



Cuentas Inc.

Corporate Presentation

January 2021

Safe Harbor Statement

This document contains forward-looking statements as defined in section 27a of the United States Securities Act of 1933, as amended. Forward-looking statements include, but are not limited to, statements regarding the Company's management's expectations, hopes, beliefs, intentions or strategies regarding the future and other statements that are other than statements of historical fact. In addition, any statements that refer to projections, forecasts or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. The words "anticipate", "believe", "continue", "could", "estimate", "expect", "intend", "may", "might", "plan", "possible", "potential", "predict", "project", "should", "would" and similar expressions may identify forward-looking statements, but the absence of these words does not mean that a statement is not forward-looking. These statements are based upon various assumptions, many of which are based, in turn, upon further assumptions, including without limitation, management's examination of historical operating trends, data contained in the Company's records and other data available from third parties. Although management believes that these assumptions were reasonable when made, because these assumptions are inherently subject to significant uncertainties and contingencies which are difficult or impossible to predict and are beyond the Company's control, the Company cannot assure you that it will achieve or accomplish these expectations, beliefs or projections. Actual results may differ materially from those expressed or implied by such forward-looking statements. The Company undertakes no obligation to publicly update or revise any forward-looking statement contained in this presentation, whether as a result of new information, future events or otherwise, except as required by law.

Cuentas, Inc. (the "Company") has filed a registration statement on Form S-1 (Registration No.: 333-249690) with the Securities and Exchange Commission for the offering to which this presentation relates. Before you invest, you should read the registration statement and other documents that we have filed with the Securities and Exchange Commission for more complete information about us and the offering. You may get these documents for free by visiting EDGAR on the Commission's website at www.sec.gov.

This presentation shall not constitute an offer to sell or the solicitation of an offer to sell or the solicitation of an offer to buy any of our securities nor shall there be any sale of securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction.

Company Overview

Cuentas Uses Technology to Bridge the Gap Between Traditional Financial Services and the Underbanked U.S. Latino Population

- Cuentas is a comprehensive online banking solutions provider to the historically underbanked U.S. Latino population
- Hybrid virtual bank with reach and breadth of over 240,000 locations
- Cuentas FinTech commercially launched in August 2020
- Experienced strategic partners facilitate rapid scalability, wide distribution and minimized operating and technology risk
- Multiple recurring revenue streams offers monetization opportunities

Highlights



Market Opportunity

Significant market opportunity of underbanked U.S. Latino population



Strategic Partners

Strategic partners allow for scalability, wide distribution reach of 240,000 points of sale



Recurring Revenue

Multiple recurring revenue streams offers significant opportunities



Management

Seasoned management team with extensive experience in international telecom industry



Marketing

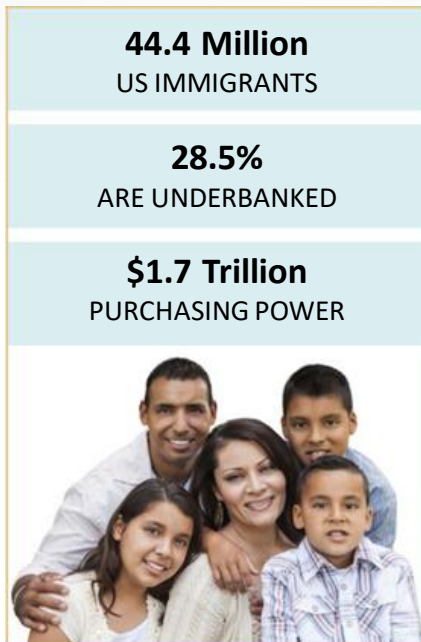
Strategic marketing plan in place to support card launch



Target Demographic

Cuentas customers' buying behavior indicates strong purchasing power in an underserved demographic

The Problem: The Unbankable Latino



Over 25% of the U.S. Adult Population (63M Adults) Are Underbanked or Unbanked¹, Generally Defined as:

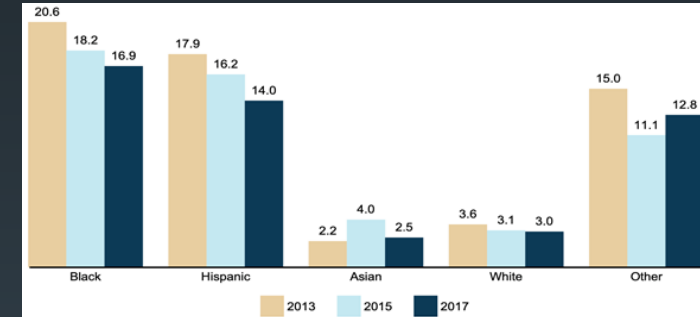
- Adults who do not use banking institutions in any capacity
- Generally pay for goods/services in cash or money order
- Often use check-cashing and payday lending
- Typically recent immigrants or children of immigrants who experienced banking crises in their country of origin
- Often unable to maintain minimum balances, pay account fees, or organize transportation to/from banks during banking hours
- The U.S. Latino population **exceeds 57.5 million**, while Hispanics will continue to account for over **50% of future U.S. population growth**

More than 20 Million Latinos have unmet needs for:

- Bank accounts
- Online banking
- Direct check deposit
- Mobile cash remittance



Unbanked Rates by Household, Race and Ethnicity percent per Year¹



Reasons for Not Having a Bank Account, Unbanked Households, 2017¹ (%)



The Solution: The Cuentas FinTech Card

A Comprehensive Banking Solution

The **Cuentas Fintech Card** is an online bank account integrated with the Cuentas branded general purpose reloadable card (GPR), offering a comprehensive **online** banking solution to all, ***including those without a U.S. government issued ID***, offering services such as:

In-App Platform for Discounted Purchases at Point of Sale

- Transit Authorities
- Restaurants
- Retail Stores
- Supermarkets
- Bodega & Convenience Stores
- Lottery & Mobile Gaming
- Online Gaming

Cuentas Starter Card

Retail store sales

No registration required

One time use

Converts to GPR card



The Cuentas FinTech Card

Current Product Offerings

Through the app, cardholders can purchase:

- Transit tickets/cards for select transit authorities
- Discounted gift cards to select retailers
- AmazonCash
- Gaming subscriptions and gift cards (Xbox, Playstation, etc.)

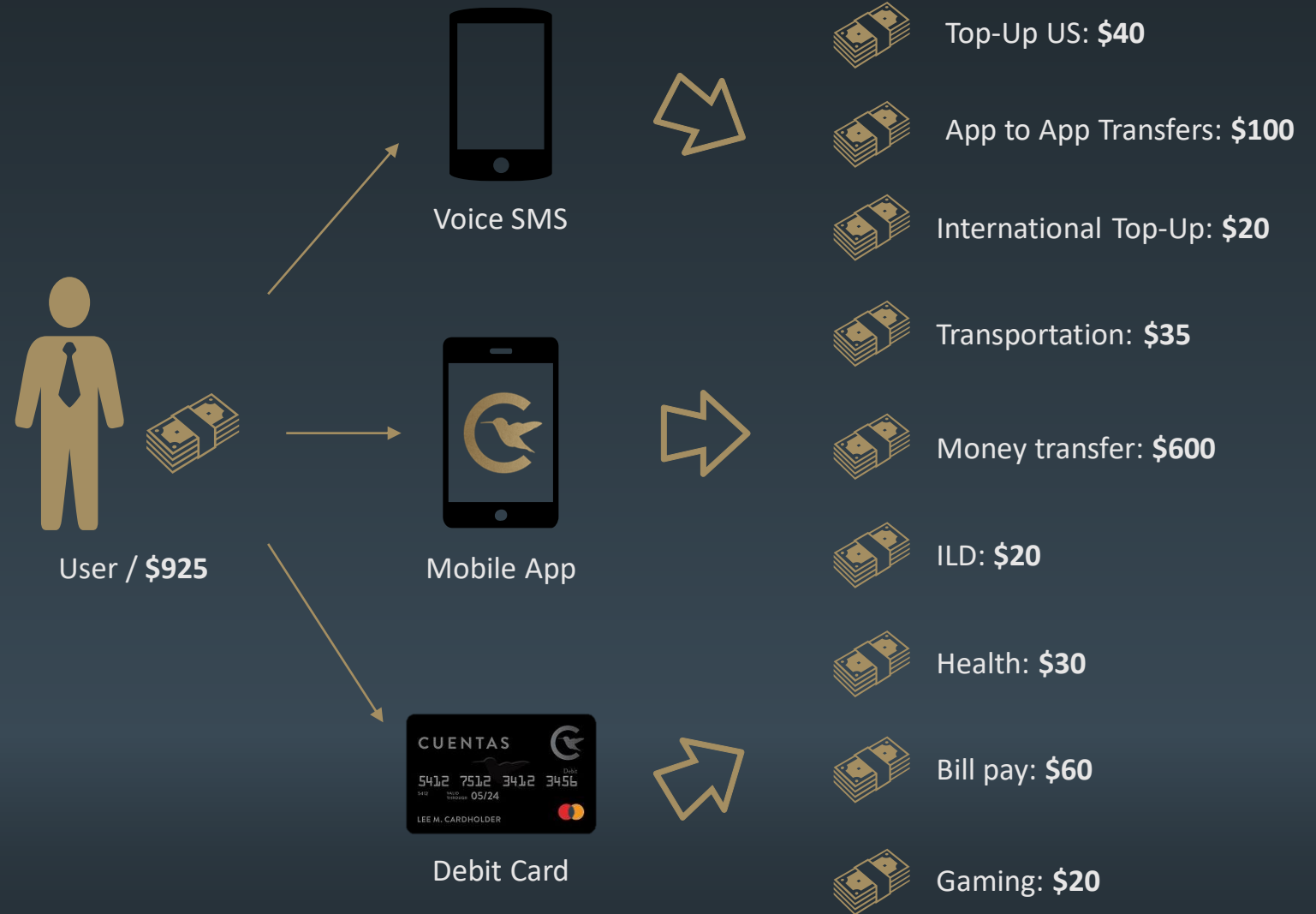
E-Commerce

- Rewards points on purchases & international long-distance calls
- Discounts for account holders when purchasing certain gift cards
- Reloads for various retailers, gaming platforms, mobile carriers and transit authorities (ex. Amazon, Microsoft, AT&T, Sony, Verizon, etc.)



The Cuentas FinTech Card

Examples of Current and Future Cuentas FinTech Services



Revenue Sources

Cuentas Generates Recurring Revenue from Continued Usage of the FinTech Card

One Time Charges:

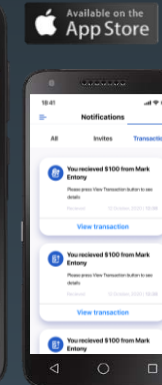
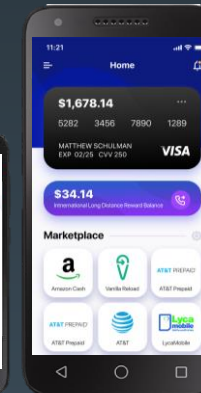
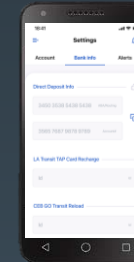
- Cuentas FinTech Card Sales
- Activation Fees

Monthly Charges:

- Maintenance Fees

Usage Charges:

- MTA/Public Transportation
- ATM Withdrawals
- Cash Remittance Fees
- Reload Fees
- Digital Purchase Discount Platform
- Telecom Minutes Reload
- Payout on Incomm Gift Card Sales



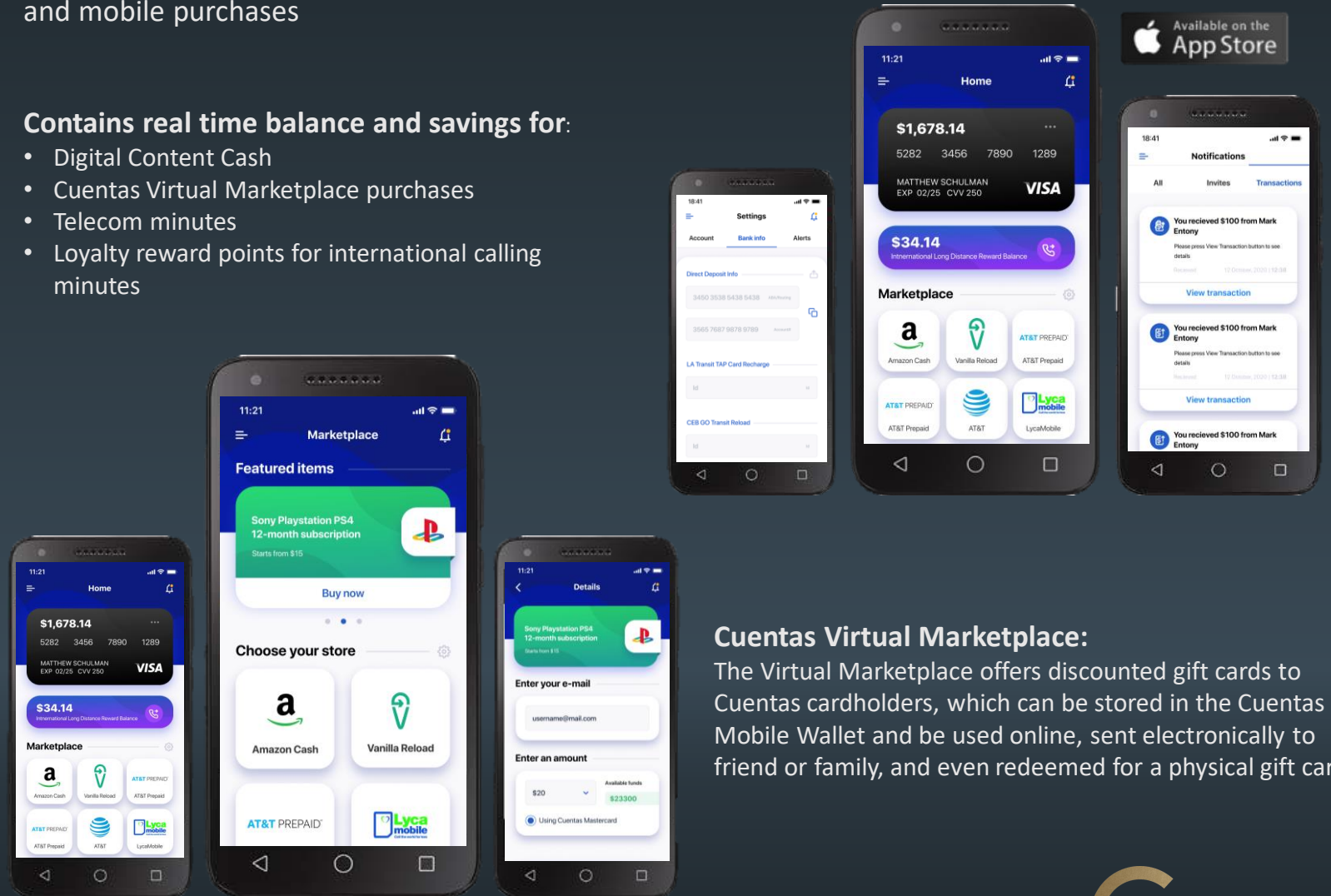
Cuentas Mobile App Functionality

Mobile Wallet

The in-app Mobile Wallet offer FinTech Card functionality for online and mobile purchases

Contains real time balance and savings for:

- Digital Content Cash
- Cuentas Virtual Marketplace purchases
- Telecom minutes
- Loyalty reward points for international calling minutes



Cuentas Virtual Marketplace:

The Virtual Marketplace offers discounted gift cards to Cuentas cardholders, which can be stored in the Cuentas Mobile Wallet and be used online, sent electronically to friend or family, and even redeemed for a physical gift card



Cuentas FinTech Card: Competitive Advantages

What sets Cuentas apart:



Underserved target demographic

Robust distribution network

Strong and proven technology stack

Ability to use “Matricula Consular” ID for Mexicans

Evolving platform

Competitors

Oversaturated selling

Antiquated distribution tactics

Third party technology

No consideration for Latino population

Stagnated growth



Strategic Partnerships

Prepaid Card Processing Services Agreement with InComm



- InComm, a world-class payments technology provider to industry-leading companies, has agreed to act as a processor for the Cuentas prepaid debit card
- Incomm provides gift card malls to enhanced payment platforms, connecting companies across a wide range of industries including retail, healthcare, tolling & transit, incentives and financial services
- InComm has over 25 years of experience, over 500,000 points of distribution, and a presence in more than 30 countries
- InComm enabled 210,000 US VanillaReload locations as the backbone of the Cuentas network, including 3 API network connections that augment the Cuentas Proprietary Platform as a cohesive FinTech core solution.
- InComm is creating an exclusive API to interconnect Cuentas' 31,600 bodegas to the VanillaReload network and allowing Cuentas to operate under InComm's MTL licenses.

Strategic Partnerships

Partnership with Sutton Bank provides support of large financial institutions playing a large role in development of next generation banks



- Sutton Bank, founded in 1878, is a customer-centric organization invested in Payments as a core banking product, with strong partnerships in the Payments space. One of the earliest banks in Prepaid, Sutton offers flexible, branded and customizable card programs with strong functionality, and responsiveness.
 - Privately held independent community bank
 - FDIC member with strong innovation arm
 - Featured Products/Services:
 - ✓ Mobile banking/check deposit capabilities
 - ✓ Payments
 - ✓ ACH transfers
 - Checking accounts with online/mobile access
 - VISA debit cards with verification/activation services
 - Gift cards with customer support
 - Digital wallet integration
 - Loyalty program management
- Provides Cuentas back-end support
- 21st century bank supporting next generation mobile banking, online banking and mobile payments:



Strategic Partnerships

Western Union has partnered with Cuentas to target the unbanked Latin American community for digital money transfer services



- Western Union Company (NYSE: WU) the world's largest money transfer firm, is a global leader in cross-border, cross-currency money movement and payments.
- Cuentas has signed a five year agreement with Western Union to integrate branded digital domestic and international money transfer services into the Cuentas Mobile App and digital wallet in 2021.
- Through Western Union's global cross-border, cross-currency platform, Cuentas Cardholders in the US will have the ability to move money to family and loved ones almost anywhere across the world from their Cuentas Mobile App.
- Customers will have the option of choosing for their receivers to be paid out in minutesⁱ across more than **550,000 retail locations** in over **200 countries** and territories or through digital pay-out channels with real-timeⁱⁱ capabilities into select bank accounts, wallets, or cards in **100 countries**.

(i) Service and funds availability depends on certain factors including the Service selected, the selection of delayed delivery options, special terms applicable to each Service, amount sent, destination country, currency availability, regulatory issues, consumer protection issues, identification requirements, delivery restrictions, agent location hours, and differences in time zones

(ii) Real-time payout capabilities are available to bank accounts and/or wallets or cards in 100 countries with select partners or banks.

Strategic Partnerships

The Company's ability to meet NASDAQ uplisting shareholder equity requirement strengthened through recent acquisition of CIMA digital platform.



- All FinTech features and functionality in exclusive partnership with Cuentas:
 - Proprietary digital platform enables backend of FinTech card to function seamlessly
 - Supporting next generation mobile banking, online banking and mobile payments
 - Cloud based software provides rapid, accurate authentication for all transactions

- Aligned Incentives: CIMA Group acquired ~25% of Cuentas common stock (\$9M) in exchange for exclusive perpetual license of its technology assets to Cuentas for the FinTech sector
 - The issuance of the shares of common stock to CIMA also strengthened the Company's ability to meet shareholder equity requirement for NASDAQ uplisting

Distribution Network

Strategic Partners Enable Robust Distribution Network



- VanillaDirect's network of more than **50,000 retailers** allows Cuentas customers to reload their Cuentas prepaid MasterCard at major retailers such as:

Walgreens



Walmart



DOLLAR GENERAL



- VanillaDirect is partnered with only select financial partners composed of Tier 1 financial institutions¹ and also includes Cuentas:



MyVanilla.



(1) Gartner defines Tier 1 financial institutions as: top financial institutions ranked on the on the relative size to the overall banking market in terms of total banking assets as provided by the balance sheet of the bank.

Distribution Network

Strategic Partners Enable Robust Distribution Network

- Cuentas has the support (through its majority owned JV, SDI Next Distribution) of an aggregate of **over 30,000 convenience stores**, bodegas, store fronts, among others, to provide a brick & mortar retail presence.
- Cuentas has rolled out a **promotional campaign** that identifies each store, each advertising campaign, each supplier, etc. in order to identify where the lead that originated the client subscription came from.
- Cuentas has taken steps to increase its reach by partnering with distributors who serve wireless service store locations.



Nationwide network of retail locations facilitates purchasing and reloading of the Cuentas FinTech Card

Distribution Network

Digital Marketing Provides Frictionless Registration for Cuentas FinTech Card

- **Google adwords**
 - 3 month initial campaign.
- **Email & SMS campaign**
 - Mexicans and Hispanics in the US between 21 and 55 yrs old.
 - 500k emails, 1 Million SMS approved contacts.
 - Can use Matricula Consular with ITIN to register for Cuentas Mobile Banking Products (and receives a promotional \$15 Int'l Calling Reward).
- **Social Media**
 - Continue organic campaigns & testing on major networks.
 - Instagram, Facebook, Twitter, Pinterest, YouTube, LinkedIn.



Leadership Team & Advisors

Arik Maimon

CEO & Co-Founder

- Seasoned executive with previous experience founding and successfully running companies in the telecommunications and FinTech industry in the US and Mexico
- Mr. Maimon founded and ran a privately-held wholesaler of long-distance telecommunications services which, under Mr. Maimon's management, grew from a startup to a profitable enterprise with more than \$100 million in annual revenues

Michael De Prado

President & Co-Founder

- Over 20 years experience in executive positions in the banking, technology, and telecommunications industries
- Previously Vice President of Lucent Technologies Southeast Division and President of Sales at the telecommunications company Radiant/Ntera, during which time sales grew to more than \$200 million annually

Ran Daniel

Chief Financial Officer

- Over 20 years of experience as a proven, public-company financial executive across several industries
- Mr. Daniel is a licensed Certified Public Accountant (CPA) in the US and Israel
- Mr. Daniel holds a Bachelor of Economics, a Bachelor of Accounting and an MBA in Finance from the Hebrew University as well as a Graduate Degree in Law from the University of Bar-Ilan

Juan Martín Gómez

CEO, CIMA GROUP
Advisor/Consultant to Cuentas

- Over 15 years of progressive experience in the telecom industry
- Prior to joining CIMA Group, Juan Martin held several corporate roles; At Xynergia, he served as President since 2002. He also held several roles in key departments of Americatel and worked in Corporate Investments
- Juan Martin holds a Business & Administration Degree from Florida International University

Thank you!



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