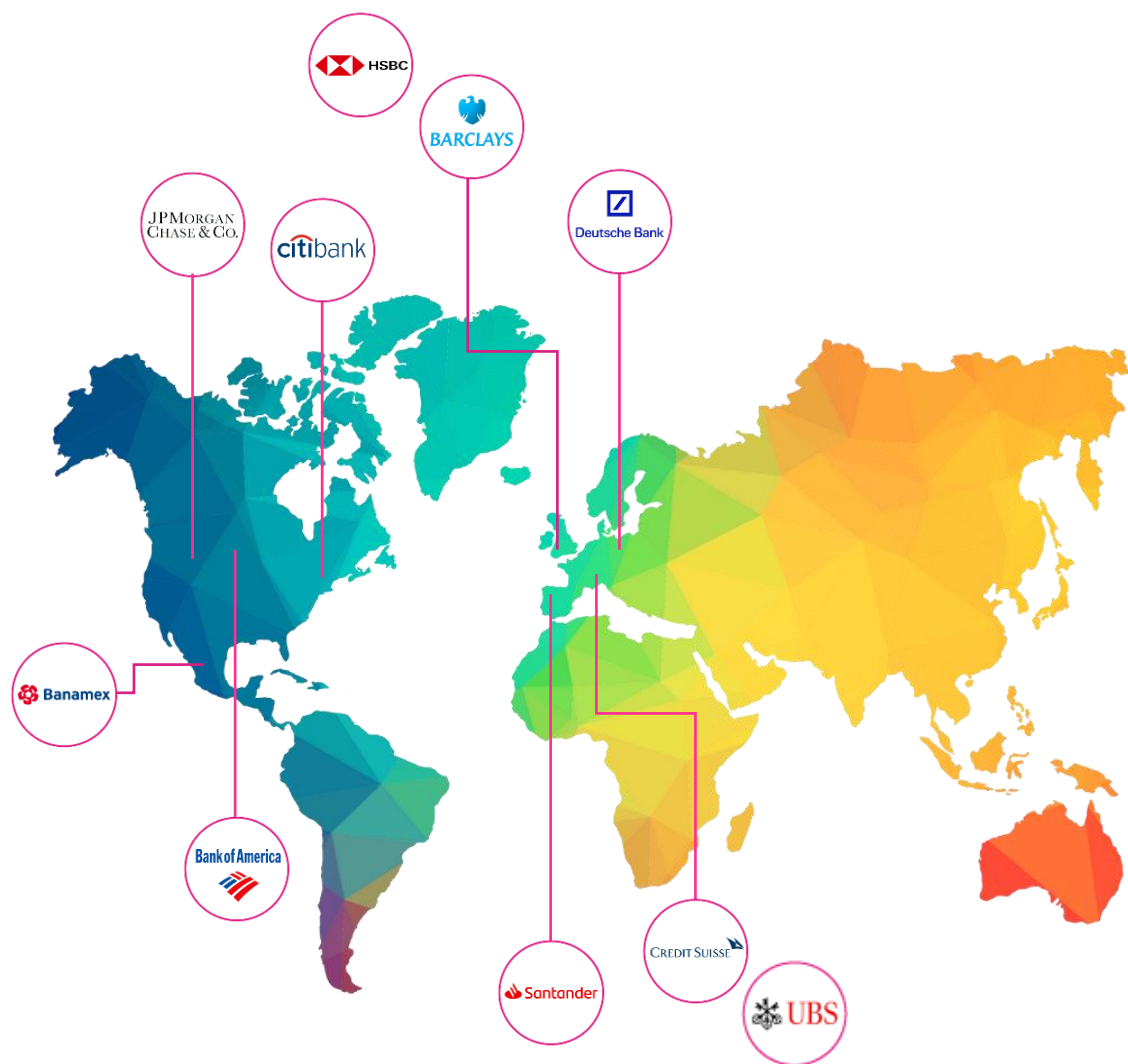


vaale

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# BANKING THE UNBANKED

Where Wallets, Credit Cards, and  
Traditional Banks Fall Short



# Visa and Mastercard played a significant role in expanding banking

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Before 1960, banks were regionally restricted.

\*\*Visa and Mastercard expanded banking access and innovation; **81.5% of U.S. households fully banked** in 2021.

But in **LATAM**,  
it's a **different, worrisome** story.

**70% Remain**  
Unbanked  
or Underbanked

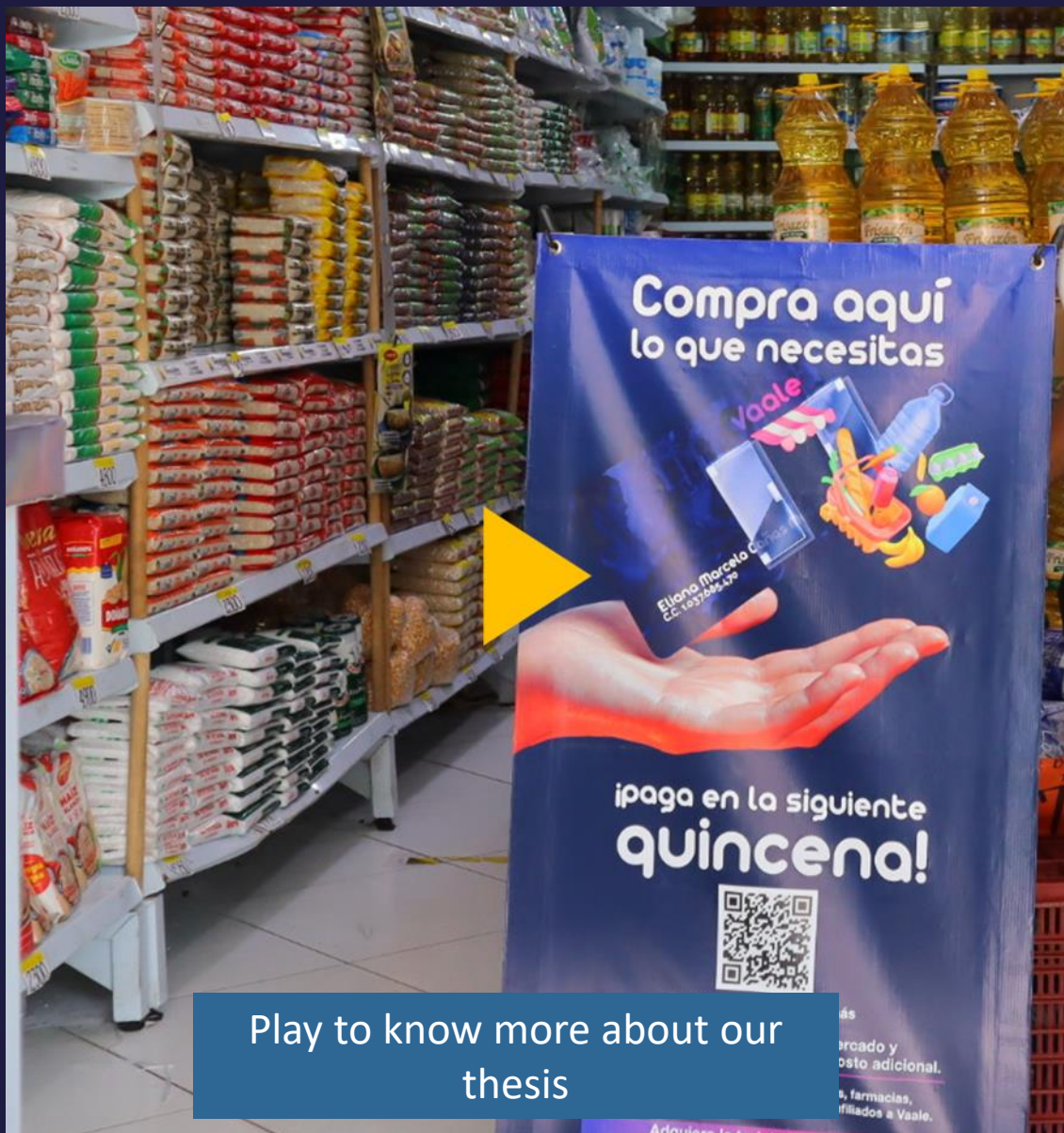


Traditional banks attempted outreach via bank accounts, credit cards, and wallets.



Resulted in **low penetration** and **high acquisition costs**.

**Struggled to retain** users effectively.



# Vaale Pay. The Credit Wallet MarketPlace.

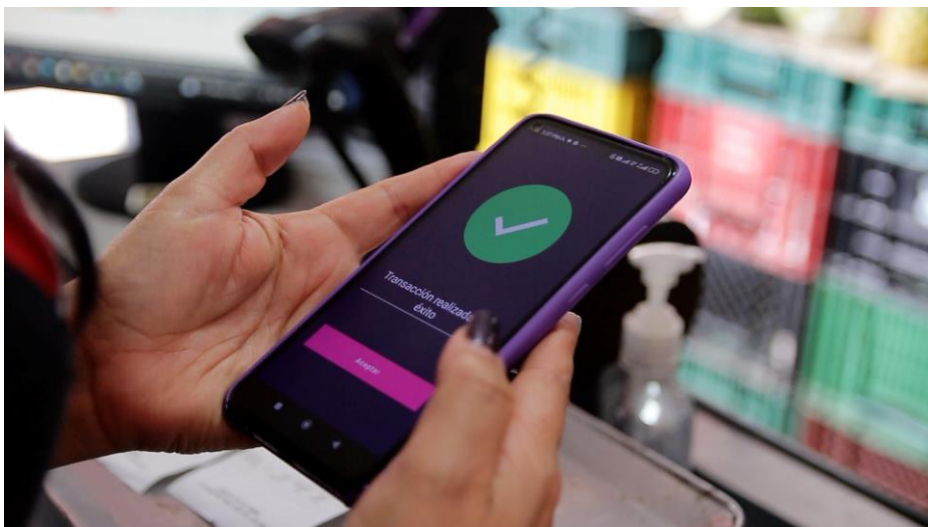
## Trailblazing Banking Expansion through Microloans for Daily Essentials

A credit wallet, available for daily purchases and repayable within 2 to 4 weeks.

Acceptable for payments at convenience stores, pharmacies, stationery shops, hair salons, and other local businesses in the neighborhood.

Play to know more about our thesis

# In May 2022, we launched the MVP



- App Less Revolving credit for users (\$25-\$50).
- 2-4 week repayment.
- Local businesses accept **Vaale App payments**.
- Combined 6.5% Take Rate for users and merchants.



**+ 10K Users**



**+ 35K Transactions + 600 Merchants**



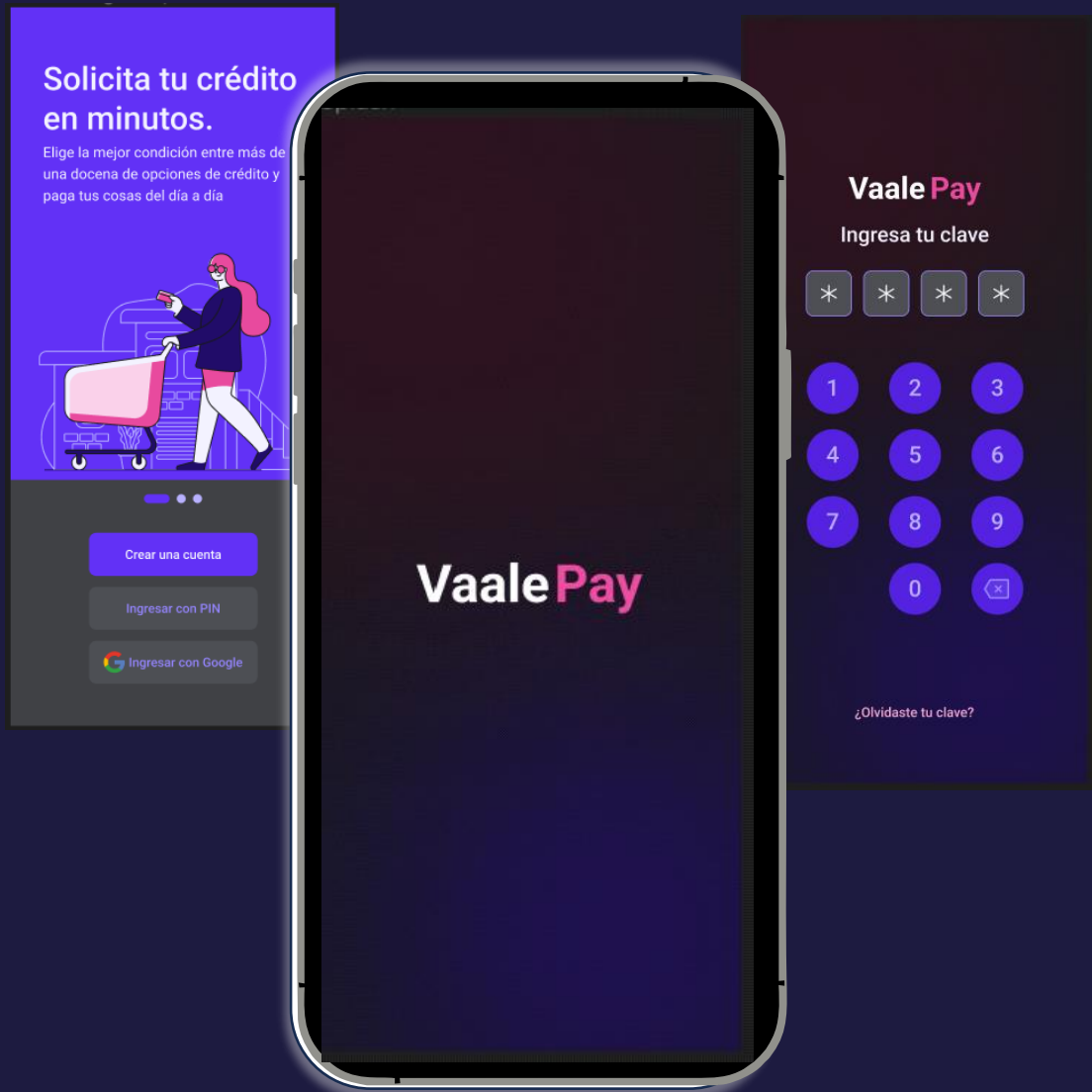
# **Our results: BANKING THE UNBANKED**

**80% of our users lacked prior credit cards,  
marking a transformative financial shift.**

**60% No Wallets Before**

**80% Retention MoM**

**9.2 NPS**



## What's Next?

# Vaale Pay: Credit Wallet

Putting users in control, we allow them to select the credit originator with the best terms, granting financial empowerment.

Effortless fund transfers within our community.

Simplify daily essential payments on partner merchants with their wallet balance.

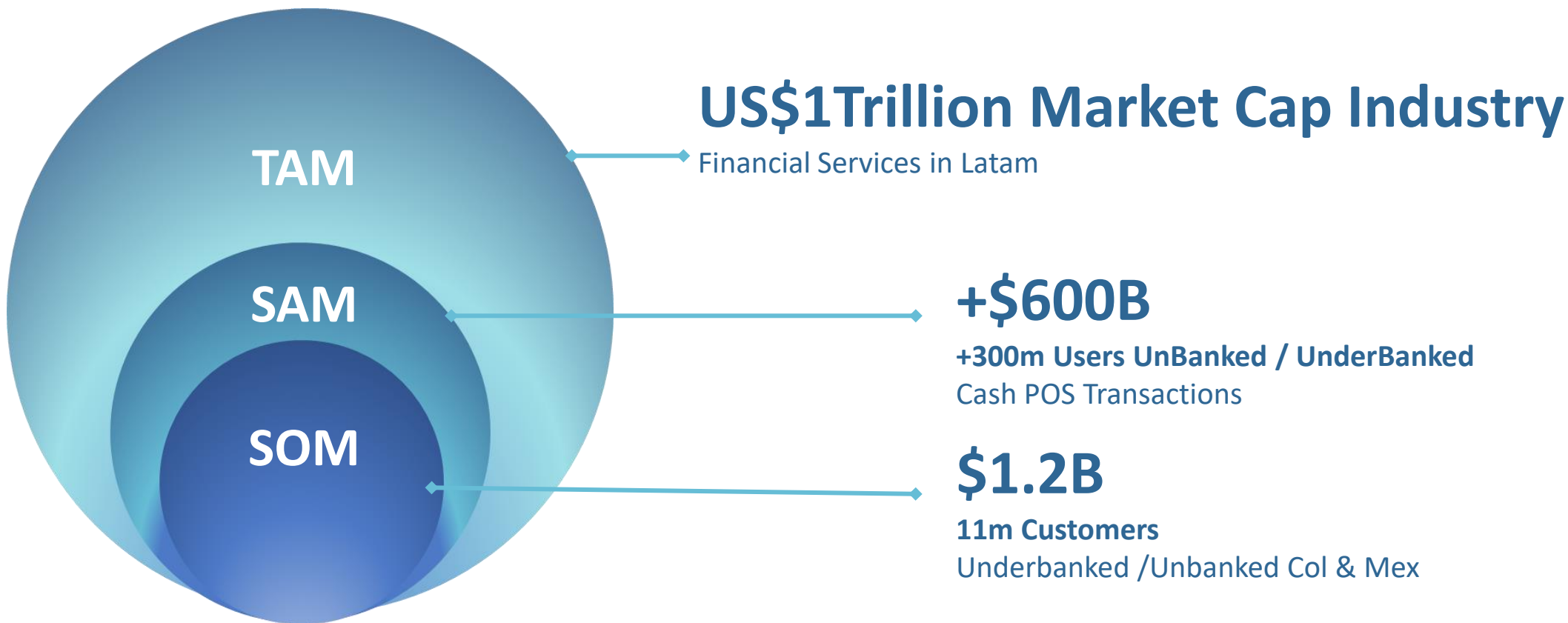
3<sup>rd</sup> Party Partner Originators



De-Risk our Business



# A Massive Market Where Major Players Deliver **Poor Service.**



Sources: "Fintech para Latino América y el Caribe". **2022 Inter American Development Bank**/ 2022 Global Payment Report from FIS.

Market Cap is Based on market multiples considering LatAm profits estimates for Banks, Non-Bank Financials and Marketplace providers for 2025.

Cash remains the leading POS payment method in LATAM as a whole, yet that longstanding leadership is fading. Cash accounted for 35.6% of 2021 POS transaction value – nearly US\$600 billion

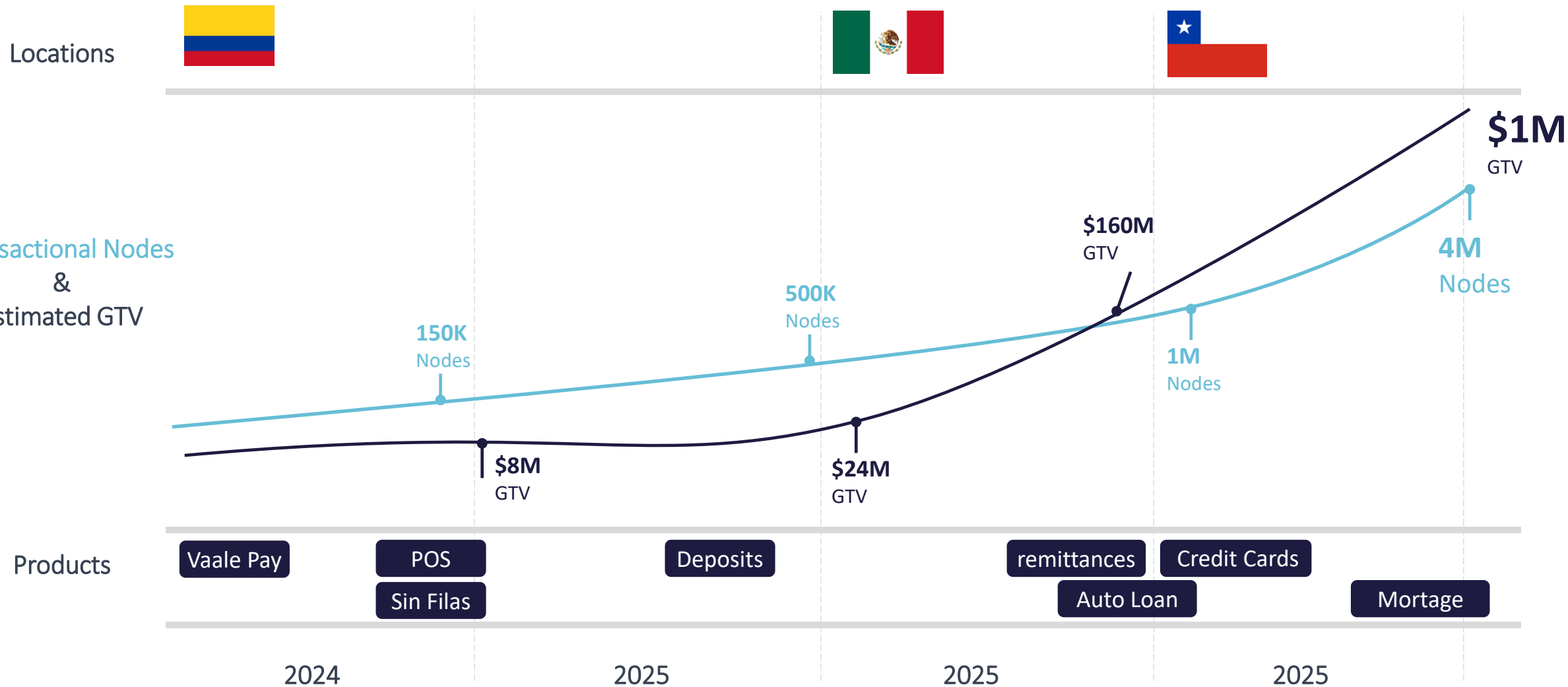


# What do customers value most?

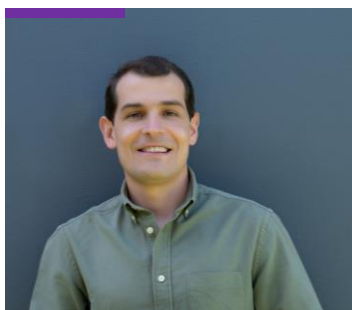
<b>Neighborhood</b> merchants available / Daily Essentials
<b>Credit Market Place</b> 24/7 Available credit in their wallet
<b>All Easy / All Clear.</b> no papers, no tricks
<b>Affordable,</b> Pay what is fair, nothing more.
<b>Loans for essentials.</b> For those who need it, for what is needed.

		   Banks & Wallets	  BNPL	 Gota a Gota (Illegal Interest Street Loans)	Family, Friends & Shopkeepers
Neighborhood	✓	✗	✗	✓	✗
Credit Market Place	✓	✗	✗	✗	✗
All Easy / All Clear.	✓	✗	✓	✗	✓
Affordable,	✓	✓	✓	✗	✓
Loans for essentials.	✓	✗	✗	✓	✓

# Our Road Ahead (4-Year Plan)



# Founding & Executive Team



**SANTIAGO  
TOBÓN**  
Co-Founder – CEO

**Serial entrepreneur**



**ÁLVARO  
RODRIGUEZ**  
Co-Founder – CTO

**Core Banking  
systems**



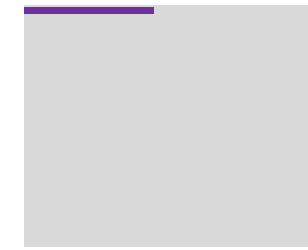
**ALEJANDRO  
GUTIERREZ**  
Co-Founder - COO

**Ops & Fundraising**

# Board & Advisors



**ANDRÉS BERNAL**  
CEO - Grupo Orbis  
**Strategy &  
Management**



**MARCO VIEIRA**  
CEO - Ingeomega  
**Strategy &  
Management**



**TOMÁS KATICH**  
Growth  
**Built a 300K Direct  
selling network**

# Round Details

# US\$3.5M

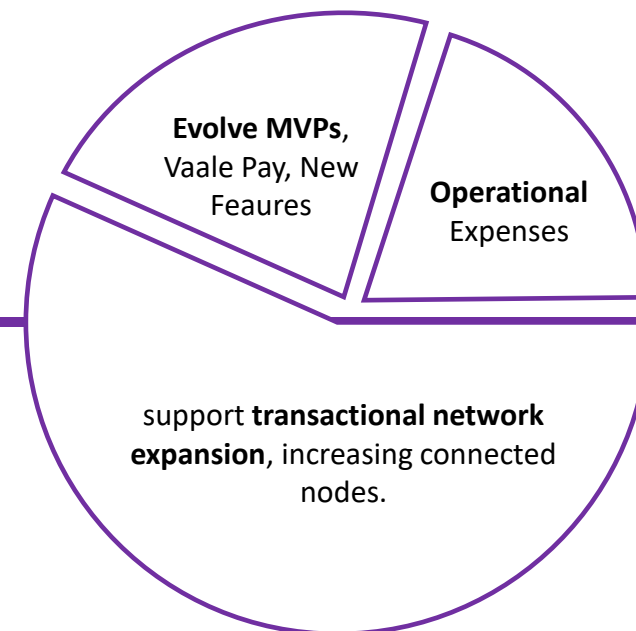
Seed / Priced Round

Previously Backed By:

**techstars**

Powered by J.P Morgan

**UV**  
Unpopular  
Ventures



Standard Preferred Stocks  
Round Deadline: March 31, 2024  
Funds Receivable in the US.  
Vaale is a Delaware-registered C-Corp.

**If you want to know more about:**

- Go-to-market strategy
- How do we tackle competitors / Competitive landscape
- How we handle risk.

**Email me to:**

santi@vaale.co



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