

Genie Gateway

Corporate Summary

February 2015



Genie Gateway is an interactive multimedia communications hub, featuring a digital buffet of unified solutions; combining the benefits of having a website fully accessible from any internet enabled device, with voice, text, video, document messaging, virtual fax, group communications, **including an online store, a shopping cart with a virtual point of sale, and a CashBox with a GenieChecking account**, plus the most robust Virtual Office, as one unified solution.

EXECUTIVE TEAM:

Thomas Skala – CEO

Thomas Skala has more than 30 years of experience in high-technology and financial services. Beginning in the mid 1970's, Skala has served as the key leader and guiding force of a series of successful companies, most notably ECHO, Electronic Clearing House which was sold to Intuit for \$142MM. Skala has served as Chief Executive Officer of Genie Gateway's former parent, AllCom, since its inception in 1997.

Stuart Scamman – CTO

Scamman entered the telecom field in 1988 at Telecom Technologies, where he developed telecommunications software on a variety of platforms. In 1997, he assumed the position of CTO for AllCom. He is the chief architect of AllCom's product designs and overall technical strategy.

Randall L. Skala – COO

Since 1997, Skala served as AllCom's Vice President and COO and has brought his background in high-stress telecom operations to bear on the challenges of daily operations for the company's 24 by 7, nationwide switching infrastructure.

Mark Newgreen – CFO

Newgreen has over 25 years experience in public accounting, private equity financial management and commercial finance underwriting / due diligence.

2015 Est revenues: \$11.4MM

2016 Est revenue: \$61.0MM

2017 Est revenues: \$129 MM

Corporate Highlights

- **Genie Gateway has created a cloud platform that integrates three powerful technologies into one solution:**
 1. **Electronic Banking and E-Commerce including e-wallet, e-checking, virtual point of sale (VPOS),**
 2. **Social Networking tools, rapidly becoming the world's most powerful information medium, and**
 3. **Unified Communications (UC) including voice over IP (VoIP), conference calling, and messaging.**
- **The Company is a spin-out of electronic payment and UC assets from privately-held AllCom, which has been developing technology for several years at total expense of over \$35MM.**
- **Genie Gateway has strong management, led by Thomas Skala, builder of several public companies including the successor to Electronic Clearinghouse, ECHO, sold to Intuit in February 2008 for \$142MM.**
- **2015 will be the year of e-Payments, highlighted by eBay's spinout of PayPal, a potential Square IPO, significant pushes into the space by Internet giants Amazon and Google, emerging strategies by Visa, MasterCard and American Express, and rapid growth of numerous upstarts including Mobetize, Spindle, Planet Payment, Elephant Talk, XOOM, MOL Group.**
- **Genie Gateway projects significant growth over the next few years, catalyzed by its first-mover advantage in emerging pharmaceutical, payday loan and multi-level marketing (MLM) markets. Recently signed deals promise to activate over 1,000 dispensaries in the next 12 months and add tens of thousands of MLM up streams/down streams as customers, leading to triple-digit % top line growth for the foreseeable future. The emergence of the MMJ industry which already has an existing Multi-Billion Dollar customer base that is now legal in 23 states represents a once in a lifetime opportunity to capitalize upon, similar to the end of prohibition in 1933.**
- **To capitalize its plan, Genie Gateway has agreed to merge with WWA Group, Inc. (WWAG: OTC) that, upon completion (est. March 16, 2015), will result in Genie Gateway becoming a publicly-traded corporation. Growth capital will be allocated to sales/marketing, M&A and working capital for the Company's core transaction processing business.**

The Industry Problem

Mainstream and well-funded entrants into the e-Payment vertical typically have target mass market opportunities in the consumer and SME segments. But there are many unbanked industries and countless of unbanked and under-banked consumers worldwide that need a means of accessing electronic payments.

Meanwhile, the long anticipated shift from traditional communications services to IP-based methods, using desktop, mobile and handheld devices, is finally accelerating, as the early-adopter phase is being supplanted by widespread deployments businesses and consumers.

There is significant pent-up demand for a seamless solution that combines the benefits of e-Payments and e-Commerce with unified communications delivered from a cloud platform. In total, emerging pharmaceutical, payday loan, multi-level marketing (MLM), fantasy gaming and online casinos/wagering, and unbanked consumers represent multiple-billions of dollars of addressable market that to date has been largely ignored by mainstream players. These markets likely will remain on the fringe for the foreseeable future, leaving sizable profits available for a company positioned to attack them.

The Genie Gateway Solution

Genie Gateway provides services for its subscribers (both businesses and consumers) to store, send, and receive payments, face-to-face, online, or by phone, in real time, from any Internet enabled device; and to communicate by voice, text and online, locally and worldwide, all on a single platform, with disruptive pricing.

Most notable participants in e-Payments and UC are point solutions. Vonage and Skype provide communication services; PayPal, Apple Pay and Square provide payment processing services; and J2 Global's eFax product provides services for electronic faxing. Only Genie Gateway offers the full package of all of these services into a single, seamlessly integrated, unified solution. The Company is redefining mobility with worldwide accessibility, delivering all features and functions across all hardware and platforms using a cloud platform.

Keys differentiators include the following:

- Proprietary Universal Office / Genie Gateway and the over 75 related patents pending,
- Currently deployed and scalable infrastructure, including partnerships with major financial services firms representing tens of thousands of worldwide branches as well as major credit and e-Payment providers such as Visa, MasterCard, PayPal, Venmo,
- The ability to talk and send and receive; messages, money, faxes, pages on the same platform, in real-time,
- Private communications cloud referred to as "GenieNet",
- Virtual assistant "personality" of the system known as "Genie".

<http://GenieCashBox.com/Merchant>
<http://GenieCashBox.com/Consumer>
<http://GenieCashBox.com/brochure.pdf>
<http://GenieCashBox.com/CellPP>
<http://GenieCashBox.com/GenieVox>

<http://GenieCashBox.com/PayCash.wav>
<http://GenieCashBox.com/PayCheck.wav>
<http://GenieCashBox.com/BillPay.wav>
<http://www.allcom.com/userstories.php>
<https://geniecashbox.com/8775610018/geniechecking.mp3>

The Market Opportunity

- Traditional customers consist of the SOHO (small office home office) markets, merchants and professionals. The Company is targeting unbanked and under-banked merchants and consumers, multilevel marketing groups, direct sales organizations, online communities, social networks, online dating services, trade associations and unions, political and religious organizations, fraternities and student bodies, sports leagues, residential communities, emergency service providers, in addition to the SOHO markets. These markets represent significant domestic opportunities but are even more sizable abroad.
- Remittances generate three times more money every year than the total global aid budget, according to the World Bank, which projects that \$436BN will be sent overseas this year. The value of transfers often overshadows huge sectors of a country's economy: Filipinos, for example, received \$25BN in remittances last year, eclipsing the total value of the country's \$22BN electronics industry. In Vietnam, cash transfers worth \$11BN nearly equaled all petroleum exports, which were valued at \$12BN, according to World Bank data.
- But fees of up to 29% are still being charged on money transfers between some countries, despite a pledge by the G8 at a recent L'Aquila summit to halve the world's mean remittance fee to 5%. Such a reduction would save poorer countries as much as \$16BN a year, the World Bank says.
- The average transfer fee is more than 8%. The average surcharge from the G8 group of rich countries is just 0.5% lower, with Japan the most expensive country to send money from, and Russia the cheapest.
- There are five "corridors" – a country to country transfer – with an average fee higher than 20%, all of them in Africa. Migrant workers in South Africa, for example, paid an average of just over 23% in fees on the money they sent to Botswana in 2012, making it the most expensive remittance channel in the world. Sending money from South Africa to Mozambique was the second most costly channel, with an average 22% fee imposed on transfers.
- Experts say the price of sending money is inflated by two companies – Western Union and MoneyGram – which hold a duopoly over the global industry.
- Meanwhile, in North America, numerous unbanked and under-banked industry verticals provide pent-up demand and a sizable addressable market. Traditional financial services firms have shunned certain industries, such as emerging pharmaceutical, payday loan, and online gaming, because it is often difficult to comply with ambiguous government rules while also being compliant with best practices.
- Though avoided by "blue chip" firms, these domains represent billions in addressable market. In the emerging pharmaceutical marketplace, most characterized by medical marijuana, an estimated 50,000 dispensaries will be licensed and deployed nationwide over the next few years. Assuming \$1-2MM in annual transactions per dispensary, we estimate this represents a total gross dollar volume opportunity of \$50-100BN for new entrants.
- Against this backdrop, market leader PayPal and its eWallet unit Venmo will soon be spun-out of eBAY with a cash hoard of \$5BN to accelerate growth as an independent entity. In the past year, Apple launched Apple Pay to proliferate e-Wallet across its customer base and major retail channels. In October 2014, Square, the leading provider of payment services to SMBs (small and medium-size businesses), raised \$150MM at a purported valuation of \$6BN in only its sixth year. Dot.Com giants Amazon and Google, major telcos and banking institutions, and legacy providers MoneyGram and Western Union all hope to join the fray, while numerous upstarts such as Genie Gateway, Spindle, Mobetize, and others are proliferating their own niche offerings and raising capital to attack the market.

Customers and Strategic Partners

Genie Gateway simply has to scale up its in-house support, sales and marketing program to build resellers' and distribution channels and when appropriate, use company stock, to acquire and roll-up related companies, with existing customer bases and distribution channels. Resellers, in most cases, will simply "piggy-back" Genie Gateway services on top of their existing product line to their customers. Typical resellers include cellular telephone stores, check cashing stores, convenience stores, telephone equipment vendors, private mailbox providers, and individuals wishing to establish a home-based business to resell Genie Gateway services.

- Resellers will not be required to maintain any inventory or to pay any license fee; their investment will be their time to learn about the services Genie Gateway offers. We expect this to be a very exciting proposition, as resellers will earn not only a one-time commission for each sale but also a monthly residual income for as long as their subscribers use our service.
- Affiliate Marketing Partners could be more passive as in most cases they will display banners introducing services on their websites. Visitors to their websites will simply click on a banner learn more and, if they decide to subscribe, that sale will be added to that partner's book of business. The types of organizations that would be candidates for affiliate marketing would be social networks, online communities, various service organizations and websites which attract visitors.
- The long term plans are to integrate AllCom services with telephone companies and financial service providers globally and to create online applications which can be embedded in their customer's smart phones, personal computers and other intelligent devices.

Financial Projections:

	1Q15E	2Q15E	3Q15E	4Q15E	2015E	2016E	2017E
Revenue							
CashBox	224,250	1,228,500	3,071,250	5,616,000	10,140,000	56,160,000	119,340,000
Telecom	36,250	94,500	236,250	432,000	799,000	4,320,000	9,180,000
Cable	131,041	131,041	131,041	131,041	524,163	524,163	524,163
Total revenue	391,541	1,454,041	3,438,541	6,179,041	11,463,163	61,004,163	129,044,163
Cost of Services	116,565	222,815	421,265	695,315	1,455,960	6,410,060	13,214,060
Gross Margin	274,976	1,231,226	3,017,276	5,483,726	10,007,203	54,594,103	115,830,103
SG&A	289,391	764,328	1,651,400	2,876,403	5,581,523	27,726,350	58,140,230
EBIT	(14,415)	466,897	1,365,876	2,607,322	4,425,680	26,867,753	57,689,873
Number of Dispensaries	45	165	360	600	600	1,800	3,300

**Projections exclude potential impact of strategic acquisitions in e-Payments, UC and broadband services markets.*

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