Operator of

For Bill Presentment and Payment
MadfooatCom

MadfooatCom Background
MadfooatCom is a Jordanian P.S.C. company established in 2011 with partnership and support from Oasis500 (Funded by King Abdullah II Fund for development) and with strategic shareholders from Jordan and GCC; MadfooatCom aims to connect banks with billers to facilitate bill payment and inquiry through electronic channels 24/7 easily and securely.

Mission
To be the leaders in disrupting cash payments, by providing innovative solutions that make electronic payments easy for everyone, anywhere and anytime.

Vision
To provide seamless global electronic presentment and payment services for businesses and individuals. We enable businesses to focus on adding value to their clients. We enable empower a better lifestyle for individuals by simplifying their payments process.
The Pain Points for Customers

- Long waiting times
- Multiple locations for bills
- Limited service after working hours

90% Cash Payments in Emerging Markets

Customers
The Pain Points for Banks and Billers
We are a B2B2C company connecting Banks with Billers
The Benefits

- Accelerating economy
- Governance for e-payments
- Reduced cash usage in the country
- Standardized approach to e-payments
- Higher degree of trust and security in e-payments
- Good income for participating parties

- Reduce cash payments, fraud and reduce corruption
- Strong e-government infrastructure
- Increase productivity (efficient processes and mini-time)
- A catalyst for growth and adoption of e-commerce
- Take advantage of economies of scale to avoid infrastructure Repetition

- Lower costs (reduced branches transaction volumes)
- Easier to link into multiple Billers
- Potential to offer new Value Added Services
- Enhanced customer service and image

- Convenience and time saving
- Minimized service interruptions due to payment delays
- Reliable service with high degree of trust and security
- Flexibility of payment channels

- Less collection cost
- Increased collection rates
- Quicker cash flow
- Eliminate cash handling risks
Winning the Central Bank of Jordan project to build & operate the National Electronic Bill Presentment & Payment EBPPS: eFAWATEERcom service in Jordan in 2014.

**Official memo** from the prime minister of Jordan in November 2016 mandating all government entities to connect and use eFAWATEERcom to collect their payments and requesting a plan to stop the cash payments accordingly.

Received Order of King Abdullah II for Excellence for MadfooatCom project in disrupting the cash payments and making the citizens’ life simpler by providing ePayments for the government and private sector billers.
Many banks were integrated within a few weeks.
80% of Government

100% of Utilities

100% of Telecom

PSPs. Post Office Network, MEPS & Trust & Trust & Mobile Wallets (JoMoPay)
### Main Billers Connected

**Main Customers:**
- Utilities
- Telecoms
- Government

**Important Customers:**
- Insurance
- E-Commerce
- Airlines
- Media
- Microfinance

![Customer Logos](image-url)
Transactions in Jordan

Number of bills paid

- 2014: 16,577
- 2015: 478,281
- 2016: 1,850,096
- 2017: 4,661,912
- Till 24-04-2018: 2,566,279

Total bills paid amount $

- 2014: 0
- 2015: 1,000,000
- 2016: 2,000,000
- 2017: 3,000,000
- Till 24-04-2018: 4,000,000

Number of Billers

- 2014: 15
- 2015: 35
- 2016: 72
- 2017: 114
- Till 24-04-2018: 120
Core Management Team

Nasser Saleh; CEO & Founder.
20+ years of experience in IT, Banking and Consultancy. Started MadfooatCom in 2011.

Munther Abu Nabah; Deputy CEO / Chief Operations Officer.
22+ years of experience in Banking Consultancy and PMO in MENA. He is the Deputy of the CEO. Munther also manages the Operations, IT, PMO and Expansion.

Caroline Vikati; Chief Commercial Officer. 14+ years of experience in Marketing, Business Development. Caroline had previous experience with Procter & Gamble and Vodafone.

Fadi Aljabali; Chief Technology Officer. 19+ years of experience in IT, Management & Banks with previous experience in the Central Bank of Jordan.

Mohammad Baseet; Chief Financial Officer. 18+ years of experience in Finance, Financial Analytics and Accounting.

Yazan Nussirat; Chief Business Operations Officer. 13+ years of experience in Banking Operations.

Issam Sa’ada; Chief Compliance Officer. 12+ years of experience in financial analytics, accounting and regulatory compliance.

Khaled Helal; Chief Human Resources Officer. 17+ years of experience human resources in diverse industries such as Telecom, pharmaceutical, building material, and fintech sectors in Jordan and Saudi Arabia.

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2012: Awarded the "Queen Rania National Entrepreneurship Award".

2013: EY Entrepreneur of the Year.

2014: Best SME Award in Jordan.


2018: Won Mohammed Bin Rashid Award for Service Company’s category.

2017: The King Abdullah II Medal of Excellence for the MadfoaatCom Project "eFAWATEER.com" is received in disabling cash payments.

2017: Selected as one of the top 100 startups that are shaping the "Fourth Industrial Revolution" in the MENA region in the Dafos WEF 2017.

Awards & Recognition
Main Partners

Strategic Business Partners

- CairoAmmanBank
- Capital Bank
- Bank al Etihad
- Jordan and KSA Investors
- Network International Payment Solutions
- Mastercard
- Endeavor
eFAWATEER.com is an electronic system for presenting and paying bills owned by the Central Bank of Jordan and operated by MadfooatCom for Electronic Payments.

Using this system, customers will be able to pick the time and place they want to pay their bills through versatile list of payment channels that include ATMs, Tellers, Mobile and Online Banking services, Jordan’s post offices, along with a number of trusted centers in Carrefour, Safeway and many others.

Besides that, customers will be able to use www.efawateer.com.jo to pay their bills 24/7 via credit cards and also directly from their bank accounts.
Product Main Features

- Integration Approach
- Soap Approach
- Rest Approach
- Billers Services Availability
- System Services Availability
- Billing Statuses
- Participants Authentication
- Participants Caps Limit
- Product Availability
- Other Features
- Payment Features
- Payment Types
- Billers Mode
- Postpaid
- Prepaid
- Online
- Offline
- Advance Payments
- Partial Payments
- Sub Payments
Billers
Are required to upload bills to eFAWATEERcom, this process can be
• Biller initiated (Push) via web service.
• eFAWATEERcom initiated (Pull) via web service.

eFAWATEERcom
When you receive the uploaded bills, eFAWATEERcom performs certain Validations for the bill to maintain billing data accuracy. here they are:
• Validate the data.
• Business Authentication.

Each bill
The eFAWATEERcom database has a status symbol. Invoice such as BillNew, BillUpdated, or BillExpired.

eFAWATEERcom
will respond to billers after the upload operation.
Bill Presentment ‘Inquiry’ Operation

01  The bill inquiry: request contains a set of information such as [Biller Code, Billing No.] and some other related data.

02  eFAWATEERcom: verifies all the business rules (active, inactive, etc...) for each request, and based on the verification result, it either accepts or rejects the request.

03  The response: of the bill inquiry may contain one or more records based on the criteria used in the query and might return zero results as well.
Bill Presentment ‘Inquiry’ Operation

Customers

Banks

Channels

Bill Inquiry Response

Bill Inquiry Request

Bill Pull Request

Bill Pull Response

eFAWATEER.com

Database

Billers
The Payment process permits Banks To create new payment records in eFAWATEERcom.

If the funds are not sufficient The bank shouldn’t send a bill payment request to eFAWATEERcom.

Banks must record Data about all payments in storage termed as eFAWATEERcom Payment Log.

The process is intended to ensure the customer pays According to Biller intent, and it involves a validation of Biller’s payment rules.

A payment collection Account will be set-up in each Settlement Bank.

All transactions occur across A wide range of channels such as Bank ATM, Internet Banking, Bank Teller, Call Center, and Point of Sale.
**Settlement and Reconciliation**

1. **eFAWATEERcom sends two settlement files** to the Banks/PSPs including the net total payments and total fees in CSV format, where each file will contain one row for the total payments and in the other file one row for the total fees.

2. **eFAWATEERcom will allow paying banks** to reconcile their payment transactions using the standalone application (which is a website that is used for reconciliation purposes) where each bank is supposed to upload its data and match it with eFAWATEERcom data.

3. **As for the settlement banks**, and for any unmatched payment transactions after receiving the result (swift message from RTGS) for payments and fees (NCP), they can use the standalone application for more details about all the transactions.

4. **Paying and Settlement banks** can send their reconciliation results to eFAWATEERcom, where the result file will be placed automatically on the bank inward SFTP directory.
MadfooatCom has implemented a new payment channel called DirectPay to allow customers to pay their bills using local accounts (Already approved by CBJ).

This will be used on eFAWATEERcom portal, Government and Billers websites that are approved by eFAWATEERcom/CBJ.

This feature will give customers the ability to pay their bills (Postpaid and Prepaid) by using:

- Account Number
- Customer ID
- IBAN
- Last 4 digits from the local ATM cards followed by one of the following
  - National ID
  - Passport ID
  - Bank Customer ID
  - Resident ID
  - Personal ID
  - Internet Login ID

The bank will send OTP via SMS to customers registered mobiles for customers to confirm payment. This will increase the transactions volume and amounts through the system.
Direct Pay
**Direct Debit** is an efficient way for organizations to collect regular payments from customers. A Direct Debit is an instruction from a customer to their bank authorizing the billers to collect varying amounts from their bank accounts, as long as the customer has been given advance notice of the collection details.

1. Customer can authorize his bank to settle his monthly due bills directly by deducting the bill amount from the customer bank account in order to settle the customer due bills.

2. Bank will settle the due bills as agreed with the customer with the same agreed dates.

3. Bank will use the usual eFAWATEERcom services to present and settle the due bills.

4. eFAWATEERcom will inform the billers as usual.

5. Bank will notify the customer that his due and monthly bills have been paid and settled.
• Customer uses one of the bank channels.
• Customer defines all his bills on the bank channel (Online banking/Mobile application) interfaces.
• Customer confirms with the bank to pay his monthly bill.

Direct Debit

• Customer uses one of the bank channels.
• Customer defines all his bills on the bank channel (Online banking/Mobile application) interfaces.
• Customer confirms with the bank to pay his monthly bill.

• MadfooatCom will check and notify the biller with the settled bill.
Thank you