

Benefits

Reduced Interchange

- Starting at 0.25% or less per transaction! (compared to an average of about 2.5%)
- Fixed fees eliminated completely (compared to \$0.30 per transaction)

Easy Integration

- Seamlessly integrated into your website via XML
- Negligible start-up costs

Top-notch Security

- Fraud protection algorithm and encryption
- No credit card or Social Security numbers needed
- Increased consumer confidence

More Business

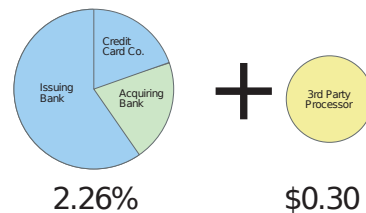
- Easy alternative for current consumers
- Attracts new online shoppers
- Augmented consumer base
- Easily scalable from microtransactions to large ticket items

What is Noca?

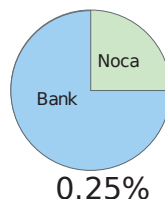
Noca is a secure payment solution for online merchants that will reduce overall online transaction costs to almost zero resulting in dramatically increased profit margins. It reduces interchange (payment processing) costs by an order of magnitude and combined with the reduction in chargeback costs effectively enables online merchants to get a significant competitive advantage.

Why do I need Noca?

Merchants are currently paying approximately 2.26% of the total transaction amount plus a fixed cost of about \$0.30 in credit card processing fees. These service charges are distributed as follows:



Interchange costs are artificially high due to lack of choice with the current VISA/Mastercard system. This legacy system is inefficient and given the amount of intermediaries involved results in excessively high processing fees.



Noca has a new payment processing network that provides end to payment settlement for a fraction of the cost of incumbent systems. We do not have intermediaries in our system and given our highly efficient network we can deliver substantial cost benefits. We believe that since the merchant is bringing the consumer to the payment system the merchant should have the right to select the payment system of their choice and offer the same choice to the consumer.

How does it work?

Noca provides a simple interface that integrates with the Merchant's online system. Merchant re-routes the payment requests through Noca. Noca renders a check image for the user where the user needs to fill the routing number and account number. This information is verified in real-time using a pre-determined verification method. Once the account is verified the transactions is processed with the merchant receiving the monies in 2-3 business days in their back account through an ACH transaction.

Will customers use the system?

Noca is easier for customers to use than any other online payment system. Our service is seamlessly integrated into your website via an XML schema so the user will never leave your site. From the customer's perspective, he no longer needs a credit card to make an online transaction.

What about security?

In addition to using state-of-the-art electronic transaction encryption, Noca will also implement a fraud detection algorithm based on customer data. Instead of using a credit card number for authentication, our payment system authenticates individual customers and evaluates fraud risk based on aggregated score of those customers' behavior using different metrics

