

LEVERAGING VERIFIED, DIGITAL PAYMENTS WITH THE POWER OF PAYEE CHOICE

Randi Lichtenstein

BNY Mellon Treasury Services – Director, White Label/Specialized Solutions

Wole Coaxum

Mobility Capital Finance – Founder & CEO

Ben Turner

PRESENTATION

Randi Lichtenstein

Good afternoon, everybody, and welcome to today's webinar on Leveraging Verified Digital Payments with the Power of Payee Choice. My name is Randi Lichtenstein, and I head our White Label and Specialized Solutions Product Management team within BNY Mellon Treasury Services. I've been with the bank for many years in various product, tech sales, innovation, and segment management roles, and have been involved with the rollout and management of a number of payment solutions that have helped our clients address challenges in the payment space. Most recently, I have worked with Verituity and MoCaFi® to roll out our VaiaSM and MoCaFi disbursement solutions that we'll be referring to today.

I'm pleased to be joined today by Ben Turner, Founder and CEO of Verituity, and Wole Coaxum, Founder and CEO of MoCaFi, and let me allow them to introduce themselves and give a little of their background.

Ben, why don't we start with you, please?

Ben Turner

Hi, I'm Ben Turner, I'm the CEO and Founder of Verituity, and I've been in the payment space for over 20 years. One of the things that we focus on is making sure the right payee gets paid and the right payment account gets paid.

Randi Lichtenstein

Thank you, Ben. And Wole, please?

Wole Coaxum

Sure. I'm Wole Coaxum, Founder and CEO of Mobility Capital Finance, which we affectionately call MoCaFi. I've had the good fortune of being in the financial services space for a long time, and what we're really focused on is how do we ensure that everybody can participate in the digital economy, and I'm just excited to be a part of this conversation today.

Randi Lichtenstein

Right, well, thank you both very much for joining me today. I really appreciate it.

Let me begin just with a little introduction. BNY Mellon and BNY Mellon Treasury Services is deeply committed to and invested in delivering quality Treasury Services and solutions that help corporations meet today's evolving business demands. Part of this commitment is helping you understand the drivers behind many of the changes happening in the marketplace and potential solutions for addressing those needs.

Another part is to help our clients make sense of all the options available when it comes to instant payments. We understand it's a very wide range, and finding that right mix for your firm is one of the ways we can be a valuable partner.

Today's webinar falls squarely within that goal. Our more than 50-year history in providing payment solutions affords us with a unique and in-depth insight into how the marketplace is rapidly evolving to cater to the payment needs of payers like yourselves that are increasingly demanding more choice when it comes to payment options. And we'd like to share our insight into and solutions for addressing those issues today.

Throughout today's session, please feel free to enter any questions you may have in the chat box in the lower portion of your screen, and we will address those as we have time at the end of the presentation.

And with that brief introduction, let's get started with today's session.

So, we all know that consumers and businesses want to receive funds faster and in a more digital fashion, particularly the younger generation. And we know from talking to all of you, our clients, that you want to reduce your volume of paper, you want to reduce costs, and you want to give your payees a better overall experience.

So, then, why are you still sending so many paper checks? What are the barriers? What are the challenges? From our many conversations with all of you, here's where we see some of your challenges.

There are so many new payment rails – RTP®, Zelle®, Push to Card, digital wallets, and ancillary tools like account validation services. But integrating to all of those is a lot of work, particularly for large organizations like yourselves, dealing with legacy systems, as well collecting, storing, and maintaining all the sensitive information to effect those payments is challenging for many organizations. Often, legacy systems don't have fields to store such information, and many organizations don't want to store this type of information due to security and risk concerns.

And what is everybody hearing about in the news? That with faster payments comes faster fraud. Now, while that's not actually true – in fact, check fraud is still much more prevalent – this is the perception, and companies are concerned about how to ensure their digital payments are going to the intended payee. Couple that with the challenge of your population of unbanked and underbanked payees, and how do you address them in your digital strategy?

Ben, let me turn to you first. In your experience, what have you seen to be the main drivers for companies wanting to move to digital verified payments?

Ben Turner

Yes, well, what we've seen is really three things that have been the main driver. One, just lowering cost. As you all know, the cost of sending a check can be as high as into the mid-20s.

The other is, as Randi was saying, checks actually have quite a bit of fraud and returns. And so being able to move to a digital payment channel that allows you to understand the payment actually happened is a big driver.

And then the third is around reconciliation; being able to get better visibility that a payee actually has received the payment, it's settled, and is near real-time as possible.

Randi Lichtenstein

Thank you. Thank you, Ben. What have you seen to be their primary obstacles or the primary challenges you've seen in the companies you're talking to? Why haven't they moved to this type of solution in the past?

Ben Turner

Yes, a big one is legacy systems and legacy data, so being able to not invest millions of dollars to change a system that's been producing a check file, to be able to hand that off to a Vaia solution where the transformation of that data just happens for you.

The other big driver is on the data side itself, not having payment data. So, how do you pay someone to their bank account if you don't have their information? And so you have to be able to collect that, which Vaia helps you do, but also ensure that you're maintaining the security of that data, the compliance around PII and PCI, which is what Vaia helps you do.

Randi Lichtenstein

Yes, that's great. Thank you, Ben.

Wole, let me address a question to you before we move on. Tell us from your experience, help our audience understand what you see as the magnitude of the financial literacy and access problem for the unbanked and underbanked population.

Wole Coaxum

Yes, the unbanked and underbanked population in this country is actually remarkably large, considering the breadth of financial services that exist today. In the overall population, the unbanked and underbanked number is around 20% added together. But if you go and peel that onion back a little bit, you find that in some communities, particularly communities of color, that number can reach 50%. And if you are working with tribal communities, it can be greater still. And where you have a phenomenon where 80% of the bank branches that have closed in this country have been in low and moderate-income communities, the impact of that is lack of traditional banking services.

Now, it doesn't mean that people aren't sophisticated financially. It just means that they're operating in systems that I'll call our lo-fi as opposed to hi-fi. And many of us have seen the impact of this, as we are in our communities or in other communities, and see lots of check cashers and payday lenders and pawn shops.

But what's interesting, though, is for many of folks on the phone who may have employees who are working and require and still get checks to get paid, and some payroll card solutions have been put in place and payroll card solutions have actually impacted sometimes 10, 15, 20% of an employee population. And so it's a broad group of people in the country who may not be a part of the traditional banking system. And having tools like we're talking about are excellent ways to change the game on that and make sure everyone's got access.

Randi Lichtenstein

Great, great. Thank you both for those insights.

So, how do we overcome these challenges and barriers? So, we have recently launched our new platform that we refer to as Vaia, which we believe does exactly this.

Vaia is a holistic end-to-end solution to expedite and simplify your paper-to-digital journey. For a single integration to Vaia, you can offer your payees a choice of digital payment options. You can communicate your payment information: who do you need to pay, how much; provide a digital contact: an email or mobile phone number.

Vaia then, using client-branded messaging – meaning branded for you – reaches out to the payee and invites them to come to a portal, also branded for you. The portal then simply provides some information about themselves. How much information they

provide really depends on the configurable options that you will select. They'll choose how they want to get paid. They'll provide the necessary information for that payment rail.

Currently, you'll be able to offer your payees the ability to choose from what we refer to as a bank transfer, which would mean either an RTP or an ACH, depending on the receiving bank's capabilities, a Zelle E2C transaction, a Push to Card leveraging the payee's bank-issued debit card, as well as our new MoCaFi prepaid card solution, and with check as a last resort if you really want to offer that as well.

In the first half of 2024, we'll also be adding other digital wallets as payment options such as PayPal and Venmo. And you can choose to offer all of these rails or some of them, totally configurable on your part.

And then very importantly, we include many levels of fraud and verification services, which include but aren't limited to LexisNexis® for identity verification and several levels of that, use of one-time passcodes, use of our Account Validation Service to validate bank transfer information, and what we call relationship verification, where you can provide an identifying piece of information that the payee must also include during registration. You basically design the level of control that you want based on your particular use case.

We then originate those payments through the BNY Mellon world-class suite of payment applications, including all of the new payment rails like RTP, FedNow®, Zelle®, Push to Card, and so forth.

Let's take a look here at our workflow. So, Vaia offers two workflows, one where you can launch a payee and a payment at the same time. That's what this diagram is showing. You provide your payment information to us through a variety of integration options – API, SFTP, an online portal. We send the branded messaging to the payee. The payee registers, chooses their payment method, depending on what it is you want to offer them. If you've chosen to leverage any of our identity verification or Account Validation Services, those all take place as well.

We then store the payee's information securely. And the payment is then originated to the payee and in many cases received in nearly real-time.

Alternatively, we offer a pre-registration flow where you would launch the payee ahead of a payment, allowing the payee to register ahead of time so that when there is a payment, the funds can flow immediately without having to wait for that payee to register.

So, you can see how Vaia is addressing the challenges we spoke about earlier: A single integration that allows you access to all of the new digital payment rails without you having to do work to integrate every rail separately; a myriad of fraud mitigants and identity validation tools to help ensure payments get to the right person; storage of all sensitive banking information; and a digital solution that addresses the unbanked and underbanked population.

One of the great things about Vaia is its configurability. You choose what payment types you allow your payees to choose from. You choose how long payees have to register. And if you want to default to a check, if they don't do so in that timeframe, you decide if subsequent payments are sent immediately. You decide if the payee base requires a guardian workflow based on the age of the payee that would require a guardian to actually accept and receive the payment. You decide how robust you want identity verifications to be based on your use case. You brand the portal and the payee messaging with your colors and logo. And you decide how and how often you want to communicate with your payees, leveraging either email or text messaging. And you choose how to share remittance information, even linking back to a server on your website for voluminous information. So, there really is not one size fits all because all of your use cases will be different.

We see from a value proposition that Vaia is really a win-win, both from your perspective as well as the payee's. You have the opportunity to greatly improve your payee experience, while at the same time reducing your dependence on checks and, of

course, all the associated costs and risks that come with checks. And you could do so with a single integration, with very flexible and customized input and output formats, minimizing your work effort.

From the payee's perspective, they will receive their payments faster without postal and clearing delays. With confidence, the payments will be directed to their proper account. And they have access to an online portal for payment status and historical information.

Ben, let me turn over to you. Can I ask you to speak from your experience? What have you seen as the key value props for a holistic Payee Choice offering?

Ben Turner

Really, what we see is it breaks into four things which Vaia supports well, that end-to-end process that's fully integrated where you don't have to do any of the work from a technology standpoint to enable digital payments. The value of that is it allows you to speed up your transition from check to digital and it dramatically lowers the cost of doing it.

The other big value prop, Randi, you hit on, which is payment optionality based on how you want to offer payments will drive up your payee satisfaction, whether it's a business or a consumer, but it also puts more predictability on when those payments will happen.

And then the third is just reducing not only fraud but errors. So, what we're seeing – and I'll give you an example, there's one client on the platform that had an error rate north of 24%. Well, they have their error rate down to under 1%. And the cost savings of that is tremendous.

Randi Lichtenstein

That's great, Ben. What have you seen, Ben? What has been the success rate of payees registering when they're sent that initial request to register? How successful are we seeing payees adopting/registering for this platform?

Ben Turner

That's a great question. What we're seeing – and one of the great things about Vaia, is it takes a marketing automation approach where you can determine how many times you want to contact the payee to get them to register and activate a digital payment choice. And so, today, we're seeing around 60% are actually activating and receiving a digital payment.

The nice thing about Vaia is if they don't, you can still default to check, or if you have their bank account information, you can still default to a bank transfer. And so, one of the things that's great about Vaia is it allows you to provide the messaging that's going to work with your payees and the branding that they're going to recognize. So, the response rates are just better.

Randi Lichtenstein

That's great. Ben, how about helping our audience translate the fact that we talked about the advantages of a single integration with very flexible input and output? What can our audience expect from an implementation perspective then in terms of average timeline and the work effort on their part?

Ben Turner

There's very little effort from the bank's client standpoint. It's really determining what payment optionality do you want to offer? What level of verification do you want to require based on the transaction? And then how do you want to brand? And the rest of it, Vaia takes care of.

Randi Lichtenstein

That's great, Ben. And that's certainly the goal is to make this easy for our clients to leverage.

The other very interesting thing about Vaia, as well as MoCaFi, is that it really crosses nearly all of our Treasury Services' segments evidenced by the cross-section of attendees that we have here today. Vaia can handle both business-to-consumer use cases, as well as more, let's call them, boutique business-to-business payments. Think perhaps more business-to-small business. Now, this slide is certainly not an exhaustive list of use cases, but some illustrative ones really just to get your juices flowing.

So, let's start with insurance. Use cases here include claim payments, refunds to policyholders, annuity payments, even on the business-to-small business side, think payments to auto body shops, payments to attorneys.

From a broker-dealer perspective, think commission payments. General corporate and utilities, all of you have a large number of refunds going back to clients, a perfect use case. Government benefits, any type of aid, federal, state, city benefits. Emergency relief, any organization that is doing some type of disaster relief payouts where getting somebody a check is not an optimum experience during a disaster. Universities, we've talked to many of you, payments to research study participants, payments to student-athletes or other types of student aid, a great use case. Royalty payments, whether that's from FinTechs paying content contributors, or oil, gas, land royalties.

And then as well, think payroll, gig worker, or other payroll payments where we see, in the industry, daily payments, daily payroll payments becoming a growing use case.

Ben, I'm going to address another question to you, and then we'll pick on Wole. From your experience, Ben, can you give us an example or two, in a generic fashion of course, of an interesting use case that you've worked on and some of the results you've seen?

Ben Turner

I think one of the real interesting ones is broker commission payments and broker payments for redistribution of claims. And so, we have a client that had to get off checks. They were sending millions and millions of checks a year. The only way they were going to do that is to rework their entire system, which would have been a huge investment. So, instead, they went with a solution like Vaia and were able to lower their cost structure by north of \$10 million, reduce their error rate, and know that they were paying those brokers on time and be able to simplify their reconciliation.

One of the other great things about the Vaia platform, whether you're making a \$5 rebate payment or a \$10 million payment to a supplier, it doesn't matter, the platform is able to handle, in an affordable way, every size of transaction.

Randi Lichtenstein

Thank you, Ben. And now, Wole, I'm going to turn to you, and ask you the same kind of question from your perspective of MoCaFi and the unbanked/underbanked population, maybe an example or two of a use case that would be interesting to share with our audience.

Wole Coaxum

I think the use cases fall in all these different categories. A couple that come to mind, one is an instance where it's a housing authority that provides rebates for utilities to its residents. And currently, they're doing it with check, and they're going to migrate to having those rebate payments going to card. And that's pretty exciting.

Another one is to the extent that you've got different municipalities who are dealing with both the emergency situation, think of a FEMA-type situation where a family has been displaced and you need to get resources to that individual quickly. And that's the other thing that's so important is the ability to, to your phrase earlier, Randi, real-time payments and real-time payments to an

individual who doesn't have a bank account becomes quite important, particularly in a period of a natural disaster. And they need to be able to move from their home or get other resources. So, that's been a very successful use case for us.

And the other actually has been around recurring payments, and we have worked with different entities that are doing universal basic income programs, and they want to ensure that dollars are getting to a group of people on a timely basis, on a scheduled timely basis. And so, we've had a very good effect in that instance as well.

And so, it really is one of those things that it ensures a uniform payment method to everyone. There's no concern or worry that someone's not going to be able to have access to their funds. And you can do it in such a way that it's going to either be planned or unplanned, and people can get resources 24 hours a day, seven days a week.

Randi Lichtenstein

That's perfect. Thank you, Wole. So, let's dig in a little bit more on the MoCaFi prepaid card offering. So, key features, contactless debit card mailed to the payee, but in addition, a downloadable app available to the payee so they actually have digital access as well to the funds, including the ability to add those funds to digital wallets. ATM access, including one free ATM cash withdrawal per load. Even access to a bill payment service that includes over 125,000 merchants at this time. And very importantly, financial literacy tools, including educational materials to help consumers improve their credit score and even, ultimately, to be able to open an FDIC-insured DDA.

So, Wole, talk to us a little bit more about the MoCaFi mission and proposition, because it really is more than just a prepaid card, right?

Wole Coaxum

Absolutely. We see the ability to get resources to someone as a way to help them establish financial stability. And if you're able to establish that financial stability, then you're in a position to start to amass additional resources. You're able to maybe invest and then, from invest, you may be able to create wealth and transfer that wealth to the next generation.

And for me, just personally, the reason I started this company – after being at J.P. Morgan for nine years previous to this venture, working in treasury services and working in small business – was the idea that so many instances I've seen... and it was the murder of Michael Brown that inspired me to say, you've got folks who are fighting for a social justice agenda, but part of it is an access to resources and economic justice agenda. And if we can make it easy and efficient for people to move into the digital economy, then you have an opportunity to strengthen communities.

And what I'm so excited about being a part of the Vaia solution and the importance of this conversation is the people on this phone, your customers, are ones that are providing resources to people. So, they're able to, in the insurance company example, fix that car so they can get back to work. Or in the case of an educational example, allow a young person to have that experience that broadens their ability, strengthens them and it makes them a great candidate once they graduate.

And so, if we can make it easy and take away the friction of getting resources to people, then we can put them on that path of wealth building. And as you talk about the financial literacy, it is particularly important – and it's financial literacy, as well as just access to resources, a place to go to ask a question, a different perspective on how they might handle the situation. And one of the things we're so proud of – and we think this is something that all of your clients will be very excited about – is, because the platform gets dollars to people efficiently and there are very few fees associated with someone getting the money, the dollars that are being distributed can all be used by the individual to spend the money for its purpose. Not having to worry about spending the money to get the money, which then reduces the efficacy of those dollars. And so, we take that quite seriously. And in places, we have been able to reduce the cost for people to get their own money because of the ability to have access to free ATMs, as you've talked about.

And in one instance, one of our clients has saved individuals over three-quarters of a million dollars in fees. And for this population, who have oftentimes more month than money, each incremental dollar is very important and allows him or her and their family to be able to move forward.

So, we're just so pleased about being able to bring people into the digital economy in a responsible way and ensure that resources that your customers are trying to get to people can do it quickly and effectively.

Randi Lichtenstein

That's fantastic, Wole. Can you elaborate a little more for our audience when we talk about some of the tools and education and programs that you offer? Because I know your company is very active and does lots of programs around the country. Can you give them a little insight into what all these things entail?

Wole Coaxum

Oh, I'd be delighted to. So, one of the things that we've figured out is digital tools are very important for all the reasons that we've been discussing today. But sometimes it's important to get into the community and put a face to the name and put a face to the technology.

So, we've had the opportunity to create a whole program, which we call On Our Block. And we're so pleased to have partnered with Bank of New York Mellon with On Our Blocks in New York, and where we're actually going to places like Harlem and going to places like Ferguson or we're going to St. Louis or Watts or Compton, Birmingham, Atlanta. And we are going to community with partners like Bank of New York Mellon and bringing resources to members of the community, which have been forgotten about in some instances. As I talked about earlier, the bank branch is going away. And what we do is these On Our Blocks, we try to make it fun, have a little music, have a little food. But we also bring resources, whether it's first-time home-buying resources and helping people understand what down payment assistance programs might be available in their communities. Or it's bringing ex-banking experts to help someone think through, okay, how do I take my – maybe operating purely in cash and open up a bank account, whether it's a MoCaFi demand deposit account or the bank account of one of our partners, because what we recognize is it's a big problem. There's enough of what I call, “sunshine for everybody”. And so, some people want a digital option. Some people want a more traditional bank branch option. And we bring both to the communities. And we've also been working with different entities, different credit bureaus to ensure that things like rent payments – and next year, we're going to bring utility payments – can be reported to the credit bureaus so that individuals, who may not be homeowners or may not have a credit card, can allow for their biggest payment – rent – and their potentially second biggest payment – utilities – have those added to their credit score. And I'll just give you a good example of why that's so powerful.

There was an interesting study that was done a couple of years ago for people who live in NYCHA, New York City Housing Authority homes, which is the public housing in New York City. And they took a subset and they said, “Let's see what the impact is if you take rent and report that to the credit bureaus”. And what was found was everybody who participated in that saw an increase in their credit score. And those who are thin to no credit file, 25% of them became 700 credit score or better.

And so, it's the power of having access to that data and being able to bring more people into the financial mainstream that is so important. And the great news about that is it's not a zero-sum game. It's not like if you add more people, it's going to reduce the ability for others to get access to credit. You're just adding more people to the ecosystem who can be responsible borrowers.

So, that's a key component of what we are committed to. And our platform does that. And our ability to get integrated within the Vaia solution is so important because it's, again, giving more resources to people on a much more efficient basis so they can begin that important path of having economic stability, and that can ultimately lead to wealth creation and wealth that can be distributed to the next generation.

Randi Lichtenstein

That's great. Wole, thank you very much. And of course, BNY Mellon is very pleased to be partnered with your company as well.

So, that brings us to the question-and-answer part of our session today. If you have any additional questions – I see we have several that have been submitted – please go ahead and enter them into the question box on the lower part of your screen. And we'll go ahead and tackle some of those questions now.

So, just looking at what has come in so far, we have a question about “How does mobile wallet pay services like PayPal and Cash App tie into the software?”

So, I did mention we have many payment options today for Vaia through how you can offer your payees the ability to receive payments. And we'll be expanding those as well to include PayPal so that if your payees want to get paid into their PayPal or Venmo account, those will be other options for them as well.

From a MoCaFi perspective, I mentioned that a payee that receives a MoCaFi card has the ability as well to download an app, get digital access to the funds, and they can add those funds to their Google Wallet or Apple Pay and be able to leverage those to pay for goods and services online as well.

So, a very good question. Thank you for that.

I see a next question here that says, “Is there a way to communicate to a payee if the payee does not have a mobile phone or access to an email?”

So, a couple of ways to respond to that question. So, number one, if we're talking about a population that perhaps doesn't have a mobile phone or access to email, it could be that they're also unbanked, it doesn't mean they necessarily are, but perhaps they're unbanked. And certainly, the MoCaFi option is a good option for them. And MoCaFi certainly can be leveraged outside of Vaia. So, if all you have is an address – a name and address, then we can provide the MoCaFi prepaid card solution. But additionally, we can also explore other alternatives.

If there's another way to communicate to the payee what the URL is basically for them to register. So, if you want to leverage Vaia, certainly the payee needs to be able to interact with Vaia and be able to choose how they want to get paid, since that would be the objective of Vaia. And there are things we can discuss in terms of landing pages, where we can direct a payee to a landing page, and have other ways maybe for them to provide that information about how they want to get paid, where they want to get paid, you provide it to us. So, there are things we can discuss.

But certainly, of course, Vaia – its main construct is to be able to allow that payee to come in and register and choose how they want to get paid, and we authenticate them, and we need some way to contact that payee to do that. But certainly, there are some things we can discuss on that front.

Let me take a look at some other questions that have come in here.

We have a question here. “Are the prepaid cards through MoCaFi reloadable?”

So, that's a super question that I don't know that we addressed. They are absolutely reloadable from the payer's perspective. So, we don't allow the payees – it's not like a card that they can... someone could ... get at a supermarket, they can't add funds to it. But you, as the payer, could add funds. So, every time there's a subsequent payment to that same payee, they don't have to get a brand new card. We just add funds to that existing card. So, great question there.

Another question here. “Can recurring payments be sent automatically?”

And so, that's a great question. And so, the answer is yes, if you want them to. So, I mentioned how one of the beauties of Vaia is that it is extremely configurable. We have a lot of options. And so, if you would like your payments, your subsequent payments to registered payees, to be sent immediately, rather than having that payee have to come in and say, “Accept the payment” and

re-authenticate that this is how they want to get paid, then absolutely it can be set up that way. Alternatively, it could not be set up that way. So, it's all configurable. But absolutely, recurring payments could be sent automatically. So, the payee registers one time, chooses how he wants to get paid, perhaps he wants to get paid via Zelle®. And then unless he changes that payment method, then the next payment will simply go out immediately via Zelle®. It's a great question there.

Another question here, and we probably didn't touch on this a lot, is about reconciliation. And I know, Ben, you mentioned about reconciliation being one of the value props. So, this question is "How do payers do the reconciliation and what tools do we provide?"

And so, that is one of the beauties of Vaia is that we customize a reconciliation file back to you. So, what information do you need to come back to you? Clearly, we will provide you information about all of the payments, all the payments that have been processed, what's the status of the payments that haven't been processed, maybe still waiting for the payee to register, et cetera. But how we deliver that to you, we want to get that to you in a format that you can easily ingest, not a format that you're going to have to take and manipulate to get into your AR system.

So, certainly, we have an end-of-day file that you can leverage. Alternatively, or in addition, we offer APIs as well where you can leverage API calls to check the status of payments, and so forth. And then, of course, you have access to a very robust online portal as well. So, not only do the payees have access to a portal, you have access to a portal that will provide you all the information about all the payments, what their status is, and so forth. So, lots of choices there and really a customizable solution to help you do that reconciliation.

Let me look and see what other questions we have. Here's a question. I think we touched on the answer to some of this during the presentation, but here's the question. "There are other payee choice solutions in the marketplace, how do you differentiate Vaia and MoCaFi?"

So, that's obviously a big question, which we could probably spend an hour talking about. I'll mention a few things and then I'll let Wole and Ben chime in as well. And again, we probably tried to touch on some of those during the presentation.

But from my perspective, we differentiate Vaia's configurability and flexibility. It's very configurable, we want to design it for the use case that you have. So, lots and lots of options, lots of ways that you can design your system, and a lot of flexibility on input and output, which is key. That's what's key to making this an easy onboarding experience for you.

And then secondly, the very robust verification tools. I think that's a very differentiable factor. We have many, many levels of verification through LexisNexis in which there's multiple levels, depending on how robust you want that to be. The relationship verification I mentioned, account validation, many levels of various OTP codes, on and on. And you can make it as robust as you want, or you may have a use case where you don't want to do this. You're sure who your payees are, and you don't want to go through that. Then it could be less robust. So, totally up to you. But we think that's a key differentiator.

And certainly, the comprehensive set of digital payment options that we have, including the very differentiated MoCaFi offering that Wole has spoken about that really goes far beyond just a typical prepaid card.

Wole, Ben, I'll let you chime in as well here with your thoughts.

Ben Turner

I agree with what you outlined there, Randi, but I would add, you also get the power of BNY Mellon's payment rails and Treasury Services fully integrated. So, you don't have to figure out how to do that.

Randi Lichtenstein

Absolutely.

Wole Coaxum

I would add that the MoCaFi platform is pretty special. And to the extent that there is support, solid support on both sides of the equation. You've got the support of you, as the corporate customer, if you will, coming from Bank of New York Mellon. And at the same time, there's strong support for the consumer customer and all of the different rules and coverages supply in terms of fraud, and purchases, and transactions, and the like.

I think the other piece is – it's just a different use case that we haven't talked about – is you may find yourself in a situation where you have dollars that are being allocated back to somebody and you want them to only spend it in a certain way, because that's the terms of how they have partnered with you. I'm thinking about a school example, or I'm thinking about money coming to somebody just to pay utilities. But you have the ability on our platform to limit how those dollars are being spent, which I think is pretty special.

And so, there's just – and at the same time, for the person who is not a person who's fully a part of the banking ecosystem, your getting resources to them is actually putting them on the first step to being a part of the overall digital economy. And so, it's a really neat way of thinking beyond, hey, I'm just providing a refund to somebody, or I'm getting a dollar to someone. I'm actually putting them in a position to become a more efficient participant in the financial economy.

And so, we're excited about that. And as we go through the journey and onboard additional customers, we can talk about how these services can apply to the people that you're serving.

Randi Lichtenstein

That's great. Thank you so much. And thank you, Ben and Wole, for joining today. I think that concludes all of our questions that have come in. For additional questions on Vaia or MoCaFi, please feel free, please reach out to your BNY Mellon representative or me at the email address that you see here.

For any of you who entered the questions that we couldn't get to, we'll reach out to you. We'll also send you a recording along with a copy of this deck once that's available and please share that with your colleagues.

We'll also have a survey that you'll be prompted to take on your screen. And if you please fill that out, that would be great. Your feedback is helpful to us as we look to put on future webinars. So, thank you very much for attending, and have a great rest of your day.

Wole Coaxum

Thank you. Take care.

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation and maybe used to reference the corporation as a whole and/or its various subsidiaries generally. Products and services may be provided under various brand names in various countries by duly authorized and regulated subsidiaries, affiliates, and joint ventures of The Bank of New York Mellon Corporation.

Not all products and services are offered in all countries.

This material may not be reproduced or disseminated in any form without the express prior written permission of BNY Mellon.

BNY Mellon will not be responsible for updating any information contained within this material and options and information contained herein are subject to change without notice. BNY Mellon assumes no direct or consequential liability for any errors in or reliance upon this material. Trademarks, services marks, logos and other intellectual property markets belong to their respective owners.

© 2023 The Bank of New York Mellon. All rights reserved.



[bnymellon.com](https://www.bnymellon.com)