

Strategic Investment / Acquisition

June 2009

Please visit:

www.ebizmobility.com
www.onetouchpurchasing.com

Reference Clients:

MACH (www.mach.com)
Ukash (www.ukash.com)
Paysafecard
(www.paysafecard.com)
MediaPlazza
(www.mediaplazza.com)
Cardinal Commerce
(www.cardinalcommerce.com)

Consumer Usability:

- 25% conversion rates with Google/Yahoo ads
- 50% conversion rates with website POS ads
- Acquisition cost of \$0.88 per consumer account

“...OneTouch offers our users a new and user friendly payment means, enabling our partners to monetize their content via expanded payment channels”

Cyrille Rossetto, CEO,
MediaPlazza

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eBIZ.mobility is the industry leader in ecommerce micropayment clearing solutions, enabling Telecom and Utility companies to clear and charge their subscribers' online transactions without the need of a credit card.

Cukierman & Co. Investment House has been appointed as the financial advisor in the strategic investment and possible acquisition of eBIZ

The Company:

Focused on enabling telecom operators and MSO's to become trusted ePayment clearing entities, eBIZ's product enables a new and growing profit center which was previously out of reach.

Established in 2003, the company focuses on clients in Europe and North America. With a R&D center in Israel, and limited in number but skilled sales team, the company commenced deployments in 08'.

OneTouch Online Purchasing™, eBIZ's flagship product suite is currently the only product that enables user authentication and payment authorization in real time between separate entities like a Telco and an onlinemerchant, which have no prior Business relationship.

eBIZ's significant technological edge is backed by patents and is well recognized in the Billing and Online Identity communities.

The Company has won the prestigious Liberty Alliance 2007 Identity Deployment of the Year (IDDY) Award, as well as the Best Billing Provider for 2008 by Visiongain Mobile Advertising and Marketing.

Mr. Jeremy Kagan, CEO and co-founder of eBIZ, is a sought after key note speaker in global ecommerce and billing industry forums and events. Although a fairly young company, eBIZ has managed to raise interest in the likes of PayPal as it enables the creation of numerous payment clearing entities in any local market as well as in the International scope.

The Product:

eBIZ's solution uniquely draws on a federated identity model for internet and mobile commerce.

OneTouch performs real-time universal data clearing that enables both micropayments as well as online purchasing transactions to be seamlessly approved and processed without the need of a credit card or PayPal account.

With demonstrated results of 10 transactions per second (860K per day) and with the technology design plans to ramp up to more than 15 million transactions per day with high availability, the Company's technology is proven and generally available.

Ctrl & Click on:



The Transaction:

eBIZ.mobility has recently reached its growth stage, with ongoing business expansion, and a pipeline of market leading online merchants, as well as Tier 1 MSOs and Operators.

For its strategic expansion, Company management and board recognize the necessity of a significant strategic investor which would enable global footprint and presence; and thereby increase revenue from the Telecom and Utility operators using OneTouch as their means to monetise their existing infrastructure for eCommerce.

Transaction could be in the form of equity control acquisition or a straight forward acquisition of the company.