



Loop Fact Sheet
February 19, 2014

About Loop:

Loop is a mobile payment solution company located in Boston, Mass. The company recently announced a \$12M Series A funding round and is led by payment industry veterans CEO Will Graylin and George Wallner.

Loop brings to market a mobile wallet solution that enables mobile devices to be used to conduct secure payment transactions at more than 90 percent of today's merchants and retailers with no change to existing Point Of Sale (POS) or payment network infrastructure.

Loop – The First Mobile Payment Solution That Works Everywhere:

The LoopWallet™ is the most convenient and secure mobile payment solution in the world, and the only one accepted at tens of millions of POS terminals today. The LoopWallet app is available in the Apple App Store and the Loop Fob is available for purchase by U.S. customers beginning February 19, 2014. The LoopWallet app for Android will be available by April 2014.

Loop – Greater Convenience:

Today, consumers carry an abundance of plastic with them in their wallets and on their key chains. Each represents a relationship with the institution or merchant that issued it. Not only does Loop help consumers minimize the burdensome plastic they carry while on the move, but the LoopWallet app helps them organize their cards and credentials with their smartphone quickly, securely and conveniently. The LoopWallet app allows them to securely store and organize all their cards – like payment, gift, loyalty, membership, IDs, insurance cards and more – and to use them to pay with their Loop-enabled smartphone or AppCessories virtually everywhere. Barcodes, IDs, and membership cards can all be scanned into the LoopWallet app and displayed from their phone when needed. The Lockbox function helps users store their passwords and account information in a secure and convenient place. Loop will also connect users to their card issuers for real-time account balance, available credit, receipts, rewards, and special offers. LoopWallet is designed to be more useful and convenient than leather and plastic, and also more fun and secure.

Loop – Enhanced Security:

Loop protects consumer financial data through a variety of means, from PIN and password authentication, multiple encryption layers, identity and card verifications, and other security algorithms that prevent fraudulent use of consumer card data. Loop also uses a combination of dedicated chip security together with the power of the smartphone to provide more security than standard magnetic stripe cards, and can be as secure as standard chip cards when working



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with issuers to dynamically vary card data for authentication with each use. Loop is also a Level One PCI (Payment Card Industry) Certified Third Party Processor.

Instead of buying another leather wallet, consumers can use the free LoopWallet app and purchase a Loop AppCessory that fits their style. The Loop Fob (\$39) is a companion device for the LoopWallet app, and contains a magnetic card reader to securely store hundreds of mag stripe cards into its secure memory. It can perform hundreds of payment transmissions with a single charge and is available for purchase in a variety of colors. The Fob will also serve as a data backup and transfer device for other Loop-enabled phones or AppCessories bound to the same user account. Other AppCessories include the Loop ChargeCase (\$99), a protective smartphone case that stores and transmits Loop card data to any POS. It also features an integrated battery that delivers an additional 60 percent of battery life should the highly-mobile Loop user ever need it. Other AppCessories and Loop enabled devices are in the product pipeline from Loop as well as OEM partners, including devices from smartphone OEMs expected by 2015 featuring integrated Loop technology.

Loop's Patented Magnetic Secure Transmission (MST) Technology:

MST technology generates changing magnetic fields using alternating current through an inductive loop over a short distance (~3 inches) for a short period of time (~0.2 seconds) to transmit a signal the magnetic read head requires at Point Of Sale. This effectively transforms everyday POS terminals into contactless receivers for mobile payments. Loop's patented MST technology enables immediate mobile payments to take place without any additional hardware, software or integration cost by merchants, networks, or processors. By working with card issuers, this transmission technology can be further leveraged to enhance end-to-end issuer driven tokenized security that benefits consumers and the industry alike.

Unlike NFC and other RF-based cards, the Loop transmission can only be initiated by the user and not by a thief trying to sniff RF card data with equipment in close proximity. Loop works within a 4-inch distance from the read head. The magnetic field dissipates rapidly beyond that point, and only exists during a transmission initiated by the user.

To learn more, please visit www.LoopPay.com

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