



# Mishipay Brief Deck

Think Shopping, Think MishiPay

# Our journey

- The idea for MishiPay originated when Mustafa Khanwala, CEO and Founder, waited in a queue at a supermarket for 20 minutes in the summer of 2015 to buy a single can of soda. Frustrated, he thought there must be a better way to do this, for both stores and their customers.
- Our first product was a prototype Mobile Application that helped shoppers use their smartphones to complete the journey on their phone and never wait in lines. Hence materializing Mustafa's vision.
- 8 years down the line, MishiPay now has a suite of products with our proprietary download free Scan & Go application, Self Checkout Kiosk, MPoS, Handheld Self Checkout devices, Cash Desk for traditional tills and finally RFID based support for all suites.
- We are also proud to have our biggest customer Flying Tiger in UK who currently processes all their transactions through MishiPay. This also enabled us to process 1M transactions a month this year starting in October and projected to hit 1.5 M+ transactions by next year
- While in Dubai we have Self Checkout Kiosk and Scan & Go with Dubai Duty Free and Grandiose supermarkets.

# MishiPay Product Suite

Eliminate queues, reduce costs and increase sales.

Video Demos



[Self Serve Checkout Kiosk for F&B](#)

[Mobile Scan & Go at Flying Tiger](#)

[RFID Self Checkout Kiosk at MLSE](#)

[QR Code Menu Ordering](#)

[Computer Vision Self Checkout Kiosk](#)

[Mobile POS at Dubai Duty Free](#)



SCAN PAY LEAVE



SELF CHECKOUT KIOSK



CASH DESK



RFID KIOSK

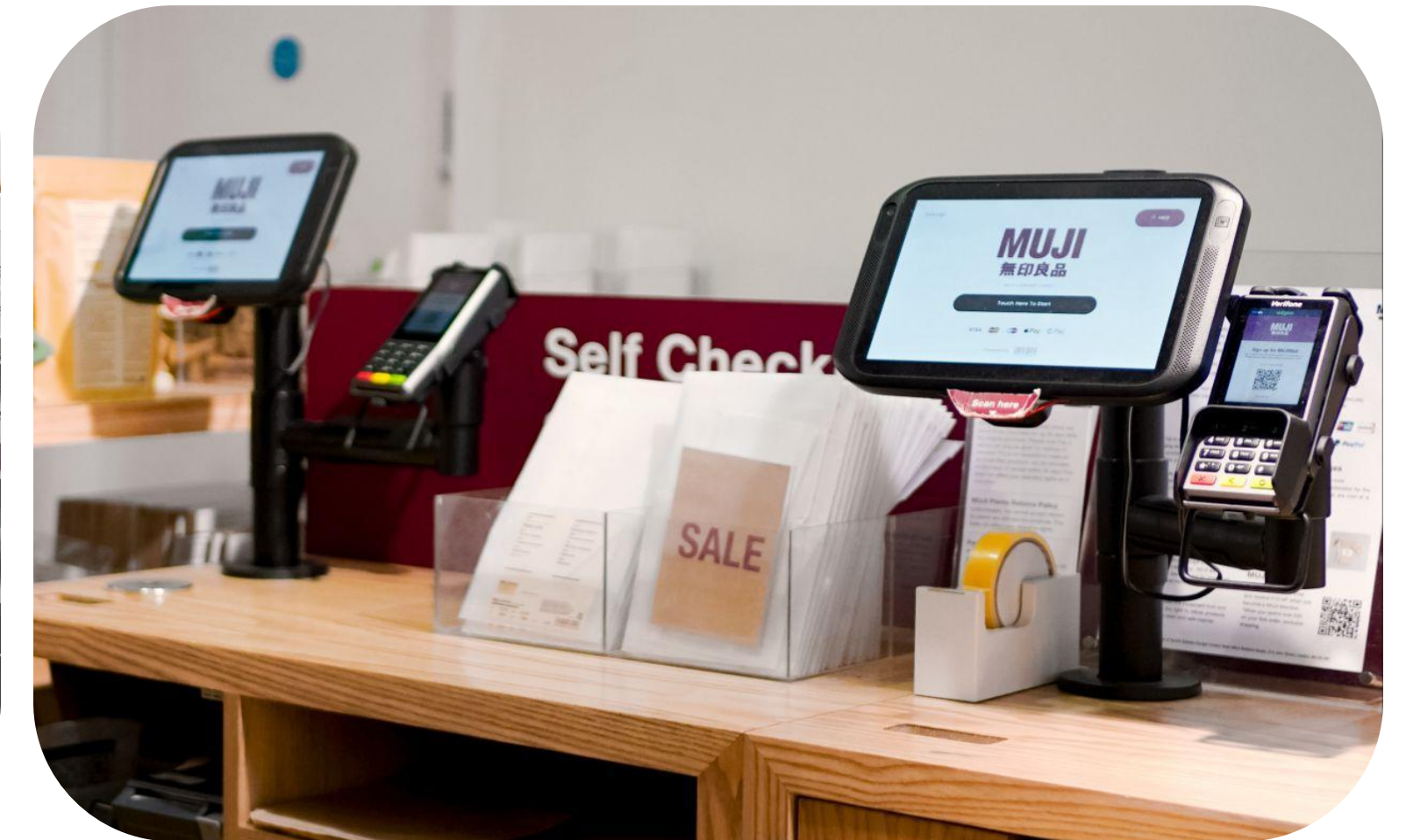
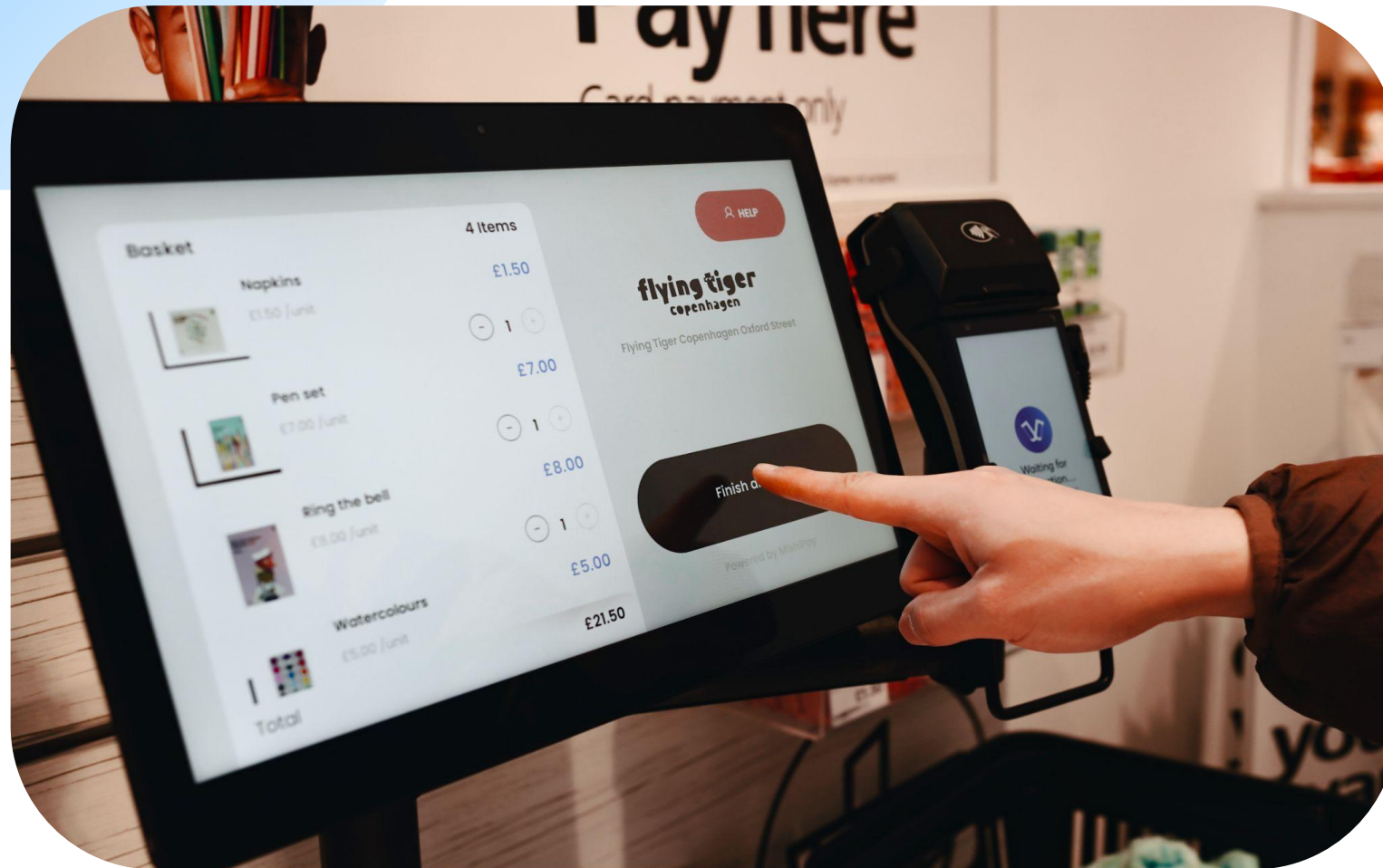


MOBILE POS



COMPUTER VISION

# How is MishiPay different?



## Capex

Is 80% lower than other kiosks:

- We don't use bulky server drives or hard disk systems.
- We are cloud native and mobile first so the hardware specs are much lighter.

## Opex

Is 67% lower than other Kiosk:

- We use Android tablets which are designed for battery based consumption and significantly lower than windows tablets.

## Flexibility

MishiPay kiosk can be integrated in a new store environment in less than 1 month while new features like promotions and loyalty integration can be developed within a week.

# Self-checkout kiosks reduce store costs

Retailers' reduction in cashiers

50%

Use your tills only for helping  
and cash payments

event **network**

Shoppers' adoption

80%

Of the customer base can use  
the MishiPay kiosks

**flying tiger**  
copenhagen

# MishiPay solution increases the store sales

Increase in footfall  
conversion rate

**7.6%**

Due to Mishipay Kiosk  
Deployment

event **network**

Increase in ABV

**25%**

Increase in Average Basket Value

**MUJI**  
無印良品

# Muji Case Study – 25% increase in ABV

**MUJI**  
無印良品

- MishiPay keeps the shopper informed about their total spend real time, updating them as they add or remove items from their basket.
- The shopper is informed about any available promotions available on items they scan and their savings are automatically applied as these promotions are triggered.
- Instead of understanding the savings they have made at the end of their journey, MishiPay tells them whilst they are still immersed in browsing the store.
- This key transformation of the conventional in-store experience has translated into tangible sales increases for MUJI.

Increase in Average Basket Value

**25%**

User Satisfaction rating

**4.89/5**

# FTC Case Study – 7 staff hours saved per store in a week

**flying  
tiger**  
copenhagen

- MishiPay assisted Flying Tiger Copenhagen by freeing up staff to focus on higher-value tasks, such as assisting shoppers and upselling.
- This resulted in saving 7 staff hours per week - equivalent to one entire shift, along with enhancing in-store shopping experience.
- Store staff were given complete visibility of store activity via the MishiPay Dashboard.
- MishiPay's deployment at Dubai Hills Mall has a 60% adoption rate, making it the most successful self-checkout deployment in UAE.
- Along with this, they were able to capture emails of 65% of the self checkout users, thereby boosting ROI.

Staff hours saved/store/week

**7**

2 kiosks replace 1 staff

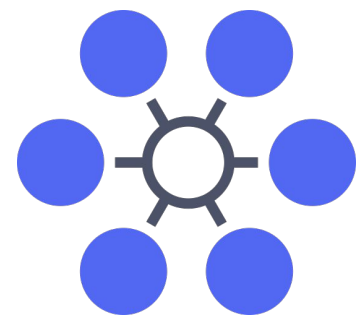
**2 for 1**

Customer's email capture

**65%**

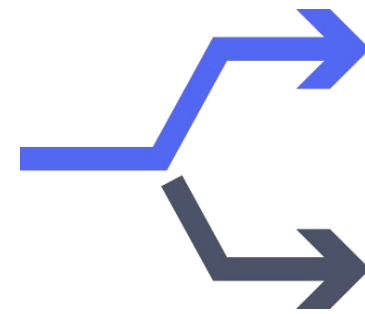
# Technical integration in just 2 weeks

low cost, lightning fast deployment; no changes to existing infrastructure



Receive  
product catalogue

Today  
40M products  
handled



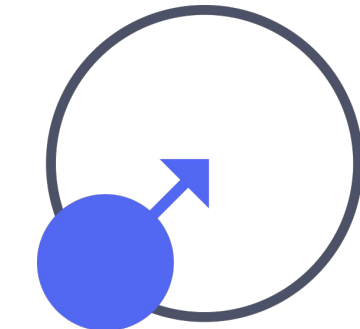
Choose  
payment gateway

Today  
15 gateways  
integrated



Send  
POS data

Today  
15 POS partners  
integrated



Integrate  
promotions

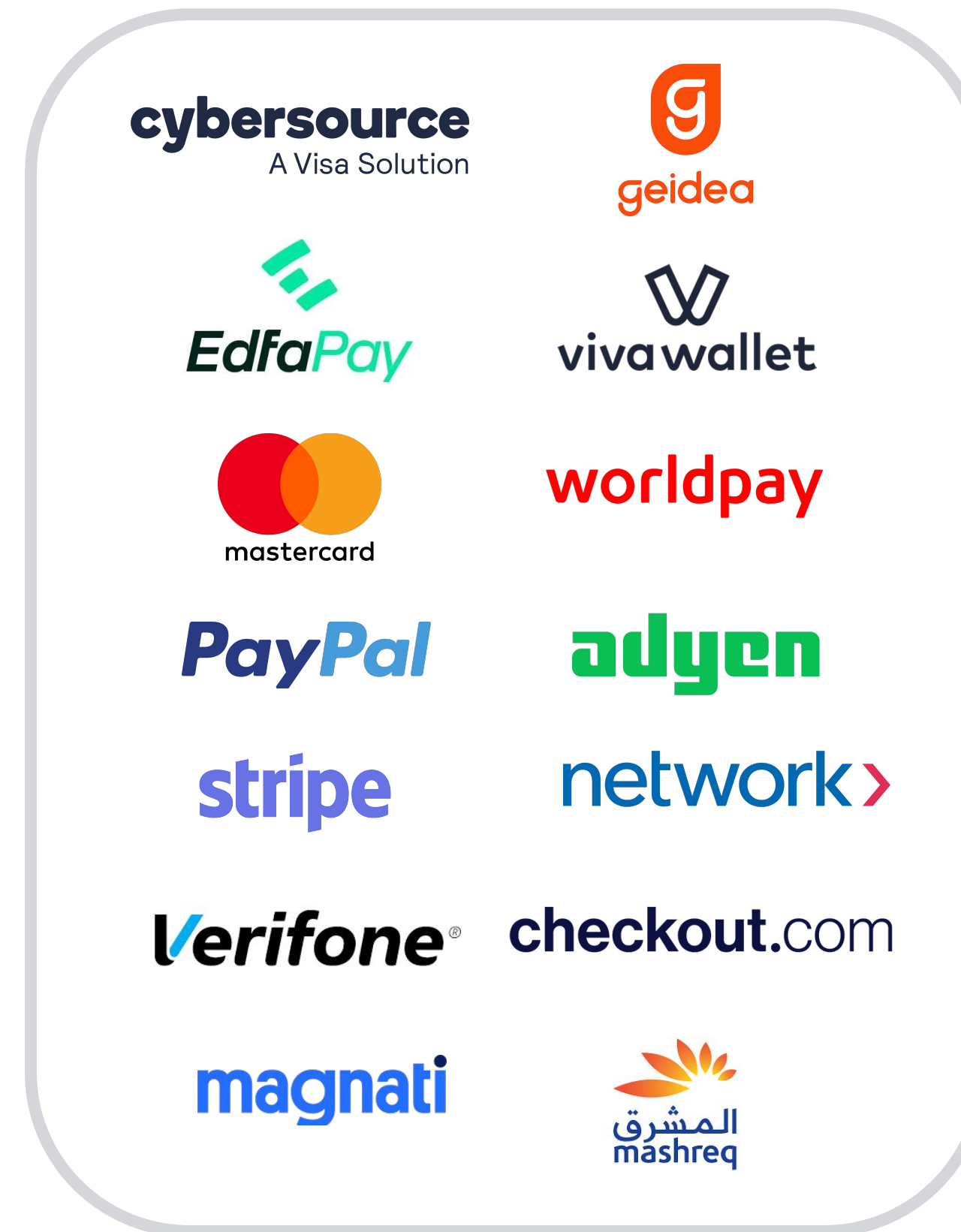
Today  
7.5k promos  
on 28M items

# Some of our key Partnerships

## Hardware



## Payment



## Technology

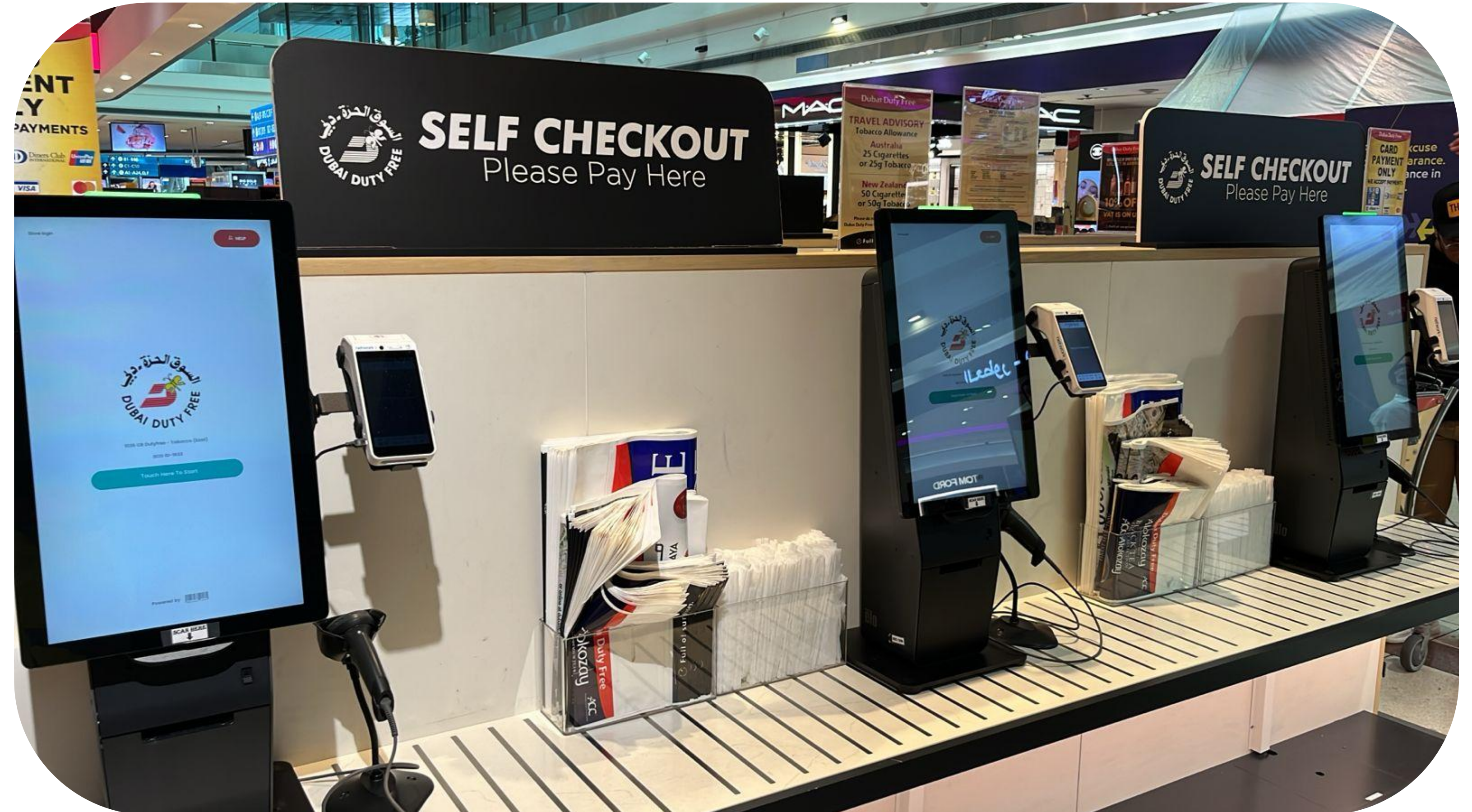


# Our retail partners across the globe

35 enterprise retail and grocery brands have already signed across US, Europe and Middle East. Between them they have 10,000+ stores.



# Self Checkout kiosks at Dubai Duty Free, UAE



# Deployment at Grandiose Supermarkets, UAE

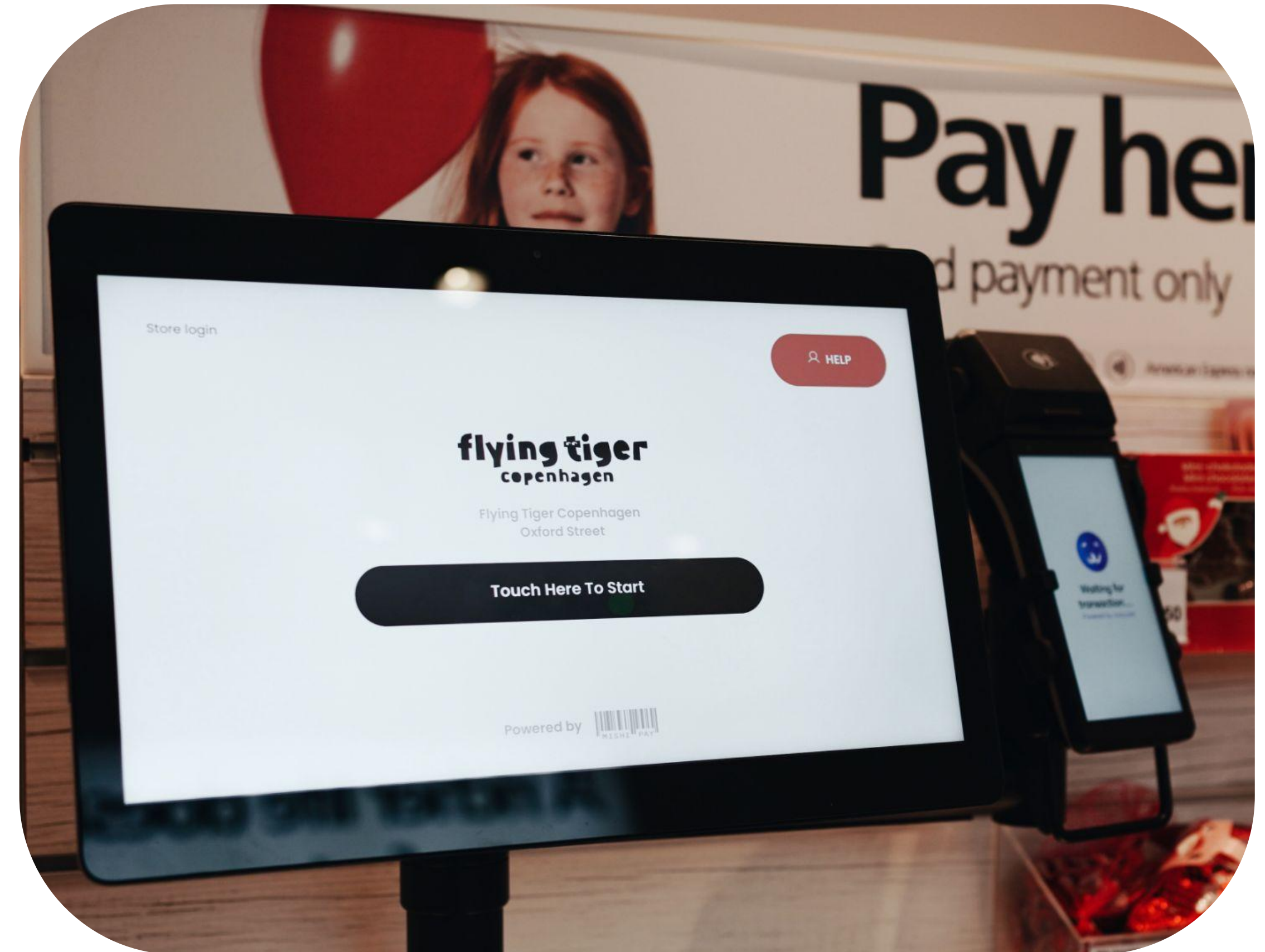


Check us out live in  
Grandiose Supermarket



[Grandiose Super Market - MishiPay Self Checkout & Exit Gates](#)

# Deployment at Flying Tiger Stores – London



Check us out live in  
Flying Tiger Stores



[Mishipay Kiosks at Flying Tiger Copenhagen](#)

# Retail media – Show promotional videos and ads

Show Ads inside the physical store to increase revenue

- Use the existing self-checkout kiosks as screens.
- Expand retail media strategy inside the physical stores.
- Increase ROAS for brands = increase in basket size for the retailer.



Promotional videos playing in Dubai Duty Free and Georgia Aquarium

Watch: <https://youtu.be/NgXF7kJN7Rs>

# RFID implementation

**carter's**

Self Checkout with RFID  
Carter's - 1100 stores USA



**MLSE**

BRINGING THE WORLD TO ITS FEET

Self Checkout with RFID  
MLSE - 50 stores CA



# MishiPay Mpos – Empower your staff

Your staff can solve the problem of long lines during events like Monday fresh food offers, Ramadan, Eid.

Integrate loyalty, see user's past transactions and up sell with MishiPay smart recommendations showing on the mPOS.

[Learn More](#)





# Thank you