



Investor Presentation

July 2020

NASDAQ: PAYS





Important Notices

Forward-Looking Statements and Use of Non-GAAP Financial Information

This presentation may include "forward-looking statements." To the extent that the information presented in this presentation discusses financial projections, information, or expectations about the Company's business plans, results of operations, the impact of Covid-19, returns on equity, expected gross margins, markets, or otherwise makes statements about future events, such statements are forward-looking. Such forward-looking statements can be identified by the use of words such as "should," "may," "intends," "anticipates," "believes," "estimates," "projects," "forecasts," "expects," "plans," and "proposes."

Although the Company believes that the expectations reflected in these forward-looking statements are based on reasonable assumptions, there are a number of risks and uncertainties that could cause actual results to differ materially from such forward-looking statements. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading "Risk Factors" and elsewhere in our 2019 Form 10-K.

Forward-looking statements speak only as of the date of the document in which they are contained, and the Company does not undertake any duty to update any forward-looking statements except as may be required by law. This presentation also includes adjusted EBITDA, a non-GAAP financial measure, that is not prepared in accordance with, nor an alternative to, financial measures prepared in accordance with U.S. generally accepted accounting principles ("GAAP"). In addition, adjusted EBITDA is not based on any standardized methodology prescribed by GAAP and is not necessarily comparable to similarly-titled measures presented by other companies.



Topics

- Company Overview
- Investment Highlights
- Company Milestones
- Growth Strategy & Markets
- Technology Platform
- Competitive Advantages
- Business Drivers
- Investment by the Numbers
- Financial Highlights
- Leadership and Directors



Paysign® : A Reliable Payments Partner

Paysign provides **innovative payment products** intended to **reward** consumers, clients or productive employees, delivers **patient affordability** solutions to the pharmaceutical industry, and offers a mobile-first **digital banking** solution to businesses and their consumers.

Paysign is dedicated to creating payment solutions designed to help our clients **lower their administrative costs, streamline operations, and drive revenue**





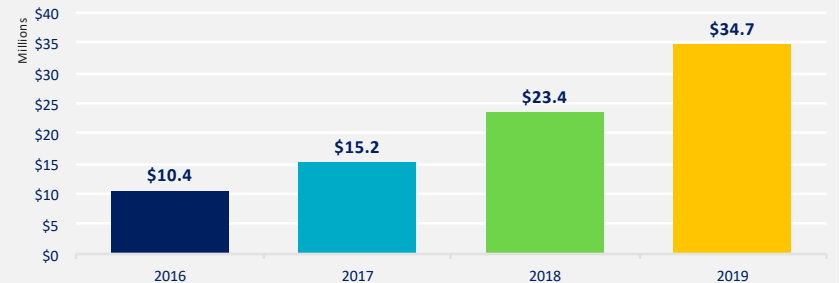
Company Overview

- Incorporated in 2001 and headquartered in Henderson, Nevada.
- Experienced and trusted prepaid debit card payment solutions provider and an integrated payment processor with millions of prepaid debit cards.
- We design and develop custom prepaid and debit card payment solutions, both physical and digital, for the healthcare, pharmaceutical, corporate incentive, retail, hospitality, and other industries.
- As a full-service partner, we manage programs for many of the world's largest pharmaceutical manufacturers and corporations, offering card payment solutions designed to maximize customer acquisition, retention, and loyalty.
- Our customizable solutions offer significant cost savings while improving brand recognition and customer loyalty.

Financial Snapshot

Stock Price (6/30/20)	\$9.71
52 Week Range	\$3.63 – \$18.67
Market Cap	\$477.4M
Shares Outstanding	49.4M
TTM Revenue	\$38.0M
Cash	\$9.4M/ \$54.8M
Debt	\$0

REVENUE





Investment Highlights

Revenue Growth

Fast growing, high margin, profitable business with predictable recurring revenues.

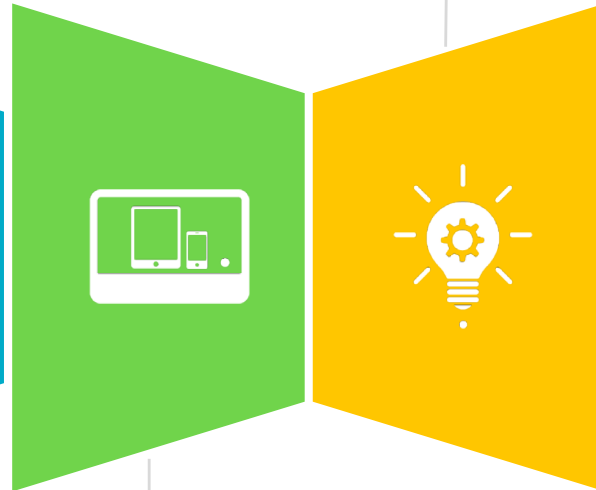


Financials

Strong cashflow and no debit.

Products & Solution

Large market opportunity in Corporate Incentive, Consumer Incentives and digital bank account with high barriers to entry.



Technology

Leading proprietary cloud-based payments platform



Leadership

Highly accomplished and experienced management team and board.



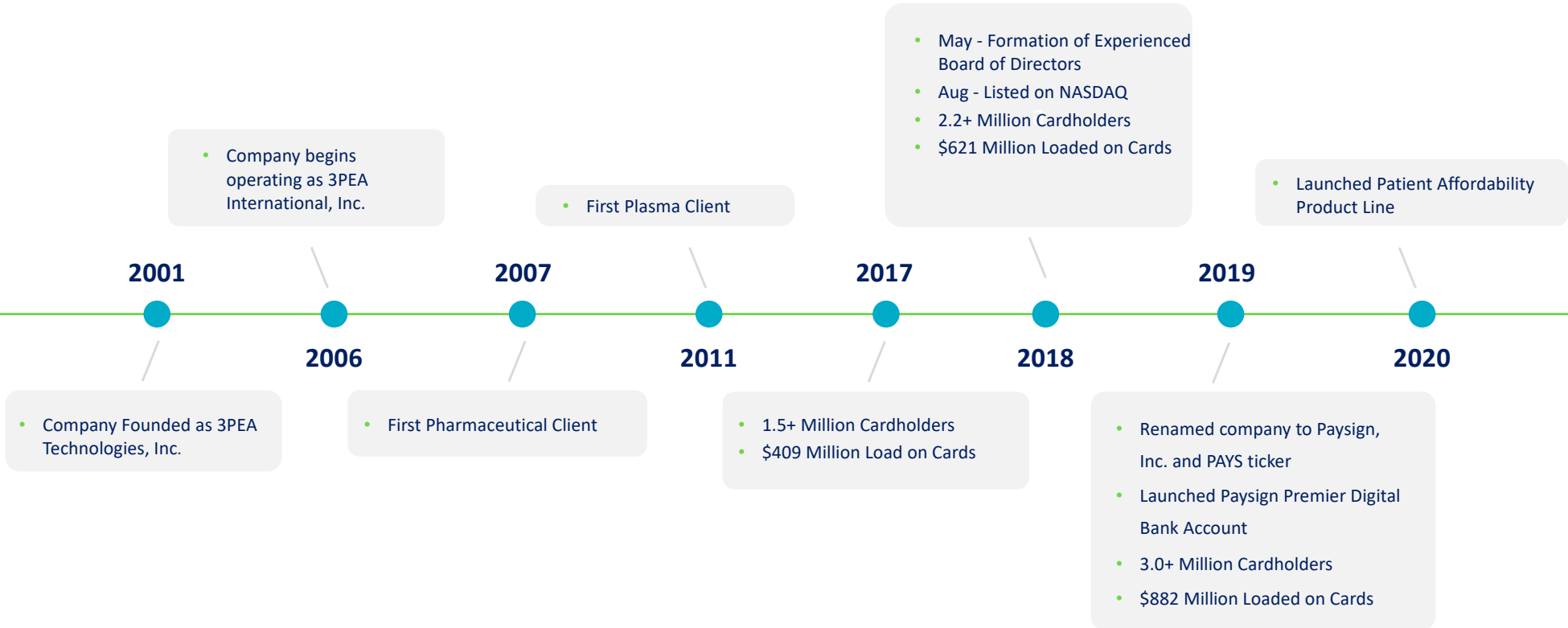
Service & Delivery

Superior client retention and service quality





Company Milestones





Growth Strategy

Driving Profitable Growth



GROW

- Protect & Grow Core Plasma Business
- Partner with Pharma industry by providing Co-Pay Assistance Programs, Buy and Bill Programs and Pharmaceutical Rebates



DIVERSIFY

- New Products
 - Paysign Premier
 - Paysign Rewards
 - Paysign Business
- New Industry Segments
- New Geographies



BUILD

- New Payment Capabilities and Product Features
- Acquire New Business Lines



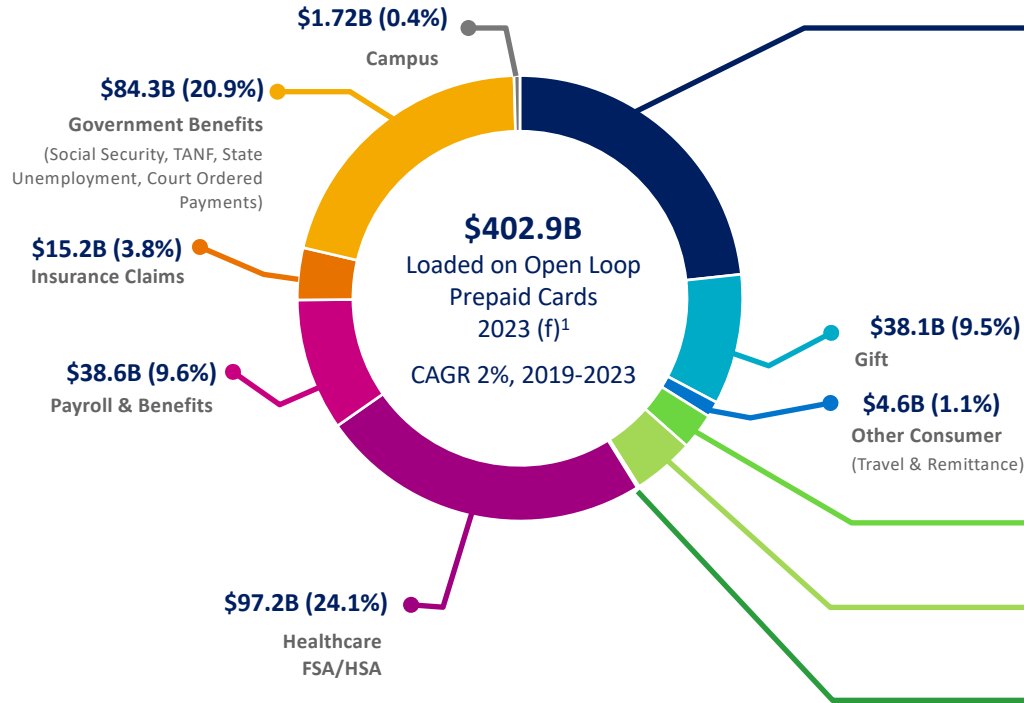
DELIVER

- Deliver Operational Excellence
- Make Data Driven Decisions with Comprehensive Data Analytics Capabilities



2023 U.S. Open-Loop Prepaid Market Forecast

Total Prepaid Market



Market Segments Where We Operate

\$93.8B (23.3%)
Financial Services (GPR)
CAGR -2%, 2018-2023

\$10.6B (2.6%)
Employee & Partner Incentives
CAGR 4%, 2018-2023

\$18.1B (4.5%)
Consumer Incentives & Rebates
CAGR 6%, 2018-2023

\$0.6B (0.2%)
Corporate Expense
CAGR 4%, 2018-2023

Paysign Products

Paysign Premier Digital Bank Account

Paysign Reward

Plasma Card
Pharma Co-pay Card
Paysign Reward

Paysign Business Prepaid

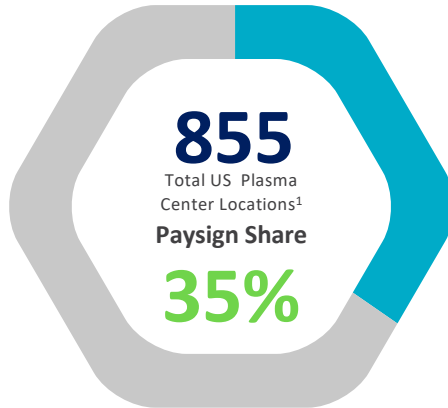
¹16th Annual U.S. Open-Loop Prepaid Cards Market Forecasts, 2019-2023, Mercator Advisory Group, Inc., October 2019



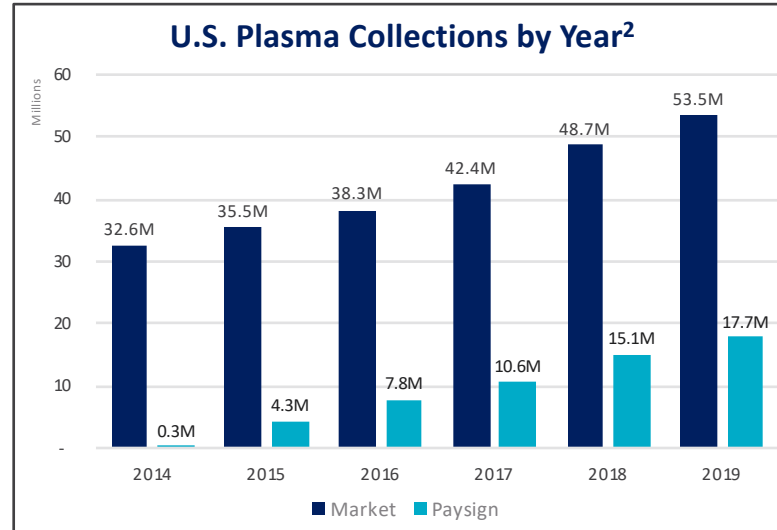
Providing Donor Compensation Solutions since 2011

Paysign processed over 17M Donor Compensation Payments in 2019

US Plasma Centers



U.S. Plasma Collections by Year²



We delivered card programs to our first Plasma industry client in 2011. This client remains Paysign's largest client to-date. The company now has over 12 Plasma clients and operates in over 290 card program centers.

¹<https://www.donatingplasma.org/donation/find-a-donor-center>

²Plasma Protein Therapeutics Association, Total Collection in U.S. https://www.pptaglobal.org/images/Data/Plasma_Collection/Total_Yearly_Collections_2008-2019.pdf



Patient Affordability Solutions

Helping Patients Offset their Out-of-Pocket Rx Costs

Paysign's **Patient Affordability Solutions** help pharmaceutical brands deploy coupon programs that are used by commercially-insured patients to offset their out-of-pocket costs.

- **Co-Pay Solutions** – Pharmacy-based solution which acts as a voucher funding the full cost of a drug or as a secondary payor, paying all or part of a patients OOP responsibility.
- **Medical Benefit Solutions** – Works like our Co-pay programs but utilize the medical billing and payment systems of hospitals, doctor's offices and providers.
- **Buy & Bill Solutions** – For certain therapies, providers choose to stock and dispense the product in-office. Once a patient is registered for the program we will deliver a physical or digital open-loop prepaid card to the treatment location to assist in the payment of the therapy.
- **Centralized Billing Solutions** – This suite of services enable brands to address affordability concerns beyond the cost of the drug and assist in getting patients to the therapy covering travel, lodging and per diem costs.

19%

Percent of commercially-insured patients on branded medications that used coupons to reduce their out-of-pocket costs in 2018

OOP COSTS OFFSET BY COUPONS¹

\$13B

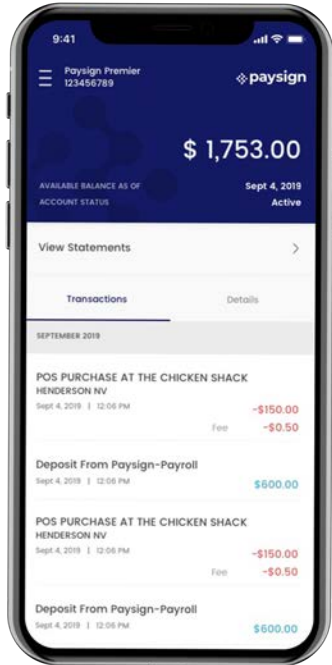
As out-of-pocket costs have risen, coupons for commercially-insured patients have reach on all-time high in 2018.



¹IQVIA Institute for Human Data Science, "Medicines Use and Spending in the U.S.: A Review of 2018 and Outlook to 2023 (May 2019)

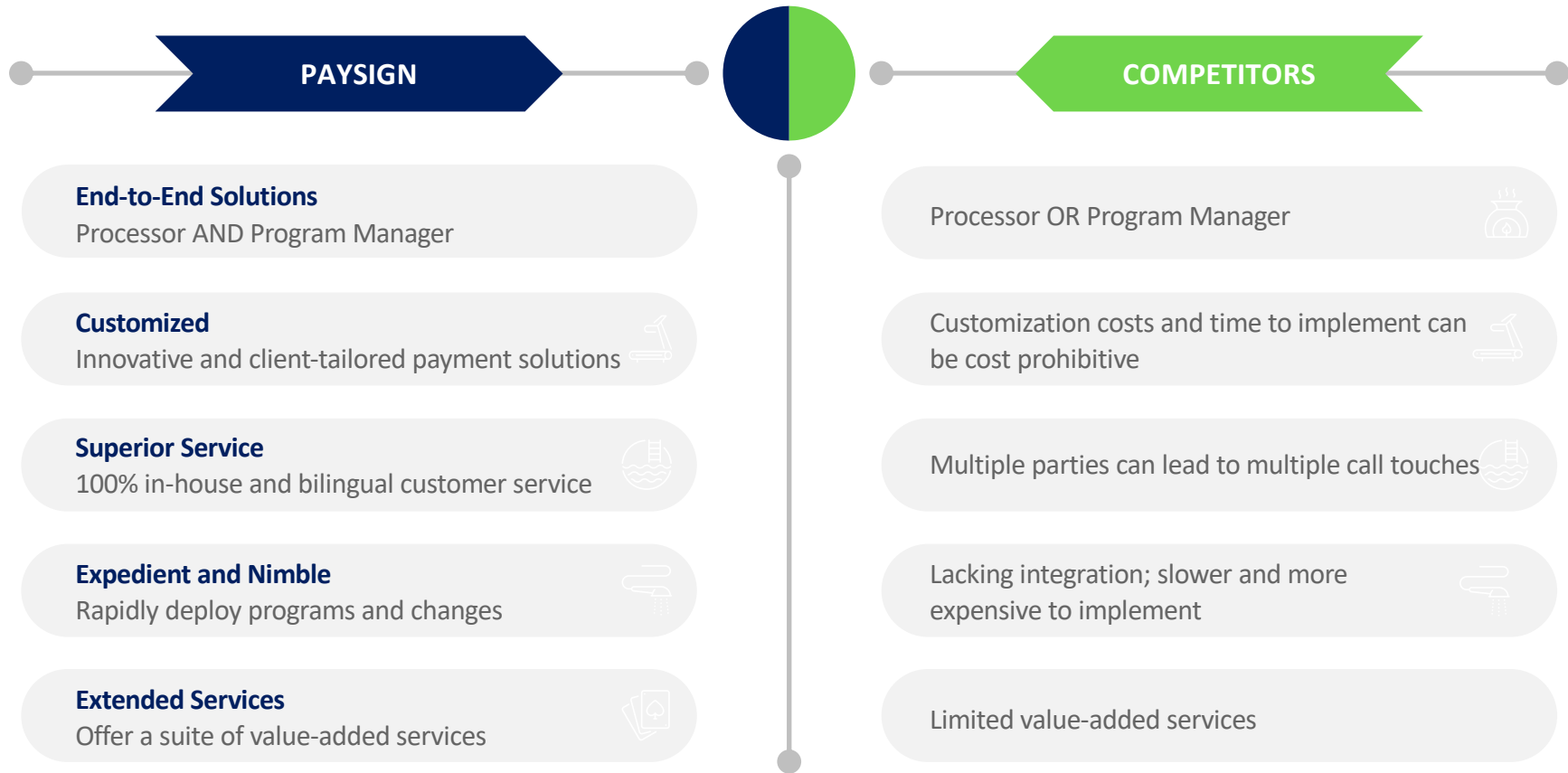


A Full-Service Provider





Competitive Advantages

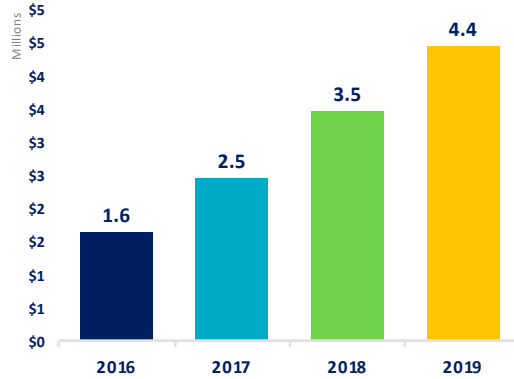




Business Drivers

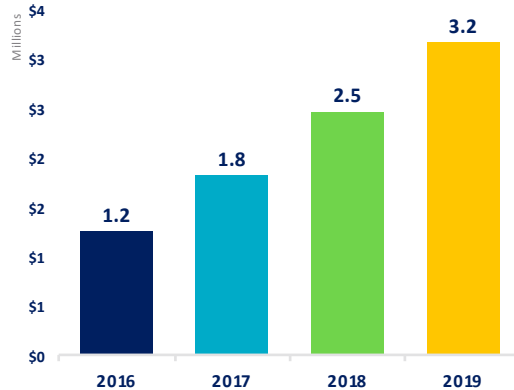
CUMMULATIVE
CARDS ISSUED

4.4M



CUMMULATIVE
CARDHOLDERS

3.2M



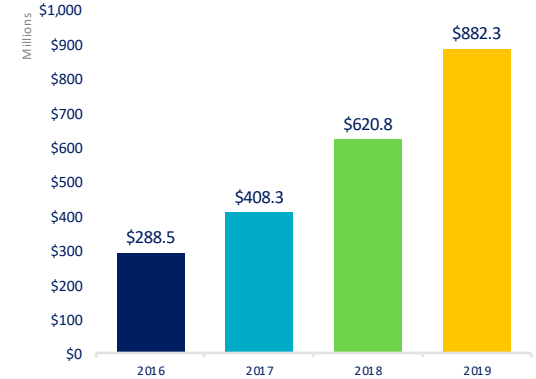
FUNDS LOADED
ON CARDS

\$882M

2019 Total Funds Loaded
on Cards

143%

CAGR 2016-2019





Investment by the Numbers



2019 REVENUE
\$34.7M



2019
ADJUSTED EBITDA
\$10.2M

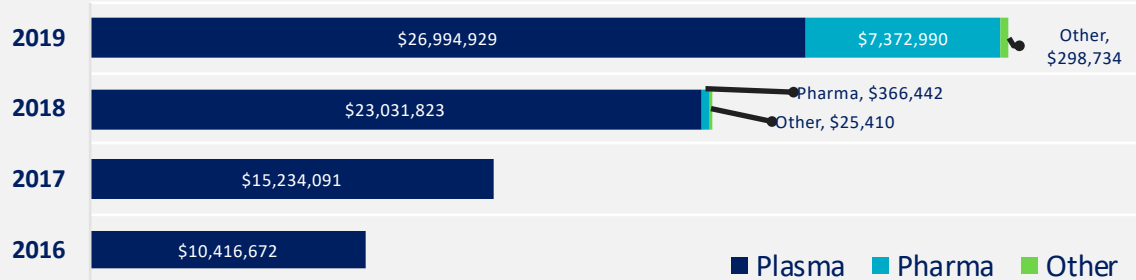


DEBT
\$0



2019 TOTAL ASSETS
\$53.5M

REVENUE BY INDUSTRY



TOTAL REVENUE

\$34.7M
\$23.4M
\$15.2M
\$10.4M

GROWTH & DIVERSIFICATION

48% ↑
2018-2019
YoY Growth with
expansion into
Pharma

REVENUE DRIVERS

Cardholder Fees

Interchange

Program
Management Fees

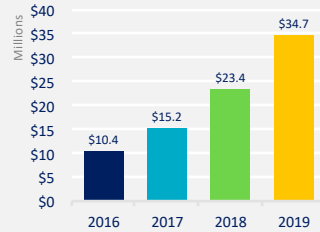
Other Fees



Financial Highlights

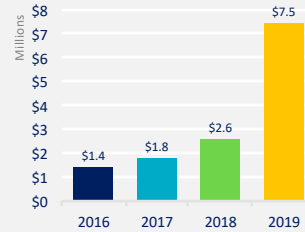
REVENUE

49.3%
CAGR 2016-2019



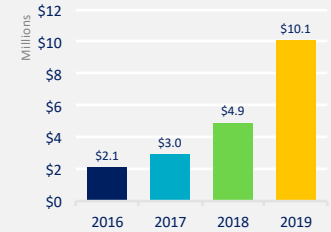
NET INCOME

74.6%
CAGR 2016-2019



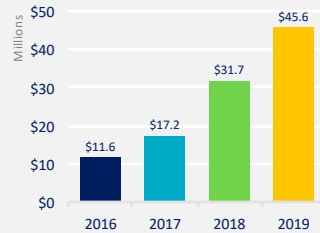
ADJ EBITDA

68.2%
CAGR 2016-2019



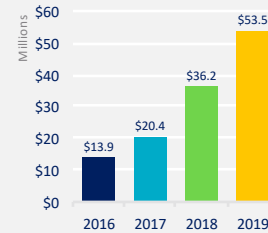
CASH

57.6%
CAGR 2016-2019



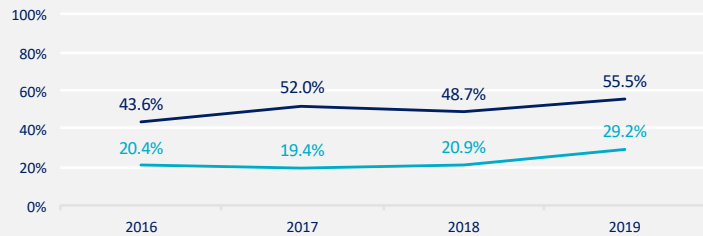
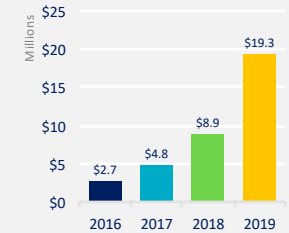
TOTAL ASSETS

56.9%
CAGR 2016-2019



STOCKHOLDER'S EQUITY

92.7%
CAGR 2016-2019



2019 GROSS MARGIN

55.5%

2019 ADJ EBITDA %

29.2%



Financial Highlights

Income Statement Summary

Revenue and Reconciliation of Net Income to
Adjusted EBITDA

	2019	2018	2017
Revenues	\$34,666,653	\$23,423,675	\$15,234,091
Net Income (loss)	7,454,319	2,588,054	1,791,141
Income tax benefit	(909,976)	-	6,000
Interest income	(441,116)	(139,738)	(7,603)
Depreciation and Amortization	1,483,140	1,089,521	876,191
EBITDA	7,586,367	3,537,837	2,665,729
Stock-based compensation	2,528,613	1,366,944	308,696
Adjusted EBITDA	\$10,114,980	4,904,781	2,974,425



Leadership Team



Mark Newcomer

Co-Founder, Vice Chairman, President & CEO

Mark Newcomer has been the face, voice, and backbone of Paysign since 2006.

For nearly 20 years, Newcomer has also served as chairman and CEO of 3PEA Technologies, Inc. (a subsidiary of Paysign Inc.), the payment solutions company he co-founded in 2001 with Dan Spence.

He attended Cal-Poly San Luis Obispo where he majored in Bioscience.



Mark Attinger

CFO and Treasurer

Mark Attinger joined Paysign in 2018, bringing 30 years of leadership, finance, and operations experience to the organization.

He began his career at American Express, spending 12 years in various positions in finance, performance and quality management, and operations. Attinger then held positions as VP of operations at NextCard, COO at Prudential, and CEO of Affina, a business process outsourcer. More recently, Attinger served as both CEO and CFO of the start-up Zxerex.

Attinger earned a bachelor's degree in Finance, a minor in Accounting and an MBA from Brigham Young University.



Joan Herman

Director and COO

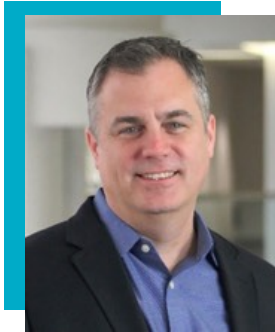
Joan joined Paysign in 2017 and was appointed to the Board of Directors just a year later.

She has nearly 30 years experience in payments, holding various management positions in operations, product development, sales, and marketing on both the issuing and acquiring sides of the card business. Most recently she served as the SVP in the payments division of Sunrise Banks.

She is a member of the board of directors of the Innovative Payments Association (IPA) and currently serves as treasurer. She received her undergraduate and graduate degrees from Webster University.



Leadership Team



Matt Lanford

Chief Product Officer

Matt Lanford joined Paysign in 2019. He has 30+ years of experience in the payments industry. Prior to joining, he was the SVP/GM of the financial services division of InComm.

Matt was with Mastercard for over 10 years in a variety of roles including investor relations, the Global Prepaid Product & Solutions Group, and as the Prepaid Product Lead for Europe based in London. Earlier in his career, he worked for Citigroup in the U.S. and internationally with Euronet Worldwide, Inc.,

He has a Bachelor of Science in Computer Science from the University of Arkansas at Little Rock.



Robert Strobo

General Counsel, CLO and Secretary

Before joining Paysign in 2018, Robert served as deputy general counsel and vice president for Republic Bank & Trust Company.

He specializes in prepaid card issuance and non-traditional banking, which includes small-dollar consumer lending, commercial lending, payments, and tax-related financial products.

He received his bachelor's degree from the University of Kentucky, and his J.D. from DePaul University College of Law.



Daniel Spence

Co-Founder, Director and EVP, Enterprise Architect

Dan Spence has served in senior IT roles for over 30 years, with more than a decade of experience in payments processing.

Prior to co-founding 3PEA Technologies, Inc. (a subsidiary of Paysign, Inc.) with business partner Mark Newcomer, Spence served as the director of technology planning at The Associated Press, the world's largest news-gathering organization.

He is responsible for the design and architecture of the Paysign payments platform. He's also designed and developed EFTPOS terminals, Secure Key Injection systems, EFT processing systems, card management systems, and web services for the company



Leadership Team



David Hooker

Chief Technology Officer

David Hooker joined Paysign in 2020. He brings more than 30 years experience as a technology professional across a variety of industries. Throughout his career he has built and lead high performing IT teams and delivered complex software products to customers.

Most recently, David was with Cisco Systems and led teams delivering their cloud infrastructure. Previously he was a co-founder of Ganart Technologies, a payments company, where he built and led the engineering team and created an end-to-end financial transaction processing platform, infrastructure, and services. David has also held positions at American Airlines, Sabre, Fedex Kinkos, and other innovative high-tech companies.

As an avid technologist, he leads programming meet-up groups, and is referenced and quoted in the world's leading textbook in software engineering.



Eric Trudeau

Chief Compliance Officer

Eric Trudeau joined Paysign in 2018. Prior, he was with Global Cash Card, Inc., Sunrise Banks, and Meta Payment Systems.

Eric is responsible for leading the internal processes for promoting and ensuring the company's compliance with laws, regulations, and company policies and oversees the company's compliance risk management function. He has over 20 years of experience working in the card industry, focusing on prepaid and credit products.

He has an undergraduate degree from South Dakota State University and is a certified member of the Association of Certified Anti-Money-Laundering Specialists (CAMS)



Al Negrón

EVP, Channel Strategy & Sales Growth

Al is an influential relationship-builder with a widespread network of contacts. A veteran of the biopharmaceutical services industry, he boasts more than 25 years of success and achievement in accelerating revenue growth, increasing profitability, and expanding market footprint for his clients.

Al's leadership experience includes military service as a logistician and detachment commander, along with positions in manufacturing, quality, marketing, and sales. He's consulted on the successful launch of a variety of products manufactured by leading pharma companies, including Alcon, Allergan, Eli Lilly, Novartis, Mylan, and Pfizer.



Independent Directors

Dan Henry

Chairman of the Board,
Compensation Committee Chair

- Current CEO and President of Green Dot Corporation.
- Former CEO of NetSpend (2008-2013). Grew annual revenue from \$129M to \$351M, with over 2.4 million cardholder accounts. NetSpend acquired by Total System Services: (NYSE: TSS) for \$1.4B
- Co-founder, Former President and Chief Operations Officer and Director at Euronet Worldwide (NASDAQ: EFFT). A leader in secure electronic financial transaction processing. Current market cap: \$5.4B

Quinn Williams

Director, Nominating Committee
Chair

- 30+ years of legal experience focusing on mergers and acquisitions, public and private securities offerings, and venture capital transaction
- Serves as corporate counsel for numerous public/private companies and was formerly general counsel and board member of Swensen's Inc.
- Mr. Williams is a shareholder with Greenberg Traurig LLP and admitted to the Bar in New York and Arizona

Bruce A. Mina

Director, Audit Committee Chair

- 30+ years of experience as a Certified Public accountant
- Founder and Managing member of Mina Llano Higgins Group, LLP
- Former CFO of Coal Brick Oven Pizzeria, Inc.
- Currently CFO for Academy of Aviation in Long Island, NY

Dennis Triplett

Director

- 35+ years in the banking industry including serving as the President and CEO of two banks in the Midwest
- Former CEO of Healthcare Services at UMB Bank, N.A. a leading provider of healthcare payment solutions including health savings account (HSAs), health care spending accounts and payments technology



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