Rubean SoftPOS -The future of contactless payments

Enabling digital payments for everyone everywhere easily!

Overview

1. Disruptive innovation
2. Rubean's business model & KPIs
3. Market overview - from SMEs to global enterprises
4. Rubean's growth & investment strategy
5. Building on a strong foundation

1. Disruptive innovation – SoftPOS
- software replaces hardware

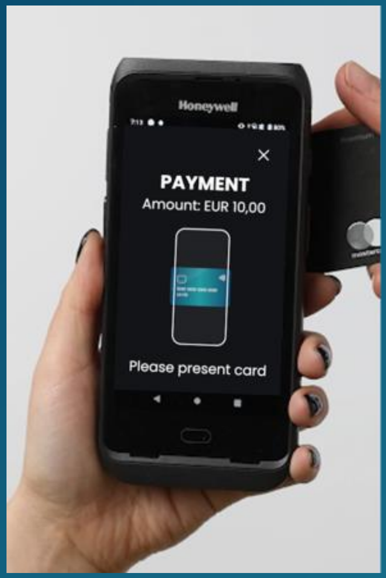
Any merchant can accept card payments on their (mobile) devices with the Rubean app.

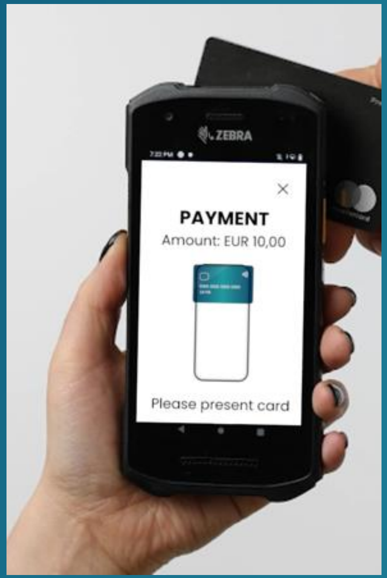
1. Disruptive innovation - SoftPOS

Rubean's SoftPOS APP enhances **all NFC enabled devices** by adding the capability of a full card-acceptance terminal (POS).

For **individual merchants** integrated into their banking app

For **enterprise customers** integrated into their enterprise app





1. Disruptive innovation – Example

3.

Parcel delivery

Correos – Spanish Post

(switched from a competitor to Rubean)

Use case:
Payment at the door for delivered goods and taxes on imported goods

Correos operates Rubean SoftPOS on 25.000+ Honeywell parcel scanners

"At Correos, we have chosen Rubean as our SoftPOS provider because of its ***secure*** *technology, flexibility, and* ***ability to adapt to our needs****, offering an innovative and frictionless payment experience for our customers"*

José Pozo Muelas

Mobile Development Manager

1. Disruptive innovation – Example

4.

Mobile / consultative sales

DEICHMANN

(switched from a competitor to Rubean)

Use case:

Shoe & Sports retail

Customers pay at the mobile checkout

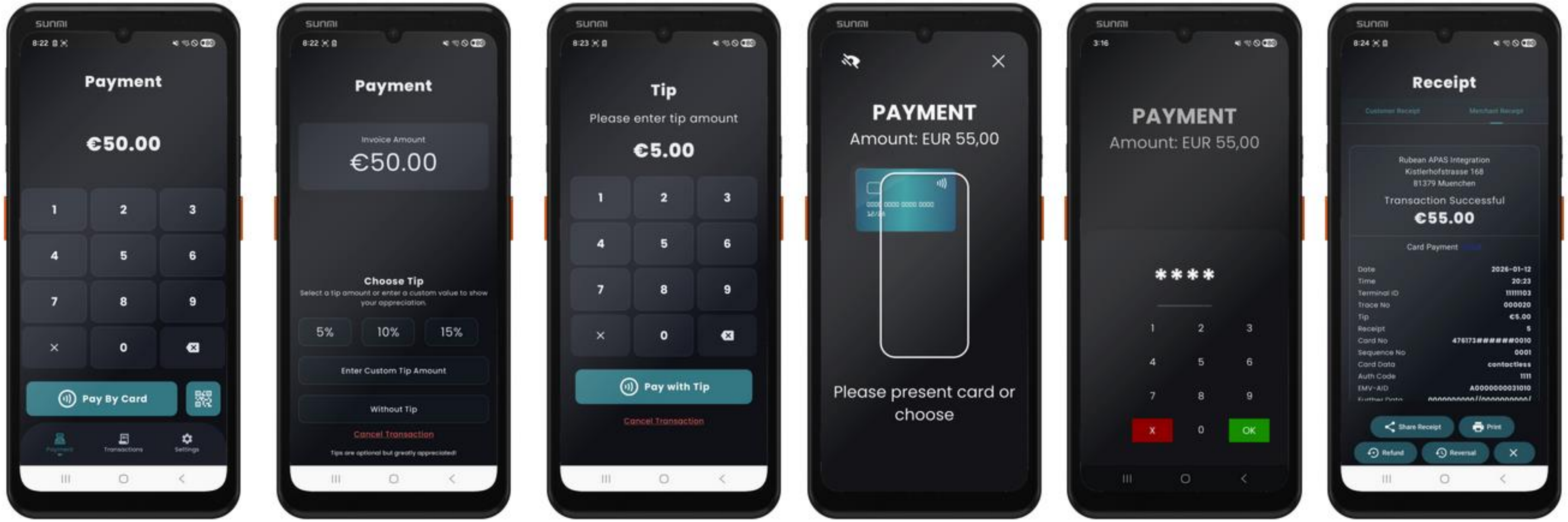
"With the Rubean SoftPOS solution, we can create new and innovative customer experiences in our stores by enabling each of our employees to advise customers and process payments anywhere in the store at any time. During the pilot phase and now with the larger rollout of the SoftPOS solution, it is particularly important to us that the solution is ***highly available, stable, and easy to use****. In addition to the software itself, Rubean also provides* ***very flexible support*** *for the smooth implementation of the new innovative customer experiences and many associated processes."*

Tanja Hedwig

Head of IT POS

ZEBRA GEBIT SOLUTIONS Retailers First Choice verifone

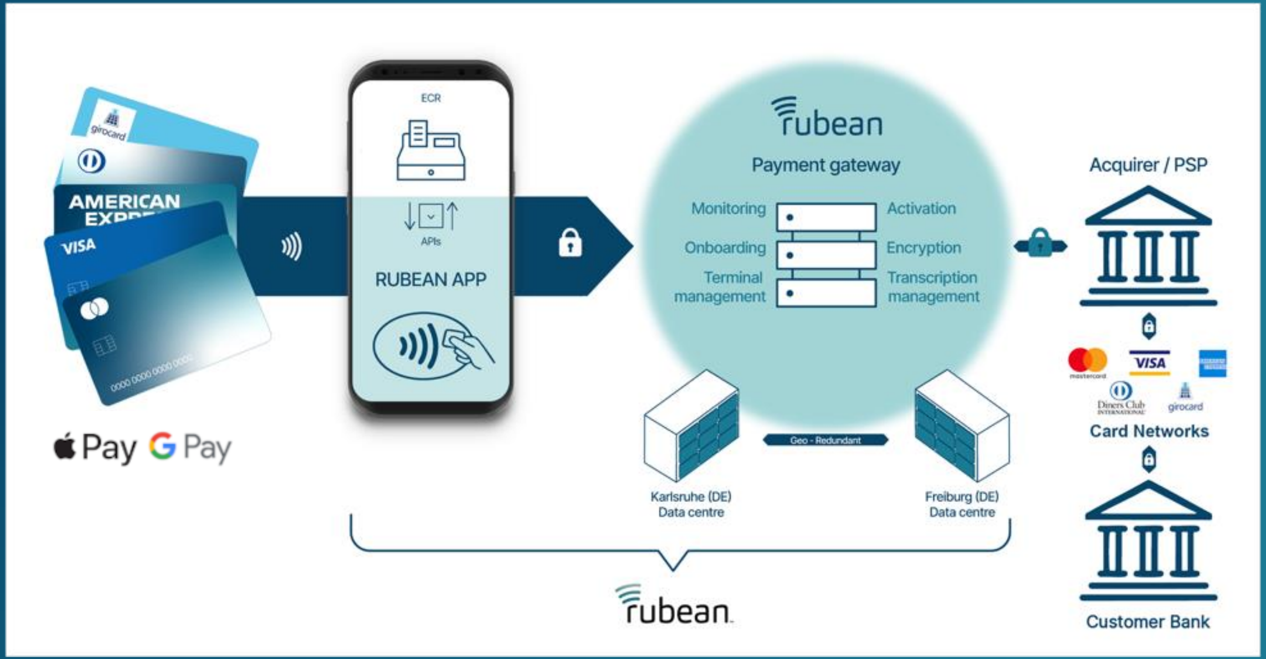
1. Disruptive innovation – Rubean SoftPOS



Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Insert the amount to be paid	Decide 'if' and 'how' you want to provide a tip	Manually enter the amount of the tip	Present the card	Enter pin when required	Receive the receipt per email if requested

1. Disruptive innovation – How does it work?

- Merchant initiates payment from the Electronic Cash Register (ECR) app
- Customer taps card and enters PIN, if required (e.g. > 50 €)
- Payment-request travels from mobile device -> Rubean SaaS platform -> acquirer / PSP -> card networks (Mastercard, Visa, ...) -> Customer's bank
- Customer's bank authorizes or rejects payment-request
- Authorization result returns from customer's bank -> card networks -> acquirer / PSP -> Rubean SaaS platform -> mobile device
- Payment result and receipt are shown to the merchant and customer



2. **Rubean's business model**

1. **Monthly license fee** for each installed Rubean APP:
   - Enterprise customers buy licenses directly from Rubean
   - Banks buy licenses from Rubean for all their customers and merchants

2. **Transaction fee** or a **% of transaction volume**
   for each transaction from bank / acquirer or enterprise customer

3. **Provisions (Referral fees)** for transactions by enterprises
   acquired by Rubean from the bank / acquirer

2. Rubean's business KPIs

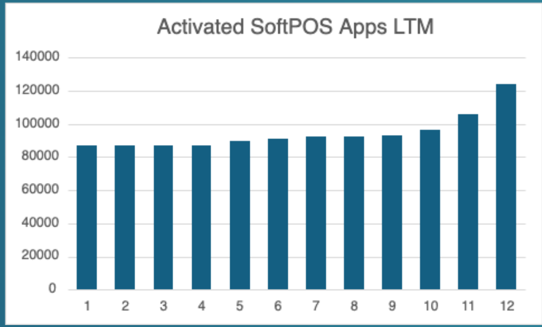
1. Number of activated SoftPOS Apps

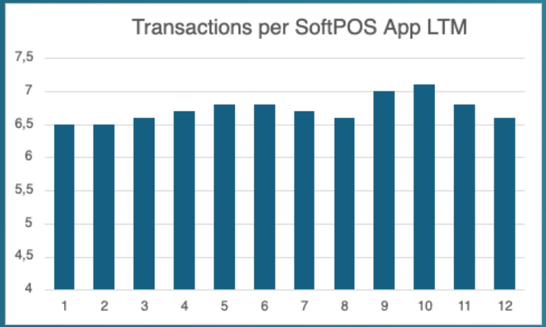
- June 2026: **132.000** (July 2025: **83.500**)
- Growth LTM: **68%**

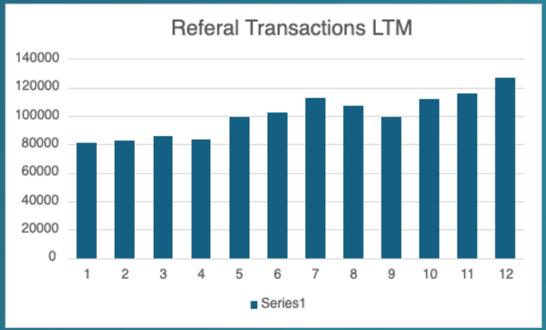
2. Transactions per activated SoftPOS App

3. Referral transaction / referral transaction volume

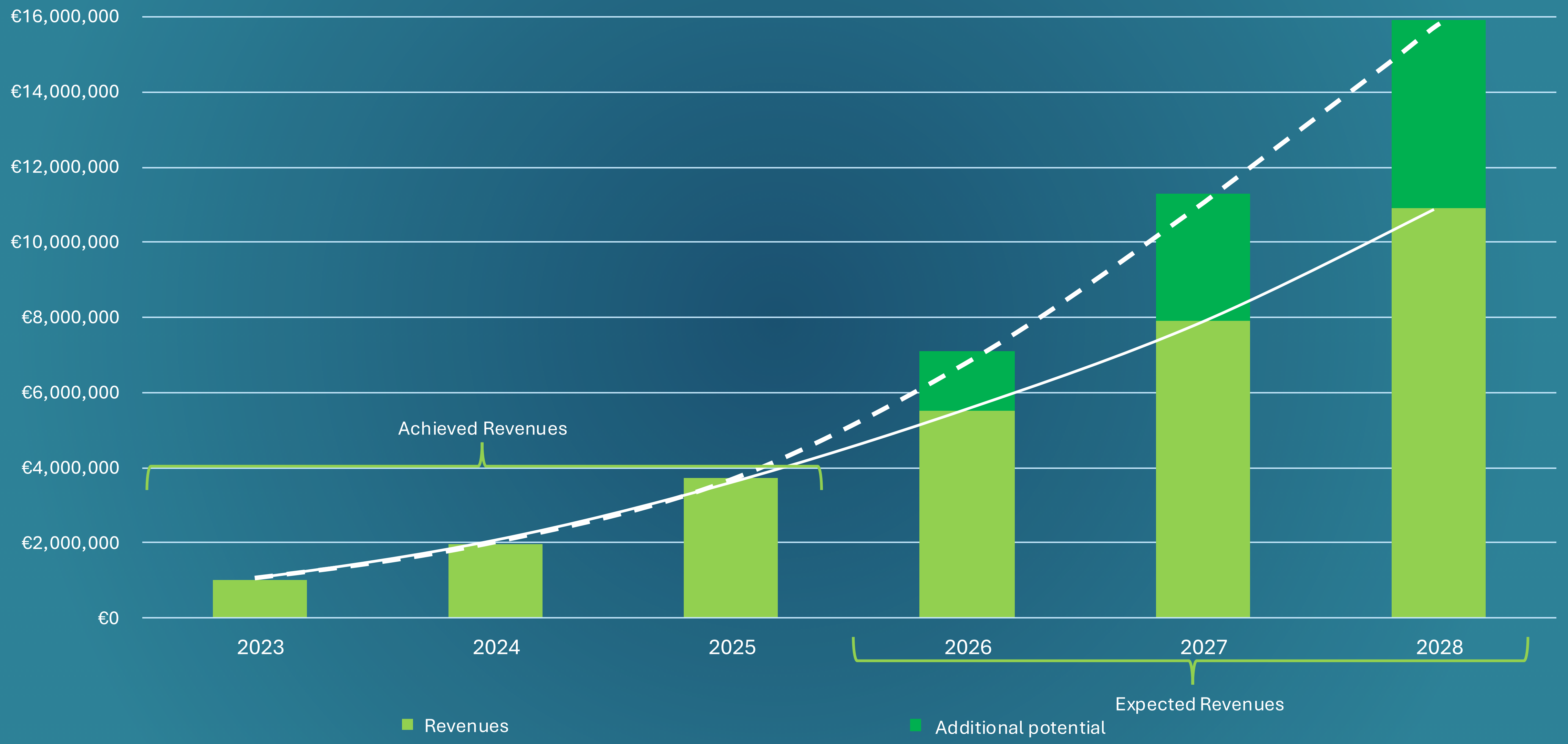
- June 2026: **124.000** (July 2025: **80.500**)
- Growth LTM: **65%**







2. Rubean's business KPIs



3. Market overview – from SMEs to enterprises

A MARKET WITH CLEAR GROWTH TRAJECTORY*

25 Million	25 Million*	12,5% CAGR *
Micro-merchants in Europe	POS terminals in Europe	Mobile POS CAGR in Europe 2025-2028

>150 Billion ** Cashless Transactions in Europe in 2025 (exp.)

>100 Billion ** Card Transactions in Europe in 2025 (expected)

*Source: Statista
https://www.statista.com/statistics/878412/number-of-smes-in-europe-by-size/

**Source: European Central Bank, 29-Jan 2026
https://www.ecb.europa.eu/press/pdf/pis/ecb.pis2025h1~36edd636c8.de.pdf

- **TAM (Total Addressable Market):**
  - 25 million micro-merchants with hardly any POS terminal
  - 25+ million hardware-POS terminals being phased out by SoftPOS
- **SAM (Serviceable Addressable Market):**
  - 40% of micro-merchants via indirect sales: 10 million terminals
  - 80% of existing POS terminals being replaced: 20 million terminals
- **SOM (Serviceable Obtainable Market – 3 years):**
  - 13,3% of SAM terminals = **4 million terminals**
  - ~20 transaction/ terminal / m: **80 million transactions p/m**
  - ~42 $|€ / transaction: **3,36 billion $|€ monthly transaction volume**
- Monthly license & transaction fees per mobile device: **3 €** (depending on contract & utilization)

➔ **SOM** (4 million terminals * 3 € / month):
  - **12 million € MRR**
  - **144 million € ARR**

- **Note:** These numbers focus on European markets only

Connected acquiring partners & girocard processors

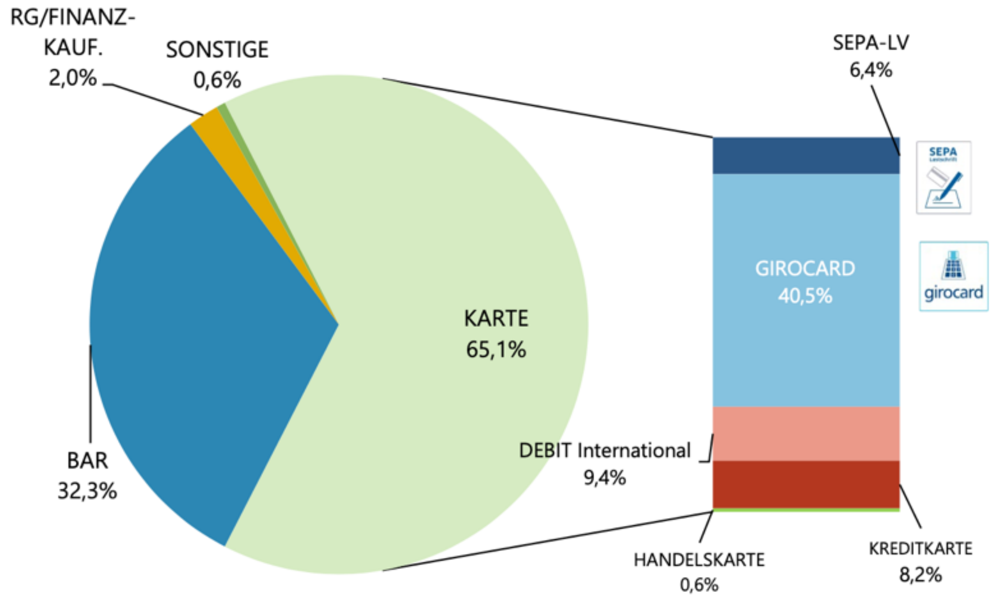
fiserv.
MultiSafepay
Payten
ČSOB
MOVII
emerchantpay
globalpayments
BBVA
Elavon
RS2
Redsýs
PAYA ITS

TeleCash from fiserv.
epay
paymenttools
Sparkasse
PAY/ONE
verifone
globalpayments
COMMERZBANK
Computop the payment people

Germans love the *Girocard*

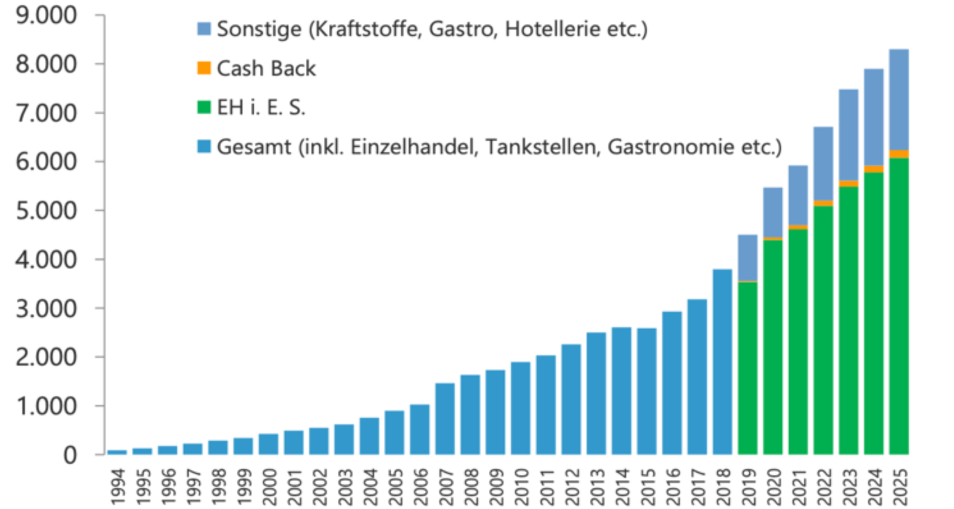
- <u>Only Rubean's solution fully supports ***girocard***.</u>
- 2025: 65,1% of German retails transactions were paid by card.
- 2025: 62,3% of them were paid with ***girocard***!

<u>Note</u>: 65,1% * 62,3% = 40,5%



Source: https://www.ehi.org/produkt/studie-zahlungssysteme-im-einzelhandel-2026-pdf/

2025: 8,3 Billion *girocard* transactions!



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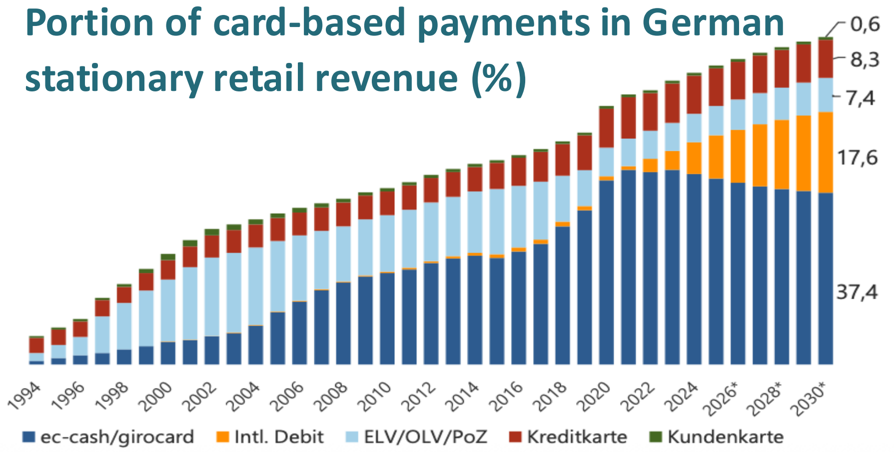

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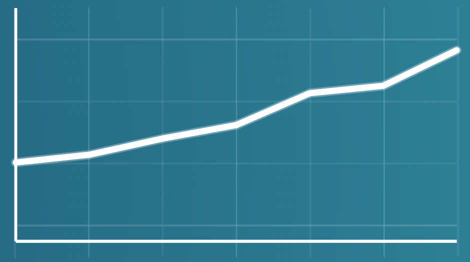
4. Rubean's growth strategy

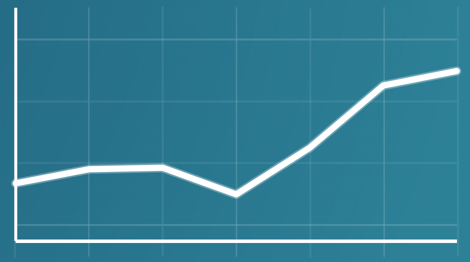
1. Increase the number of active devices (SaaS-platform):

- Expansion of existing and connection to new acquirers and partners as indirect sales channel
- New backup POS (Emergency) & new event POS, ...



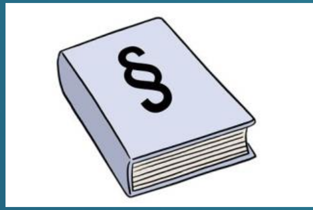
2. Increase revenue per active terminal:

- Even easier usage through modern and easy app usability
- Expansion of the provisions and referral agreements with banks and partners



4. Further growth aspects

1. **Regulation: Obligation to accept cards:**



2. **Regulation: Digital Euro** – Merchants will be required to accept the digital Euro like cash

3. **Implementation: Realize WERO on (Soft)POS**

4. **Value-Added Services, such as Fiscalisation, reporting, APMs,...)**

5. Building on a strong foundation

Rubean is ***ready*** to massively scale the business world-wide!

Local banking card support:
Only solution that processes *girocard*, (Germany), CB (France), Bancomat (Italy)

"It just works" through highest SLAs and strong customer focus
Fully certified for **world-wise** usage

From SMEs to the largest enterprises - **one solution fits all - made in Germany**

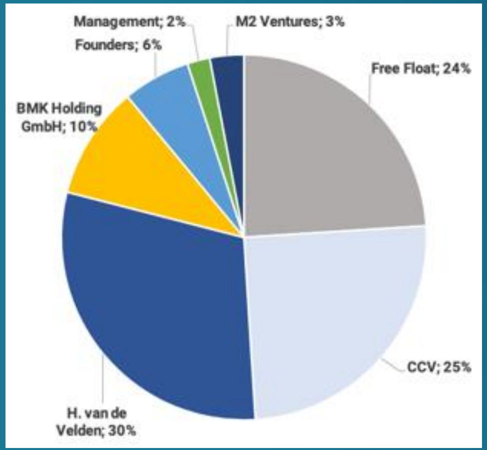
Modern & centrally configurable **look & feel** through cloud-hosted SaaS backend

Easy to scale - certified fully-automatic rollout & simple ECR and acquirer integrations

Acquirer agnostic - 19+ acquirers world-wide connected

5. Building on a strong foundation

Rubean’s supervisory board consists of payment industry experts



Henrica van de Velden

Chairwoman of the Supervisory Board

- Former Managing Director, Chief Commercial Officer and Chair of the Board, CCV Group, Payment Solutions Provider
- Former Board member of the Dutch Payment Federation
- Board Member & Vice Chairman of The Economic Board Arnhem-Nijmegen (TEB)
- Owner & Director of various companies

Bernd Martin Krohn

Deputy Chairman of the Supervisory Board

- Founder Nordaktienbank
- Prior to that, management positions in several private and investment banks
- Graduate economist

Guenther Froschermeier

- Managing Director and CTO of CCV GmbH
- Director Payment Acceptance of CCV Group

Prof. Dr. Stefan Mittnik

- Professor of Financial Econometrics (retired) at the Ludwig-Maximilians-University Munich
- Co-founder of Scalable Capital

5. Building on a strong foundation

Product & solution certifications:

- PCI MPoC Software (Isolated SDK): Listed on PCI homepage.
- PCI MPoC Solution: Listed on PCI homepage.

Operational certifications:

- PCI DSS, PCI PIN, PCI SLC, PCI SSS

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