with a barcode:
  - errors are minimized and, as a result, the costs for cancellation and correction of payments are reduced;
  - the transaction time is shorter, which will enable retail chains to:
    - reduce payment acceptance costs;
    - reduce the time for accepting one payment;
    - start accepting payments in discounters and supermarkets.

For acquirer-banks



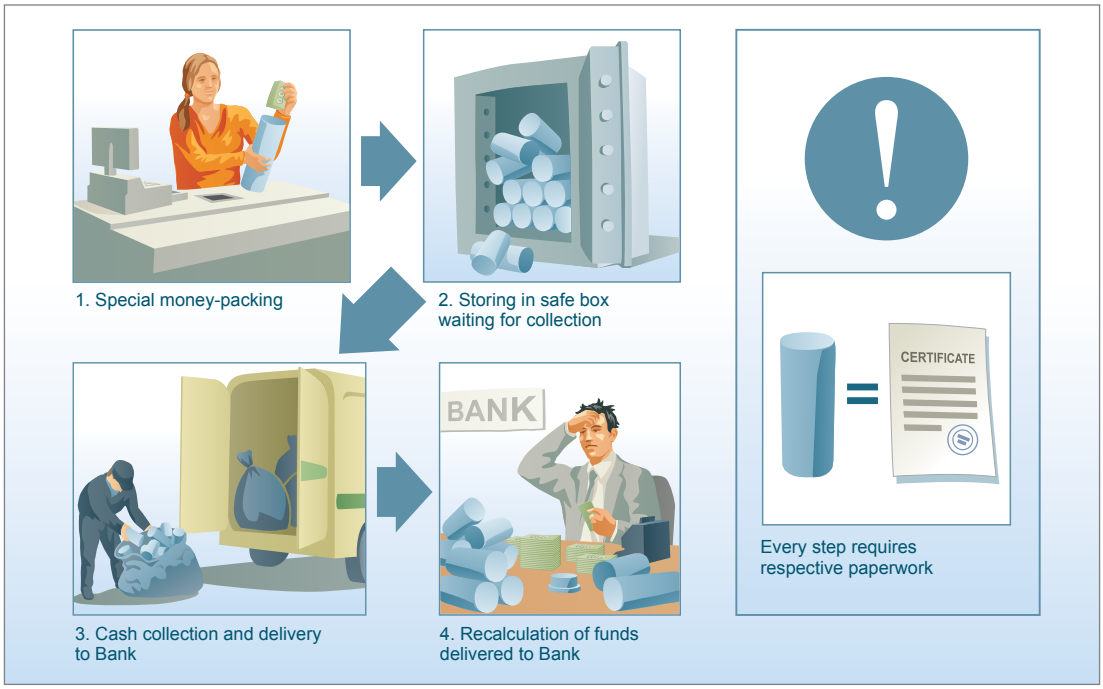
- Tighter "binding" of clients-retailers to the banks.
- Higher security for loans issued to retailers.
- Obtaining of additional acquiring income and competitive advantages.
- Possibility to start working with trading enterprises that traditionally do not accept cards for payments due to high commission fees.

- Introduction to the market of a product that is able to compete with international payment systems.
- Stimulation of sales outlets to accept payments for cellular communications and implementation of program "change to the phone or to the bank account".
- Outrunning of competitors in implementing the real "mobile commerce".
- Creation of the image of a super-high-tech bank.

Online Collection

Current collection technology in large super- and hypermarkets is obsolete and is inadequately automated resulting in extra costs and risks of handing over change, transportation, recalculation, and crediting of collected funds.

At present, crediting of the settlement account of retailer following the collection of funds in retail store may take up to three days. Besides, the existing funds collection system is not protected from the risk of fraud at transmission and storing of cash assets, which results in additional security costs.

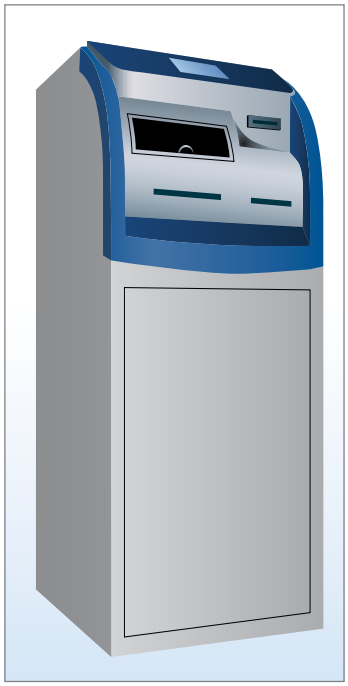


CyberPlat® experts have developed an online collection technology enabling to optimize the process and to reduce costs, risks, and terms significantly.

It is a technology of principally new “electronic cashiers”, i.e. special terminals able to accept and recalculate bundles of cash. Using CyberPlat® technology, funds inserted in such terminal by cashiers of retail chains will arrive to the retailer’s settlement account with the collecting bank in the real time mode.

How does it work?

Collection terminal located at retail outlet ensures automated accounting of collected banknotes, secure storage, authorization of the system's service users, and transaction data transfer to CyberPlat® processing centre.



Each retail outlet has a registration code with CyberPlat® system, and a non-recallable key to EDS (at least 2048 bit) is installed in each collection terminal.

Cash acceptor of collection terminal is equipped with a banknote number reader.

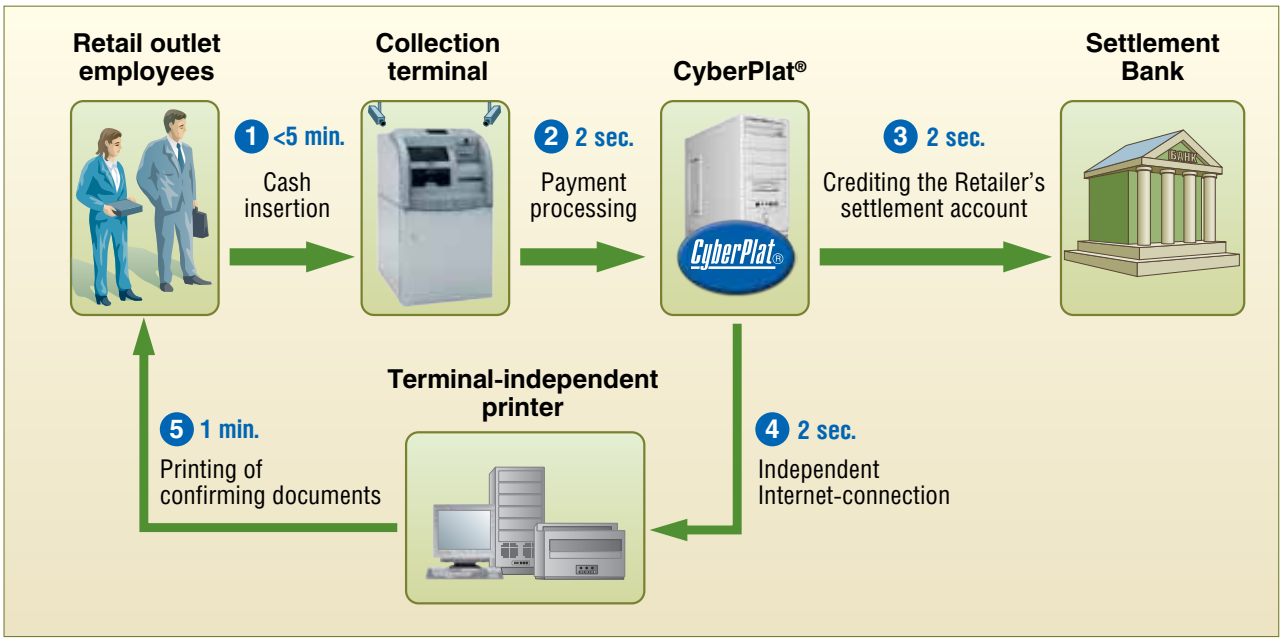
Collection terminal's functionality:

- identification of the personnel operating the device, provision of access;
- bundle/single note acceptance;
- defining of denomination and genuineness of banknotes (validation);
- calculation of the amount of deposited banknotes;
- storage of banknotes;
- processing, storage, and transfer of information to CyberPlat® and to the bank.

Important: during each transaction, prior to terminal operation procedures, the authorized persons (chief cashier, cashier or collector) shall log in the system and input the PIN-code.

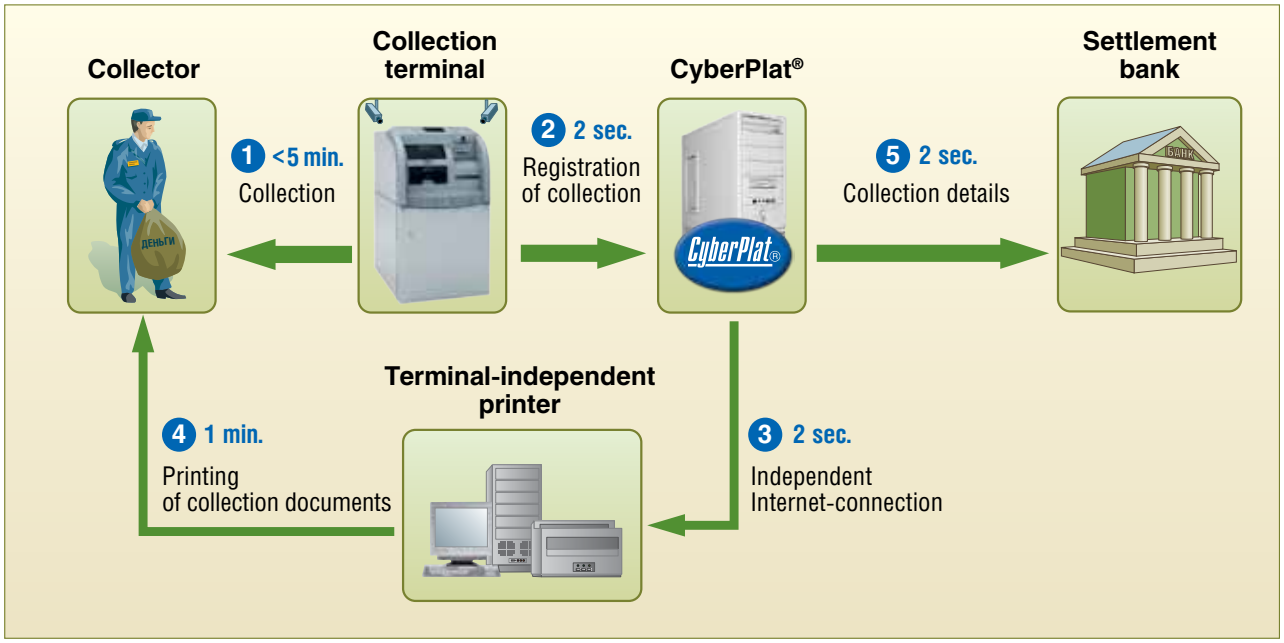
Additionally: when printing out receipts and certificates (statements), EDS shall be printed out as well.

General collection scheme at retail outlet with the use of collection terminal



1. Following the authorization, retail outlet employees shall insert money into the terminal (<5 min.; retail outlet employees; cash insertion).
2. The terminal makes automatic recalculation of funds and transfers information on the amount inserted to CyberPlat® processing centre (collection terminal; 2 sec.; payment processing).
3. CyberPlat® processing centre transmits the information to the settlement bank for crediting the retailer's settlement account (2 sec.; crediting the retailer's settlement account; settlement bank).
4. CyberPlat® processing centre prints out set of documents containing the information about the deposited amount for the retailer (2 sec.; independent Internet-connection; Terminal-independent printer).
5. The retailer receives printed set of documents confirming the transaction (1 min.; printing of confirming documents).

General collection scheme at terminal



1. Following authorization, the collector gains the access to terminal, withdraws cassettes with cash from the terminal and installs a set of new cassettes for further operation of the terminal (collector; <5 min.; collection).
2. CyberPlat® processing centre registers collection transaction. Information about the total collected amount is also transferred to CyberPlat® processing centre (collection terminal; 2 sec., registration of collection).
3. CyberPlat® processing centre prints out set of documents, which contain the information about the total amount collected from the terminal (2 sec.; independent Internet-connection).
4. The collector receives printed set of documents, which contain the information about the total amount collected from the terminal and which at the same time act as accompanying documents during the transportation of cash cassettes to the bank (terminal-independent printer; 1 min., printing of collection documents).
5. CyberPlat® processing centre transmits the information about collection, including details of collected cash amount (2 sec., collection details, Settlement bank).

Collection procedure consists of two stages: insertion of cash into the collection terminal and collection. At the first stage, retail outlet employees insert cassette into the terminal. At the same time, information about the deposited amount (including the banknote numbers) is transmitted to CyberPlat®. Once the information is processed, CyberPlat® transmits information about funds deposited to the settlement bank of the retail outlet, and the bank credits the deposited amount to the retailer's settlement account.

All operations are performed online, which allows crediting the retailer's account within several seconds after the funds are deposited in terminal.

At the next stage, the collector and the settlement bank carry out terminal collection procedure. Upon recalculation, the settlement bank reports the collected amount to CyberPlat® for verification.

Advantages of the online-collection technology:

- It takes from 2 to 10 minutes for the cashier to deal with change and verify the proceeds.
- No need to recalculate banknotes in each tube or bundle.
- The risk of theft during recalculation is significantly reduced when each banknote number is read and stored.

Estimations show that implementation of such technology can cover up to 70% of collection market at super- and hypermarkets and up to 40% of market of smaller stores in shopping malls.

Additional Services for CyberPlat® Partners

Secure Document Flow

Extended use of mobile communications devices as elements of mobile offices is another global trend of CyberPlat® technology development

CyberPlat® has developed a unique technology allowing generation and certification with EDS for documents of any format directly from the mobile phone. This development was created on Java platform and, therefore, is easy to install through simple download to the mobile phone. For example, at generation of payment orders, the technology allows using only a mobile phone that provides a significant advantage for user.

Due to EDS (Electronic Digital Signature) with 1024 bit key, which is integrated into the program, documents generated with EDS and sent to the addressee have full legal effect, are recognized by Russian courts, and are indisputable. Unlike other systems, CyberPlat® has obtained corresponding licenses from the Russian Federal Security Service, Federal Service for Technical and Export Control, and other state institutions.

Secure document flow technology with the use of mobile phone can be applied to:

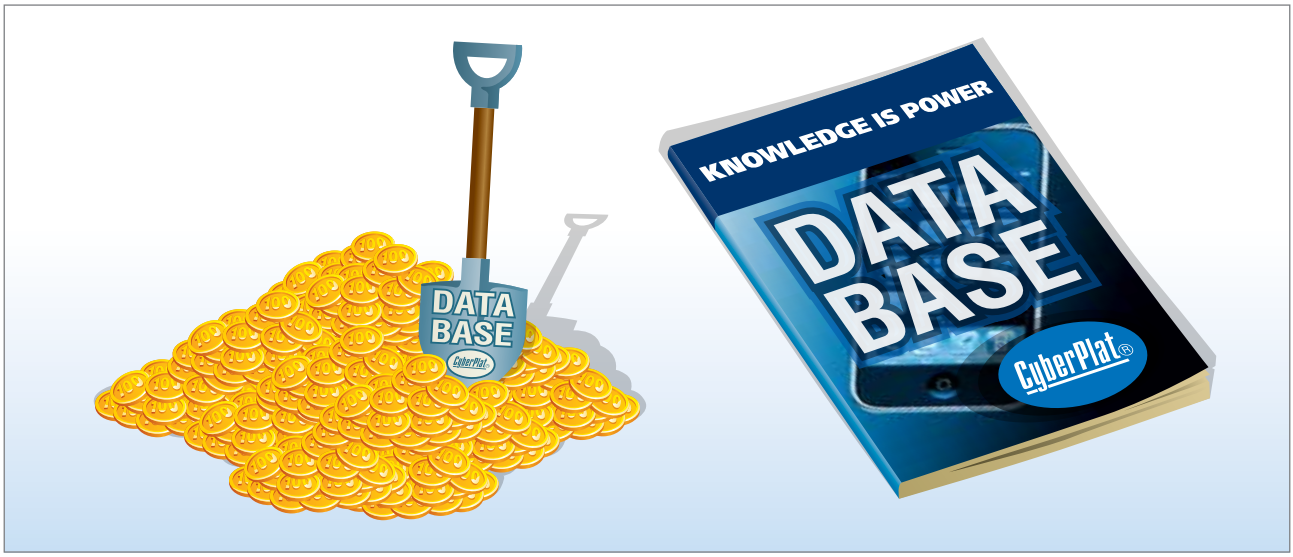
- make payments;
- apply for bank statement;
- perform transactions with currencies and securities;
- sign super-urgent documents;
- perform many other transactions.

Scoring by Phone Number

As of the end of 2013, client database of CyberPlat® payment system had more than 6 billion entries containing the information "date, time, phone number, amount, and place of payment".

Analytical results of this client database can be of great interest for credit history bureaus and banks. Detailed analysis can be performed to verify customers' paying capacity and to assess associated credit risks.

The use of scoring by phone number will allow a credit bureau or a bank increasing the accuracy and efficiency of provided or in-house credit scoring, as well as cutting costs and improving service quality.



Targeted SMS-informing

Another possibility provided by CyberPlat® payment system to its partners is targeted informing of customers on new features, products, and services through SMS-messages.

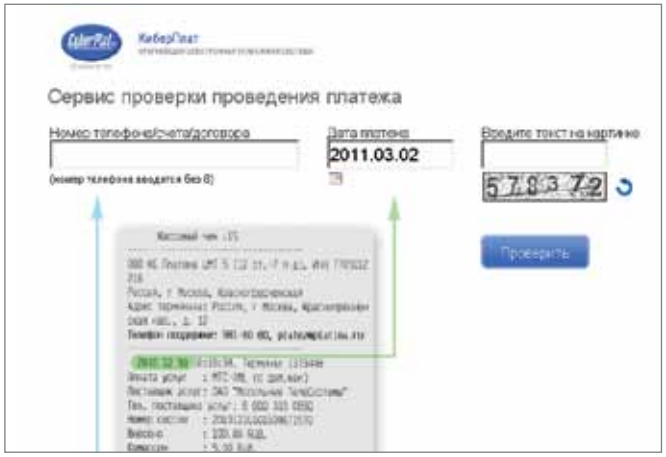
With the help of this system, customers that pay through payment acceptance outlets belonging to particular dealers are constantly informed, for instance, on new methods of payment and new regional or local providers of housing and utility services, and on possibility to obtain virtual bankcards or to accept money transfers.

Targeted SMS-informing service can also be offered to partners of CyberPlat® dealers, for example, to retail companies or networks with payment terminals or payment acceptance outlets of system dealers. Thus, retailers can advertise their goods, services or marketing campaigns. It also helps the dealers to strengthen their relations with their business partners.

When designing a particular SMS-informing campaign, certain SMS-recipient selection criteria shall be established. For instance, SMS can be sent only to those who pay for utility services, only to those who paid more than 300 rubles, or only to mobile communications payers, etc.

This service is an effective marketing instrument and enables dealers to increase footfall at their payment acceptance outlets, increase turnover, and increase overall efficiency of business.

Online Monitoring of Transactions

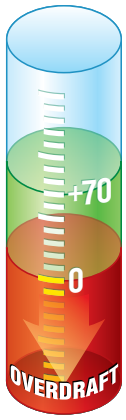


For the convenience of customers making payments through CyberPlat® payment system, as well as dealers, CyberPlat® has developed special web-service for verification of payment status (info.cyberplat.com). The customer (or the dealer) inputs into the special fields the mobile phone number (or the contract number, personal account number in the case of payments not in favor of mobile network operator), date of payment and verification code (CAPTCHA) as protection means against web robots. Afterwards, the customer receives the following information on payment status: "successful", "not found", "sent to provider for processing", and "cancelled in CyberPlat® system".

Depending on payment status, the customer can perform certain actions. For instance, he may refer to provider or dealer through which the payment was accepted, or to CyberPlat® client support service. This service offers additional conveniences for customers and dealers and considerably facilitates processing of customer claims.

In the second half of 2012, this service should be integrated into TerminalClient software for terminals.

Online Financing



CyberPlat® experts have developed service for automated financing in PLATINA bank (payment system's settlement bank) against the commission fee for accepted payments.

This service provides higher stability of payment acceptance systems of CyberPlat® partners during weekends and holidays as it reduces the necessity of urgent transfer of funds to PLATINA Bank to ensure settlements on accepted payments.

Online financing program provides an opportunity of automated financing in the overdraft mode against the amount of credited commission fees for already accepted payments. In order to participate in this program, the partner must have a settlement account with PLATINA Bank and must sign an overdraft agreement.

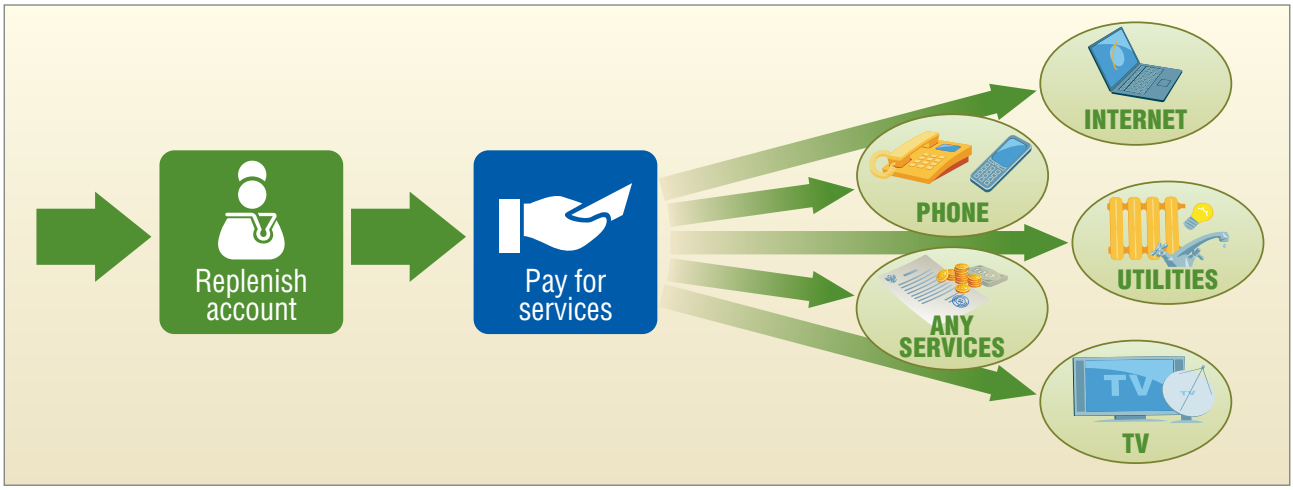
B2C Products

Plat.ru – CyberPlat® Payment Book

Internet-service "Plat.ru – CyberPlat® Payment Book" developed by experts of CyberPlat® and PLATINA Bank has been successfully launched for commercial operation.

Benefits for customers

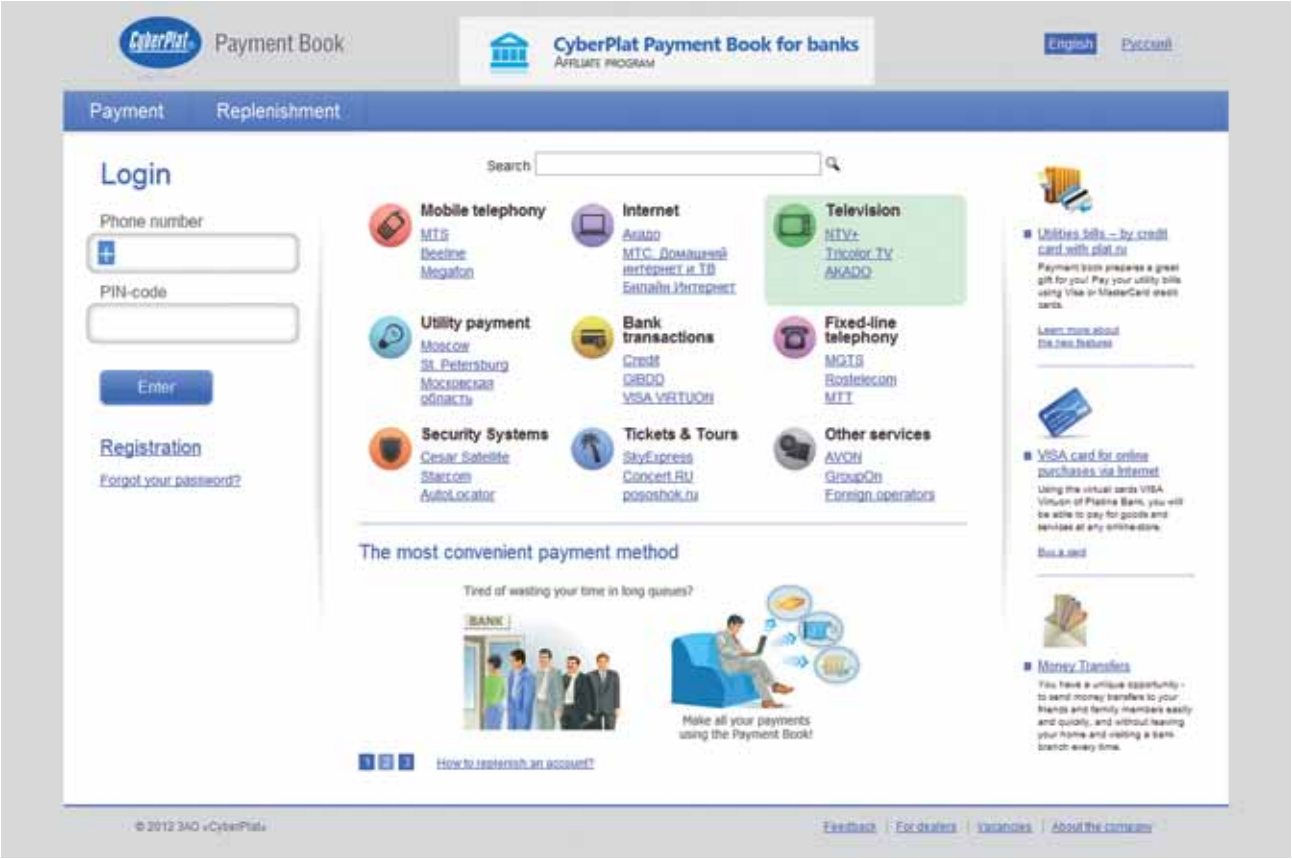
Anyone who has registered his/her personal Payment Book at www.cyberplat.com, or through terminals or cashiers at retail outlets using CyberPlat® payment system can become a client of this convenient service. Having refilled his/her Payment Book account, the user gets an opportunity of using the web-interface for making payments in favor of a wide range of service providers such as cellular and landline communications, cable and satellite television, Internet providers, public utility companies, etc. (more than 3,500 providers).



Payment Book account can be replenished through terminals and cash registers at retail outlets of CyberPlat® partners who already use new service. Upon replenishment of "Payment book" account, the customer shall pay to the dealer special commission fee. The Payment Book account can be replenished without an additional commission through the terminals of Platina Bank (their addresses are listed at www.platina.ru).

Payment Book saves and keeps the details of regular payments, allowing replenishing of personal accounts and repaying accumulated debts in a few seconds. History of performed operations will enable users not only to control the operational expenditures, but also to plan their family budget.

Interface of Payment Book



Registration: only two fields

One of the important advantages of new service is possibility to register new payment recipients such as local cellular communication operators, cable television providers or housing and utility companies. Therefore, Payment Book user receives a unique “one contact” service for making payments at any time, including matters of urgency, e.g. topping up his/her mobile telephone account.

“Plat.ru – CyberPlat® Payment Book” allows to:

- use the website to make payments by debiting the accounts in favor of service providers;
- save the details of repeated payments;
- register NEW SERVICE PROVIDERS for effecting payments;
- monitor payment history.

Benefits for partners

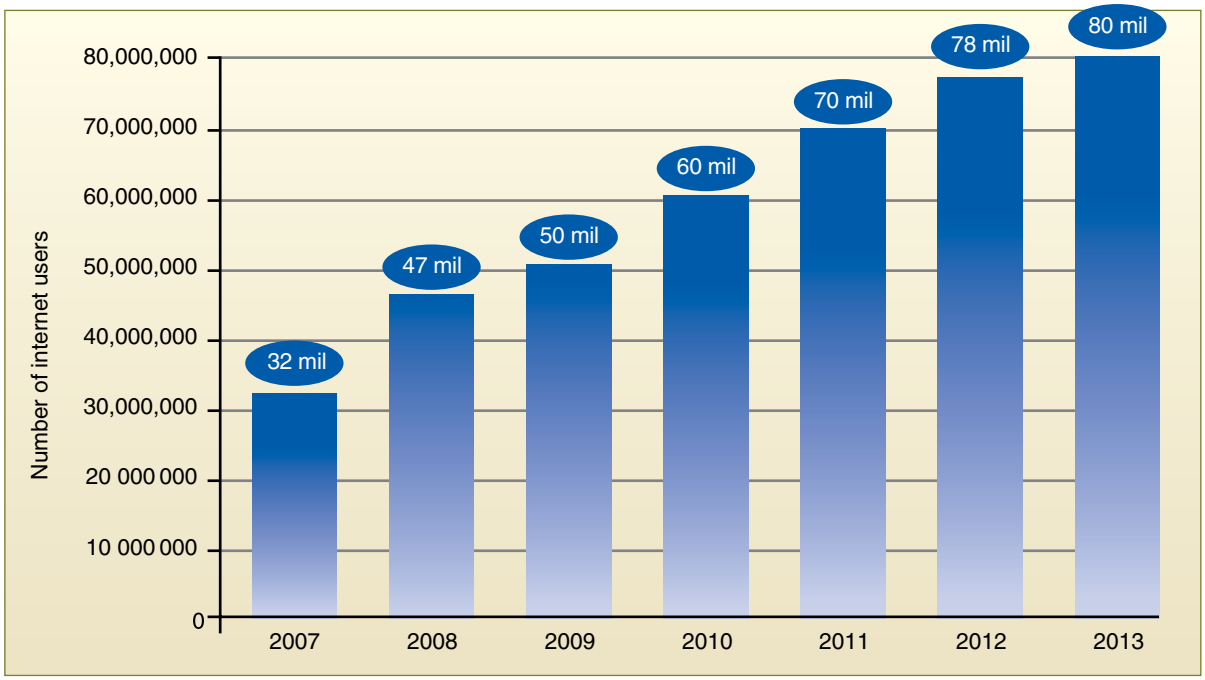
Business-scheme of the project presupposes distribution of commission fees of the service providers, to whom payments will be effected, between CyberPlat® and those dealers that have performed initial registration of users.

Thus, partners of CyberPlat® payment system may obtain additional income both through commission fees charged from customers as they refill their Payment Book accounts and through sharing commission fees of service providers from the new service balance of account.

Benefits for banks

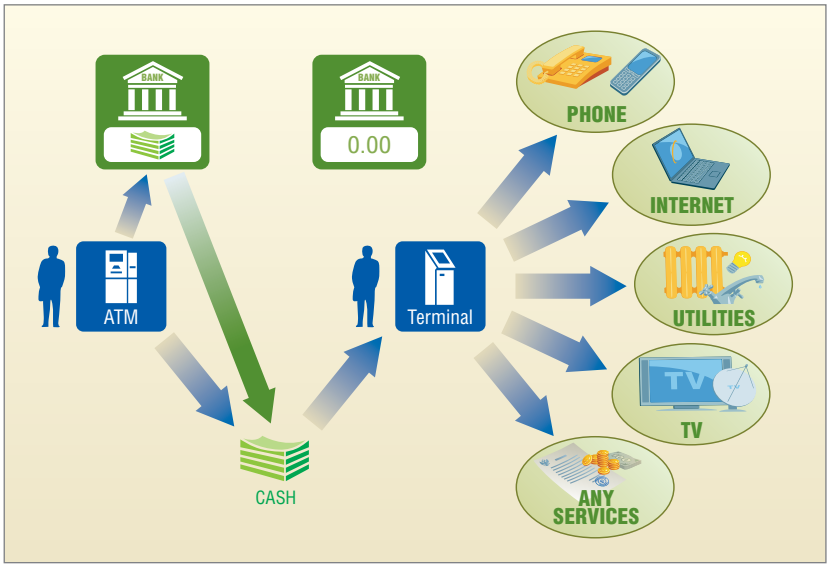
"Plat.ru – the CyberPlat® Payment Book" can be used as a super-light version of Internet Bank-Client. Why it is so important and how it can be extremely profitable for banks.

- Even today there are 85 million of Internet users in Russia and their number keeps growing.
- Internet-banking turnover of all banks in the Russia was (by estimate) 70 billion rubles in 2013.
- Number of Internet-Banking active users – not more than 5 million in 2013.
- Turnover of e-wallet market comprised 140 billion rubles (including Web Money and Yandex Money) in 2013.



Russian population practically does not use banking services. Funds from 70% of bankcards are fully withdrawn on the salary accrual day. As a result, banks do not receive additional income from payments and account balances.

Why does it happen? The reasons are as follows:



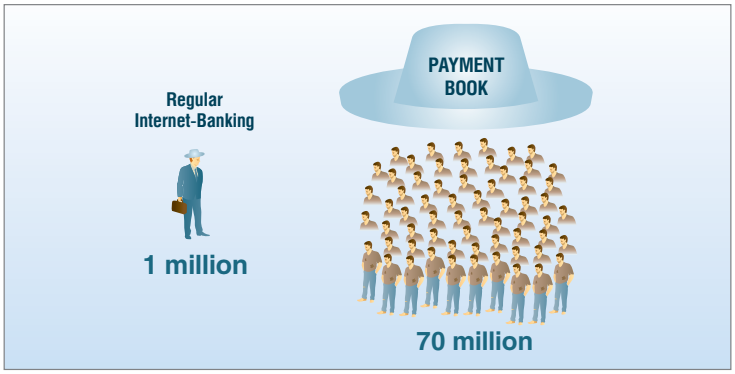
- Modern Internet-banking systems are difficult to use.
- They require advanced professional skills from users.
- Internet-banking systems are overloaded with excessive functionalities.
- Virtually no "one-button" solutions — any terminal is easier to use.

This is why CyberPlat® offers Payment Book solution, a convenient, easy, and accessible instrument that does not require any special training from users to make payments.

Key advantages of Payment Book:

- Very simple, intuitive interface.
- Used not only through the website but also through cash-in terminals.
- Easy and fast balance refill with cash money.
- No need for full identification when logging in the personal account, since payments are limited to the amount of 15,000 rubles and such payments comprise an overwhelming majority.
- The customer is afraid to keep the money on bank accounts and, therefore, inserts the money into the terminal. The cash funds are converted to refill the balance of the Payment Book, and the customer immediately pays using the previously created template.
- The balance left from odd payments does not vanish but is kept on the balance of the Payment Book.

The use of Payment Book as a light version of the Internet Bank-Client System gives banks an opportunity to dramatically increase the number of customers and cover the maximum out of 70 million Internet users.

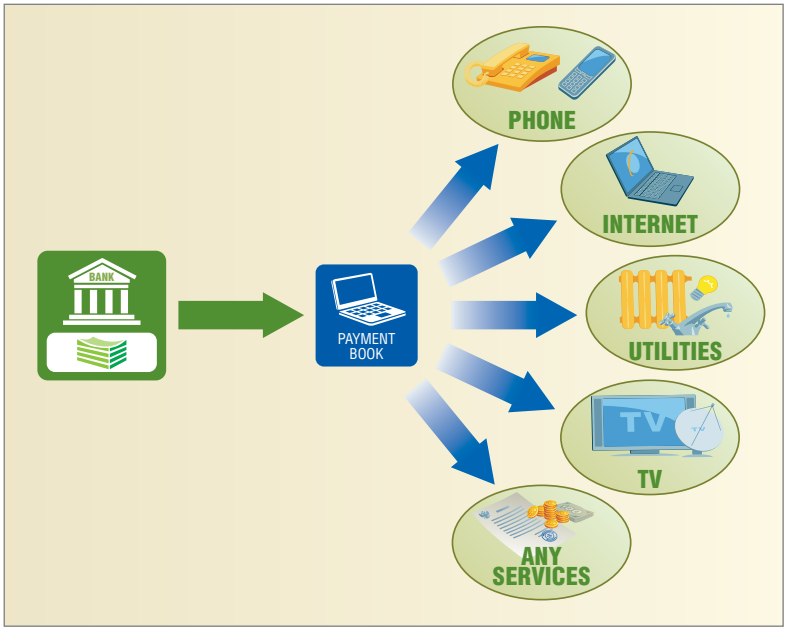


Low costs of implementation of Payment Book are also of a great advantage.

Unlike similar products and developments, Payment Book is distributed on the White Label/API principle; partner-banks can use this versatile and easy-to-use product under their own brand.

When using Payment Book as an own product, proceeds from payments are distributed between CyberPlat® and the partner-bank.

Thus, the Partner-Bank's benefits are:



- Sharp increase in the number of customers.
- Coverage of segment of the low-income customers.
- Increase of the commission income share within the income structure.
- Saving of funds through development and implementation of in-house Internet Bank-Client systems.
- Increase of balances on accounts.
- Promotion of the Bank's brand as "socially useful".

Benefits for service providers

Based on Payment Book, a simple technological solution, it is possible to implement new profitable service "Payments from the personal account" for customers of mobile network operators, Internet Service and commercial TV providers, and other providers of mass services. The introduction of this service increases customer loyalty and has a positive effect on the growth of business capitalization.

Currently, there is a distinct trend in creation and development of such services by all leading mobile and fixed-line operators, Internet and commercial television providers. The benefits of the development of this service are obvious:

- First, customers are offered a convenient payment instrument, whereby:
  - the range of services is expanded;
  - the quality of servicing is improved.
- Second, companies receive more revenues through the commission income received from regular payments by customers from their personal accounts.
- Third, the balances on personal accounts of customers are increased and "fixed" while problems caused by recurrent debts and necessity to disconnect customers for the use of paid services are eliminated.

It has become customary that the refill of a service provider's account (for example, a mobile network operator or an Internet service provider) is possible virtually through any retail outlet or payment terminal. However, with "Payments from the personal account" service the situation is reversed. With the use of personal account in billing system of the operators, customers will be able to pay for the same utility services, Internet access, replenish bank accounts, and send money transfers and much more. Implementation of this solution requires virtually no cost and any significant labor input. By experience, implementation of the proposed service is possible within two weeks. At the same time, additional income will be generated immediately after the launch of the service into operation. The White Label partner program enables operators to run "Payments from the personal account" service under their own brand. This would require only changing the appearance of the screen interfaces in accordance with the operator's corporate style.

TopUp.ru service

CyberPlat® experts have developed and brought into operation one more service designated for payments via Internet, i.e. TopUp.ru (www.topup.ru), which enables to effect payments with the use of bankcards in favor of a wide range of providers.

Payments can be made from card accounts with PLATINA Bank, whether it is a special non-personalized bankcard Visa Electron of PLATINA Bank designated for payments in favor of providers, or it is a personalized payment card of PLATINA Bank that is registered in the "Economy" project. Payments in the TopUp.ru service can also be performed from accounts of other Russian issuing banks.

The use of cards participating in the "Economy" project of PLATINA Bank allows saving on commission fees for card transactions and receiving a discount when paying for providers' services. The cards are distributed in the offices of PLATINA Bank (www.platina.ru) where customers can both receive non-personalized "Economy" cards and register already existing PLATINA Bank cards in this project.

If customers already hold a payment card of PLATINA Bank, then they can register it in the "Economy" project. After registration, they can use the same package of services as holders of the "Economy" cards.

After registration, the customer has several payment options:
- through the mobile phone using the CyberplatMobile program;
- through the home computer using the service http://topup.ru

Immediately after filling out the questionnaire and following the receipt of "Economy" card, CyberPlat® experts will assist the customer in installing the CyberplatMobile Java-based application in their mobile phones, generating and registering EDS keys in the payment system and activating the service of effecting payments.

VISA Virtuon — virtual prepaid card

CyberPlat® payment system offers VISA virtual cards for making online payments

VISA virtual cards can be purchased at cash registers of retail outlets or through payment terminals connected to CyberPlat® system. For this purpose, the customer tells the cashier or inserts on terminal display his/her mobile phone number. CyberPlat® payment system checks such number in the accounting system of the telecommunications operator and confirms virtual card issuance transaction. Afterwards, the customer pays the amount (up to 15,000 rubles) which is the nominal value of the new card, with the use of which the customer can further make payments through the Internet. After that, an SMS message with the details of the VISA virtual card is sent to the mobile phone which number was specified by the client.

Balance not expended after the expiration of the card will automatically be transferred to the existing or specially opened customer account within the service CyberPlat® Payment Book that is available at www.cyberplat.com. These funds can be used for settlements with a wide range of service providers, including mobile network operators. The new product is of high interest to partners of CyberPlat® payment system, since popularity of virtual cards for online payments increases, along with expanding of the range of goods and services offered in the global network. PLATINA Bank's commission fee for issuing VISA virtual cards comprises 3.5% of its nominal value (not less than 25 rubles). This fee is shared by PLATINA Bank, CyberPlat® payment system, and the dealer who issued the card.

Virtual VISA cards will be extremely useful for the category of population that hold and actively use regular banking cards but quite reasonably consider that payments through the Internet are risky transactions . In addition, these cards will allow effecting payment transactions through the Internet to the users who are not holders of regular bankcards. Those citizens with no banking accounts and 16-year old teenagers are legally restricted to obtain regular credit cards. At the same time, young people constitute a significant part of the Internet users and need to make small but regular payments through the Internet.

Holders of VISA virtual cards can use them to pay for services of popular worldwide network services such as Skype, iTunes, and Google, to make purchases through such systems as eBay, PayPal, and in numerous online stores such as 'amazon.com', as well as to pay for computer games such as PlayStation, World of Warcraft, and other. With the use of VISA virtual card one can buy tickets through websites of air companies and travel agencies, as well as to purchase railway tickets through the website of Russian Railways ("RZD").

Replenishment of VISA cards in CyberPlat® payment acceptance network

In 2011, CyberPlat® payment system with the assistance of the international payment system VISA launched the service of replenishing any VISA card issued in the territory of the Russian Federation.

Technologically, this process is carried out via a special gateway of VISA in CyberPlat® system and allows prompt transmission of data on replenishment of a particular card to the issuing bank. Duration of crediting directly to the card account depends on the issuing bank and can take from a few seconds to 2–4 days.

Replenishment of VISA cards is possible through the networks of cash-in payment terminals and ATMs operating through CyberPlat® system where this service is represented. In order to replenish any VISA card it is enough to input card number through the interface of payment terminal or ATM, and insert the necessary amount of money.

The new opportunity provided by CyberPlat® and VISA payment system is of high demand for regular credit repayments. Credit recipients who are holders of VISA cards do not have to visit bank offices and may refill the card account at any nearest CyberPlat® payment acceptance outlet in stores, drugstores, gas filling stations, etc.

The convenient opportunity to refill VISA cards through CyberPlat® payment acceptance network makes plastic cards more appealing, practical and popular.

How to Become a CyberPlat® Partner

How to Become a Dealer of CyberPlat® payment system in 5 minutes. Automated registration of new dealers

Simplified procedure of ultrafast automatic registration uses the following opportunities provided by Article 428 of the Russian Federation Civil Code. Pursuant to this registration, the Dealer is included into the Payment Acceptance Agreement (the Adhesion Agreement which is available at http://www.cyberplat.ru/agent/dog_soed.pdf) by simply submitting a corresponding Application.

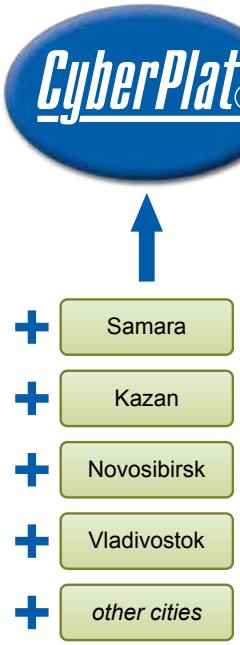
Due to unification of all necessary operations into the single Key Manager Software module, procedure of EDS formation and operation with dealer network is significantly simplified. After the registration, the user may download this module and, following Wizard instructions, create its own key set and register its own open key in the system. Using the Key Manager, the Administrator can solely a register retail outlet or a cashier, get their key cards, create their key sets, and register their own public keys in the "Dealer's Office". Simplified registration procedure in CyberPlat® payment system means fast connection to the system without opening a settlement account or visiting CyberPlat® office.

Automated registration process:

1. Visit the website https://customer.cyberplat.ru/dealer/register.html, fill in the registration form and register Login and Password.
2. Get access to the "Dealer's Office" section. Using Login and Password, edit data of your company, register the administrator, generate a set of keys to the Electronic Digital Signature (EDS), and receive the package of all necessary documents (Application, and Delivery and Acceptance Certificate of electronic keys) in PDF format.
3. Having signed the Application and the Certificate, send them by registered post as part of the full document package to CyberPlat® office (you may use Russian Post, DHL, TNT, or GarantPost).
4. Corporate experts will verify the documents, activate the new dealer, and having signed the Application and the Certificate, will send a counterpart to the addressee.
5. The dealer can independently register in the system its payment acceptance outlets and cashiers through Dealer's Office and start accepting payments either through the web interface or through Payment Acceptance software available at http://www.cyberplat.com (needs configuring after download).

All steps of the registration process are performed with the use of optimized ergonomic interface and take no more than 5 minutes. If you have any problems with your registration at any stage, do not hesitate and contact CyberPlat® support team.

Support team: telephone: 8 (800) 100-100-8, ext. 3305
Email: ap@cyberplat.com



How to become a Regional Representative of CyberPlat® payment system

Within the scope of the unique CyberPlat® Regional Representative Program, it is possible to become the system's partner even without setting up your own payment acceptance outlets. The purpose of this program is to give the most active business people of Russia an opportunity to raise their own revenues and provide them with a simplified instrument for attracting new commercial and service companies to CyberPlat® payment acceptance network.

It is not necessary to have any legal (contractual) obligations to the companies, which the Regional Representative involves in CyberPlat® payment system, and you do not have to be the system's dealer.

Regional Representative does not need to:

1. Execute a contract with the Dealer (whose sales and service outlets can accept payments).
2. Have a balance in CyberPlat® payment system sufficient for the Dealer's operation.
3. Organize its own payment acceptance outlets (no rent of premises, registration of cash registers, and hiring of personnel).
4. Organize a sub-dealer payment acceptance network (no contracts with third parties, collection or money transfers).
5. Be financially responsible to CyberPlat® payment system for other companies' transactions.
6. Transact payments from communications operators' or service providers' subscribers.

To start operations, Regional Representative needs to:

1. Acquire a legal entity or an individual entrepreneur status.
2. Conclude the Agency agreement with CyberPlat® payment system.

Regional Representative shall as follows:

1. Search sales or service outlets belonging to legal entities or individual entrepreneurs who are willing to organize payment acceptance. The Regional Representative solely develops a strategy for engaging new Dealers.
2. Explain to a potential Dealer all advantages of CyberPlat® payment system and conveniences of connection to the system via Internet.
3. Assist the Dealer in registration.
4. Offer consultations on optimizing of payment processing and on duly operation with CyberPlat® payment system.
5. Submit daily reports about new Dealers.
6. Sign monthly Works Acceptance Certificate (the list of Dealers connected during the reporting month).

The Regional Representative is authorized to perform the above-listed duties under the power-of-attorney issued by CyberPlat®.

Remuneration

The remuneration paid by CyberPlat® is based on contractual terms agreed with the Regional Representative. The amount of Regional Representative's remuneration comprises 0.1% of monthly amount of payments of each attracted Dealer. For instance, the Regional Representative contracted three (3) new Dealers during a month.

Dealer	Dealer Monthly Turnover (USD)	Remuneration (0.1%) per month (USD)
First	300,000	300
Second	1,000,000	1,000
Third	1,500,000	1,500
Total	2,800,000	2,800

No limits to earnings!

Everything depends on Regional Representative's successful operation and capabilities.

Regional Representatives Registration:
http://www.cyberplat.com/join/representative/
or by phone +7 (495) 967 02 20

Contact details

CyberPlat®

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e-mail: info@cyberplat.com, sales@cyberplat.com, market@cyberplat.com
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Support Team:

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e-mail: help@cyberplat.com, support@cyberplat.com
Skype: support_cyberplat

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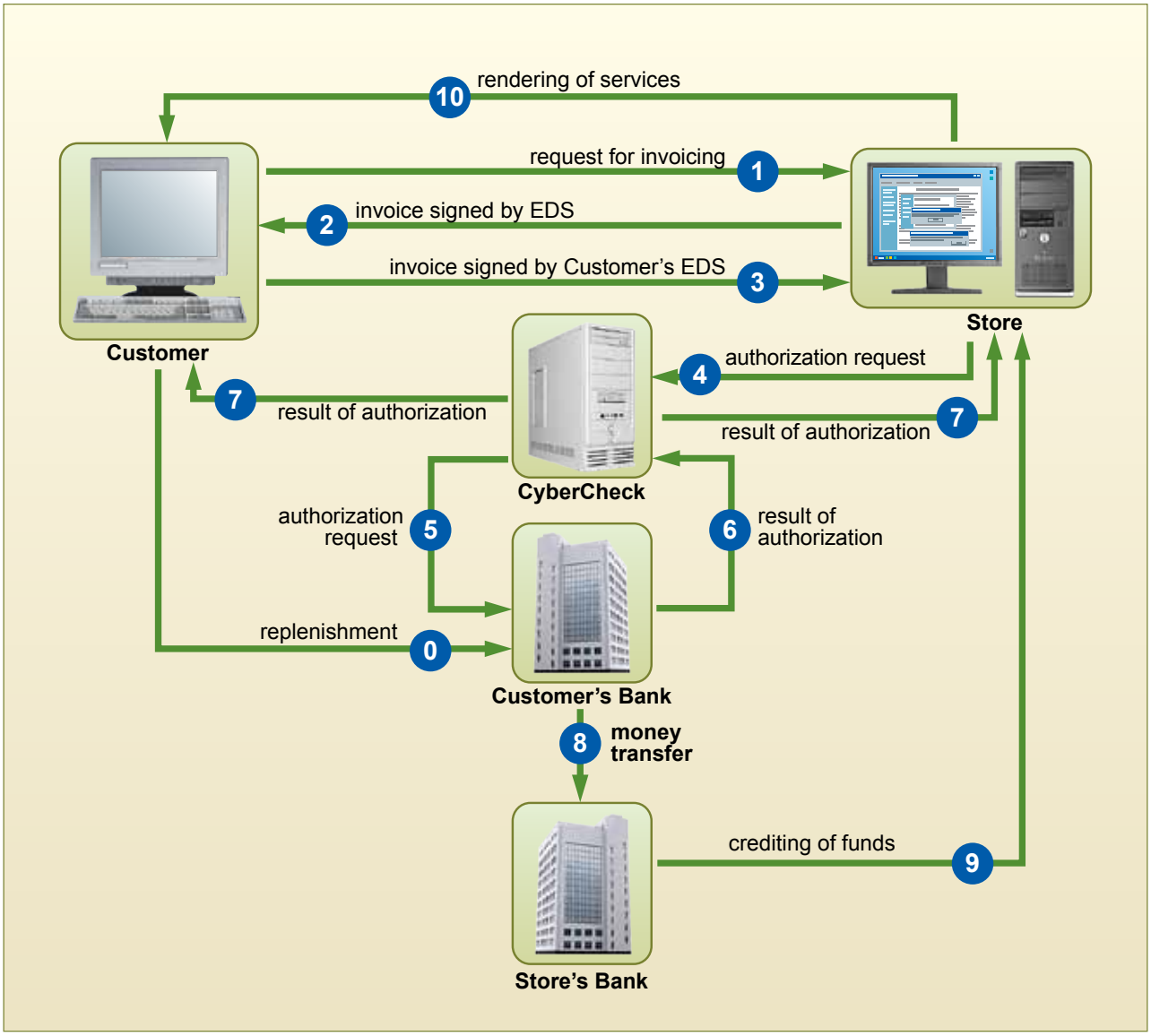
www.cyberplat.kz

Appendix.
Payment Technology

CyberCheck



1. The Customer is connected through Internet to a Web-server of the Store, forms a basket of goods and sends to the Store a request for invoicing.

2. As response to the Customer's request, the Store sends him/her an invoice certified by the Store's EDS. The invoice contains the following data:

- description of goods (services),
- cost of goods (services),
- sort code of the store,
- time and date of transaction.

In terms of Civil Law, this invoice is a proposal to conclude a contract (offer).

3. The Customer, in his/her turn, signs the invoice with his/her own EDS and sends it to the Store, thereby accepting the offer (contract). The contract is deemed to be executed if the Customer executed the invoice. Upon execution, the invoice becomes a receipt.

4. Receipt containing two EDS (EDS of the Store and of the Customer) is sent to the CyberCheck authorization server.

5. CyberCheck verifies the signed receipt:

- checks the existence of the Store and the Customer in the System,
- checks EDS of the Store and the Customer,
- saves a copy of the receipt in the CyberCheck database.

In case of validation, the receipt is sent for payment processing to the Customer's Bank (Bank-Participant of the system where the Customer's account is operated in CyberPlat® system). Customer's Bank checks the balance and the limits of Customer's account. Afterwards, the Bank permits or prohibits payment. Customer's Bank sends the result of CyberCheck authorization system.

6. If the payment is permitted:

- CyberCheck sends to the Store a permit for rendering services (sale of goods),
- The Customer's Bank transfers funds from the Customer's account to the Bank of the Store (Bank-Participant of the system where accounts of Customers of the Stores are operated in CyberPlat® system),
- The Bank of the Store credits the funds to the Store's account,
- The Store renders the service (sells the goods).

7. If the payment is prohibited:

- CyberCheck sends to the Store a denial for payment processing,
- The Customer receives the denial with indication of reasons.

The Customer has full control over the purchase process. Each party holds a receipt with EDS as a documentary and lawful proof of the transaction.

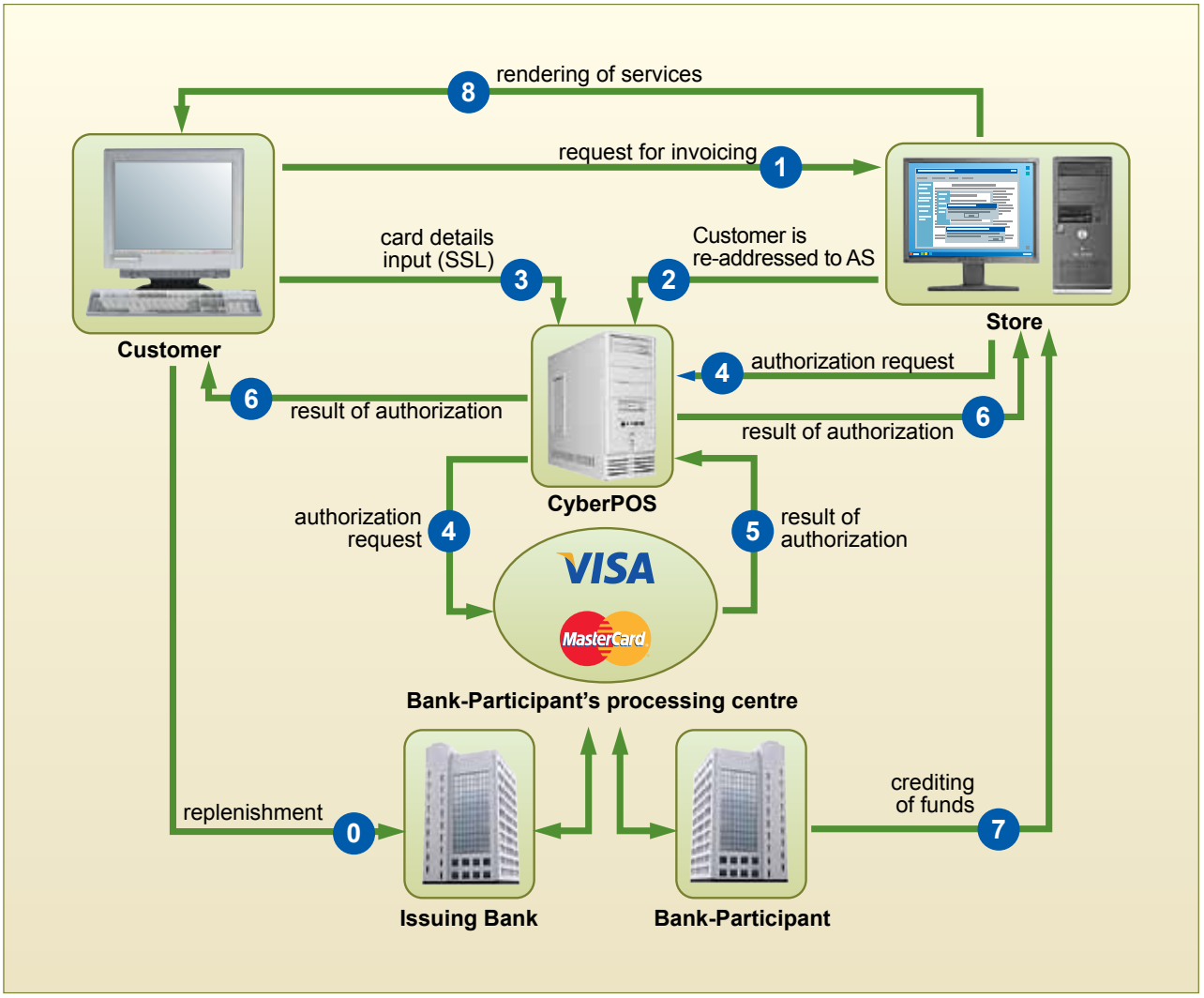
Account Statement

1. The Customer requests statement of his/her account by signing a request with his/her EDS.
2. CyberCheck verifies the Customer's code and EDS.
3. If the results of verification are positive, CyberCheck sends to the Bank a request for account statement, receives statement, and forwards it to the Customer in the form of a cryptographically converted text with EDS of CyberCheck.
4. The Customer receives the message, verifies signature of CyberCheck and performs reverse cryptographic conversion of the statement.
5. The Customer saves statement in his/her computer.

Request for payments made by the Customer at the Store

1. The Customer requests information on payments made at the Store indicating his/her code in CyberPlat® system.
2. Based on the received code, the Store provides information about the Customer's payments.

CyberPOS



Holder of a plastic card: Visa, EuroCard/MasterCard, Diners Club, JCB, American Express, Union Card (hereinafter – the Customer) can pay for purchases at Internet-stores, registered at the authorization server.

1. The Customer is connected via Internet to a Web-server of the Store, forms a cart of goods and selects payment by credit card from the methods of payment.

2. The Store generates an order and re-addresses the Customer to the CyberPOS authorization server.

   All communication between the Store and CyberPOS is carried out over a secure SSL protocol and is certified with EDS of the parties.

3. CyberPOS establishes with the Customer a connection over a secure SSL protocol and receives from the Customer the details of his/her credit card. The card details are transmitted in a secure form only to CyberPOS and are not provided to the Store during the Customer's transactions. CyberPOS checks the existence of the Store in the System, verifies compliance of the transaction with the established system limitations. After verification, prohibition or permission of card transaction authorization is formed.

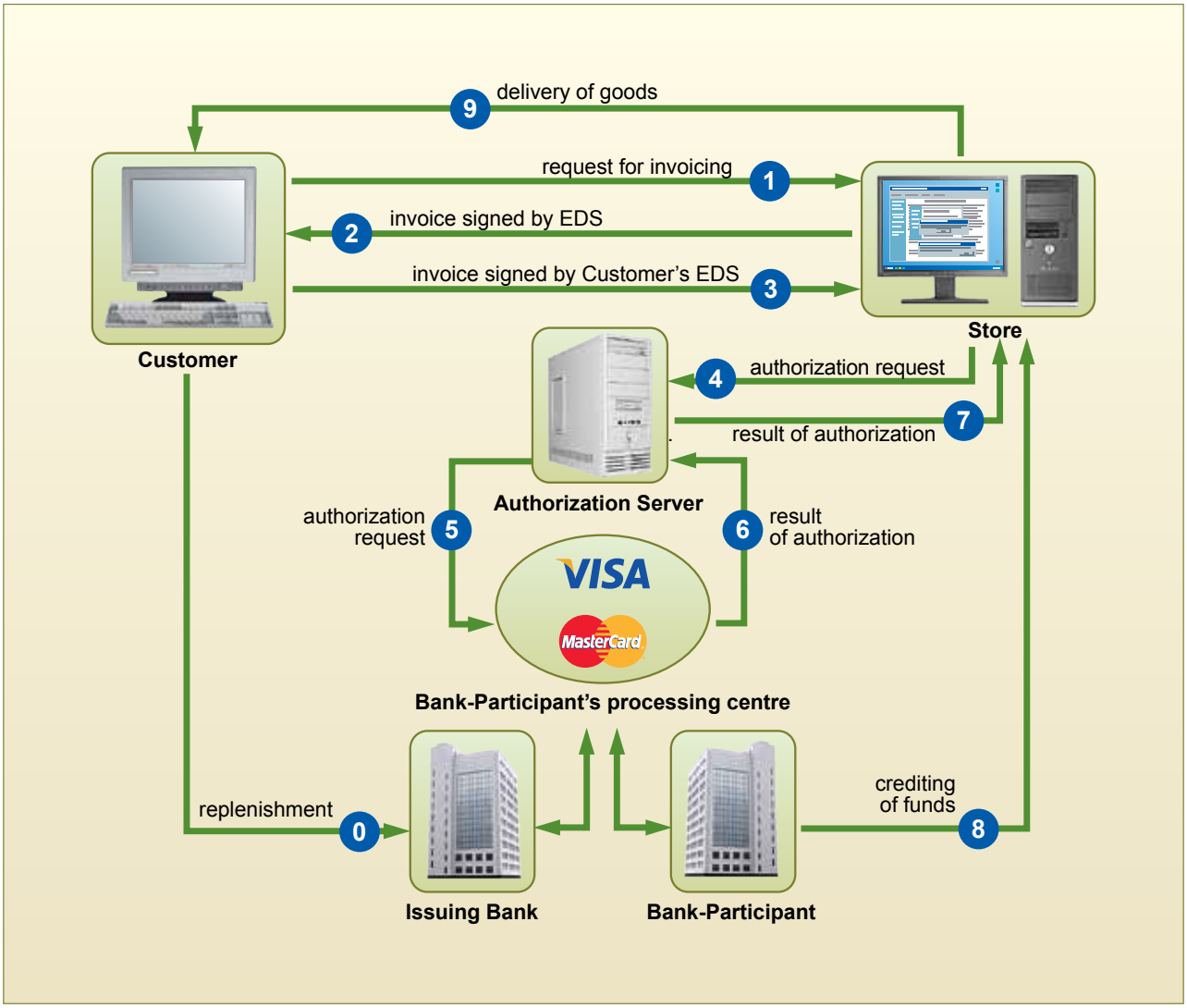
   If the authorization is prohibited:
   - CyberPOS relays to the Customer a denial with indication of reasons,
   - CyberPOS relays to the Store a denial with order number.

4. If the authorization is permitted:
   - CyberPOS relays it to the Bank-Participant's processing centre,
   - The authorization request is transmitted through closed banking networks to the issuing bank of the Customer's card or to the card payment system's processing centre authorized by the issuing bank.

5. If the result of authorization, as received from the card payment system, is positive:
   - The Bank-Participant's processing centre relays to CyberPOS the positive result of authorization,
   - CyberPOS relays to the Customer the positive result of authorization,
   - CyberPOS relays to the Store the positive result of authorization with the order number,
   - The Store renders the service (sells the goods),
   - The Bank-Participant credits the funds to the Store's account in accordance with the contractual relations between the Bank-Participant and the Store.

6. If the authorization is denied:
   - The processing centre relays to the authorization server a denial to effect the payment,
   - CyberPOS relays to the Customer the denial with a description of the reason,
   - CyberPOS relays to the Store the denial with the order number.

CyberCheck with the use of banking cards



Registration of plastic card holder:

1. Holder of plastic card: VISA, MasterCard registers in CyberPlat® payment system.

2. For registration purpose the Customer indicates:
   - his/her personal information (full name, passport details, e-mail address, postal address, phone number),
   - his/her card details (name of the payment system where the card is registered, card number, expiry date, name of the card-holder as transcribed on the card).

   The card details are transmitted in a secure form only to the CyberCheck server of CyberPlat® payment system upon the Customer's registration and are not provided to the Store during Customer's transactions.

Online purchase and effecting of payments

The procedure for buying goods at the Stores is performed through CyberPlat® technology.

1. The Customer is connected via the Internet to a Web-server of the Store, forms a basket of goods and sends to the Store a request for invoicing.

2. In response to Customer's request, the Store sends to him/her an invoice signed with its electronic digital signature (EDS) where the following is specified:
   - name of goods (service),
   - cost of goods (service),
   - code of the store,
   - time and date of transaction.

   In terms of Civil Law, this invoice is a proposal to conclude a contract (offer).

3. The Customer, in his/her turn, signs the invoice with his/her own EDS and sends it to the Store, thereby making acceptance of the offer (contract). The contract is deemed concluded when the Customer has signed the invoice. Upon signing, the invoice becomes a receipt in the system.

4. Singed with two EDS (by the Store and by the Customer), the receipt is sent by the Store to the CyberCheck authorization server for authorization.

5. CyberCheck verifies the signed receipt:
   - checks the existence of the Store and the Customer in the System,
   - checks EDS of the Customer and the Store,
   - saves copy of the receipt in the CyberCheck database.

6. If the verification results are negative:
   - CyberCheck sends to the Store a denial to process the payment,
   - The Customer receives the denial with indication of the reason.

7. If the verification results are positive:
   - the receipt is sent to the CyberPOS server to form an authorization request,
   - CyberPOS sends it to the Bank-Participant's processing centre,
   - the request for authorization is transmitted through closed banking networks to the issuing bank of the Customer's card or to the card payment system's processing centre authorized by the issuing bank.

8. In case of positive result:
   - The Bank-Participant's processing centre submits positive result of authorization to CyberPOS,
   - CyberPOS submits positive result of authorization to CyberCheck,
   - CyberCheck submits positive result of authorization to the Customer,
   - CyberCheck submits to the Store a permit to render the service (sale of goods),
   - The Store renders the service (sells the goods),
   - The Bank-Participant credits funds to the Store's account pursuant to the existing contractual relations between the Bank-Participant and the Store.

9. If the authorization is denied:
   - The processing centre relays a denial to process the payment to CyberPOS,
   - CyberPOS send the denial with a description of the reason to CyberCheck,
   - CyberCheck sends the denial with a description of the reason to the Customer,
   - CyberCheck sends the denial to process the payment to the Store.

The Customer has full control over the purchase process. Each party has a receipt signed with EDS as a documentary proof of the transaction. These receipts confirm the fact of transaction and have legal force.

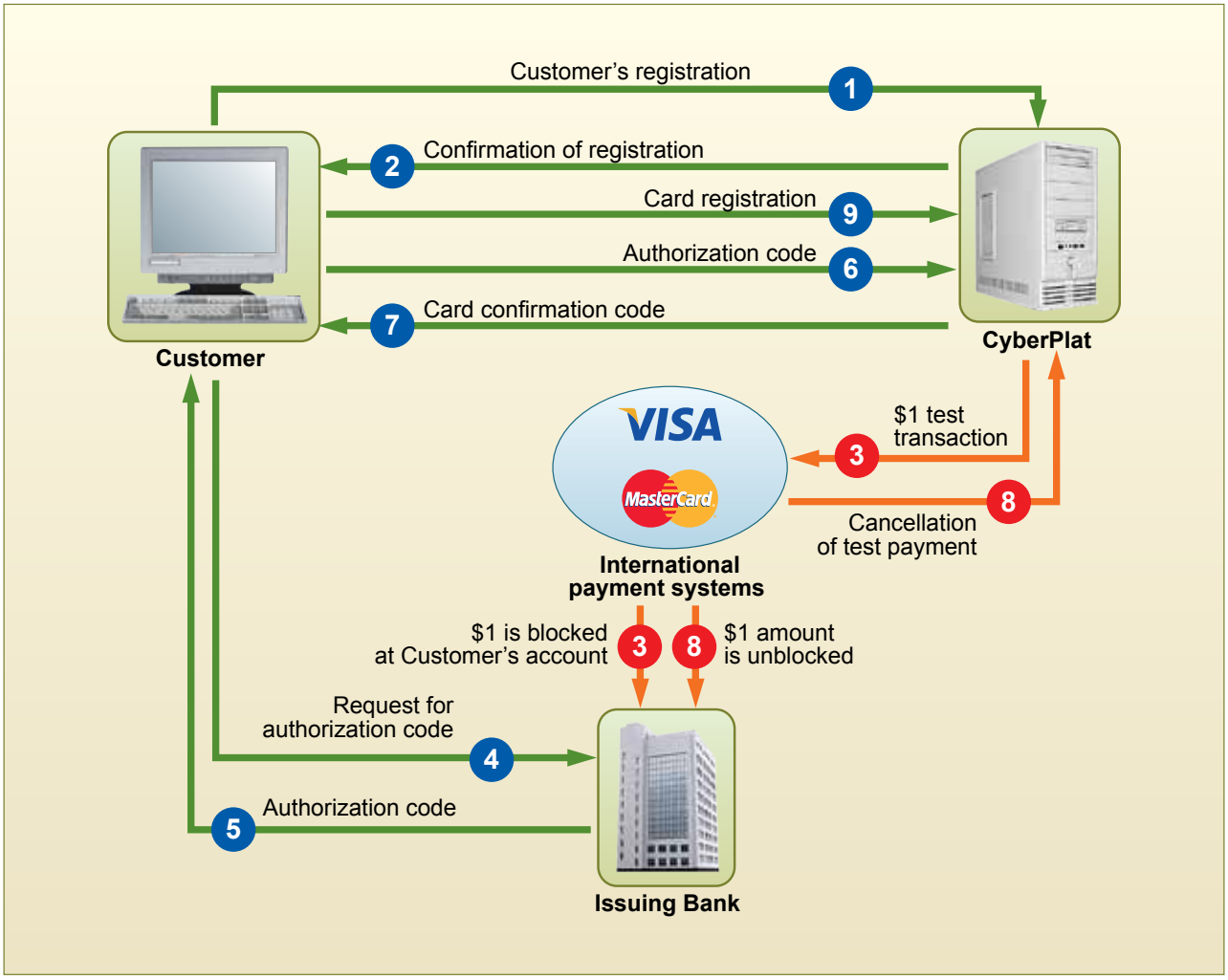
Account Statement

1. The Customer requests statement of his/her account by signing the request with his/her EDS.
2. CyberCheck verifies the Customer's code and EDS.
3. If the results of verification are positive, CyberCheck sends to the Bank a request for account statement, receives statement and forwards it to the Customer in the form of a cryptographically converted text with EDS of CyberCheck.
4. The Customer receives the message, verifies the signature of CyberCheck and performs reverse cryptographic conversion of the statement.
5. The Customer saves the statement in his/her computer.

Request for payments made by the Customer at the Store

1. The Customer requests information on payments made at the Store indicating his/her code in CyberPlat® system.
2. Based on the received code, the Store provides information about the Customer's payments.

CyberPlatPay



In order to increase the security level of Internet payments, CyberPlat® system offers to stores and customers new CyberPlatPay technology. New CyberPlatPay technology provides opportunity to confirm customer rights to use plastic card when making Internet-payments. On the one hand, it increases the confidence of the Store in Customer's payments through credit cards and, on the other hand, it guarantees additional reliability to the Customer at making purchases.

In order to confirm his/her authority as of the legitimate cardholder, the Customer must complete the registration steps in CyberPlatPay in the following way:

1. The Customer, holder of plastic card, is registered in CyberPlatPay by inputting his/her personal information.

2. The System generates a personalized section of the Subscriber and issues registration confirmation.

3. The Customer proceeds to registration of his/her plastic card (personalized section – card registration). For this purpose, he/she enters his/her personalized section and inputs the card details into the system. The system forms a test transaction (test payment) to the amount of $1 (this amount will be returned to the Customer upon registration regardless of the registration results).

4. The transaction is transferred to the corresponding payment system and $1 is blocked (withheld) from the Customer's account opened with the issuing bank.

5. The Customer contacts his/her servicing issuing bank and requests the authorization code to test payment.

6. Having identified the Customer, the Bank transfers the authorization code to the Customer.

7. The Customer relays the received authorization code to CyberPlatPay (personalized section – card details).

8. CyberPlatPay checks the validity of the transferred code and, thereby, the legitimacy of the use of the plastic card. The CyberPlatPay System generates a card confirmation code (password) to use the plastic card and relays it to the Customer.

9. CyberPlat® system generates an order to cancel test payment and sends it to the payment system. The amount of $1 that was previously blocked at Customer's account is now unblocked.

Card confirmation code that is received by the Customer is used for actual payments; it is sent along with other card details and verified by CyberPlatPay system. For this purpose, the Customer needs to indicate that he/she pays using a registered card and shall specify the confirmation code.

The use of registered plastic cards allows establishing a higher level of trust between the Customer, online-stores, and CyberPlat® payment system.

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