

# O2 Wallet: an overview

## Key Feature: Money Message



**Benefit** The ability to send cash to any UK mobile number

**Scenario** Consumers can securely transfer between £1 and £500 to any UK mobile phone number as easily as sending a text, making lending, borrowing or repaying money to friends and family easier than ever.

## Key Feature: Shopping



**Benefit** Allows users to compare thousands of online prices on the go

**Scenario** O2 Wallet makes shopping via your mobile a breeze. A comprehensive barcode and search engine function compares the prices of millions of branded goods from more than 100 online retailers

## Additional functions



**My History:** allows users to track money coming in and going out of their O2 Wallet accounts by the day, week or month



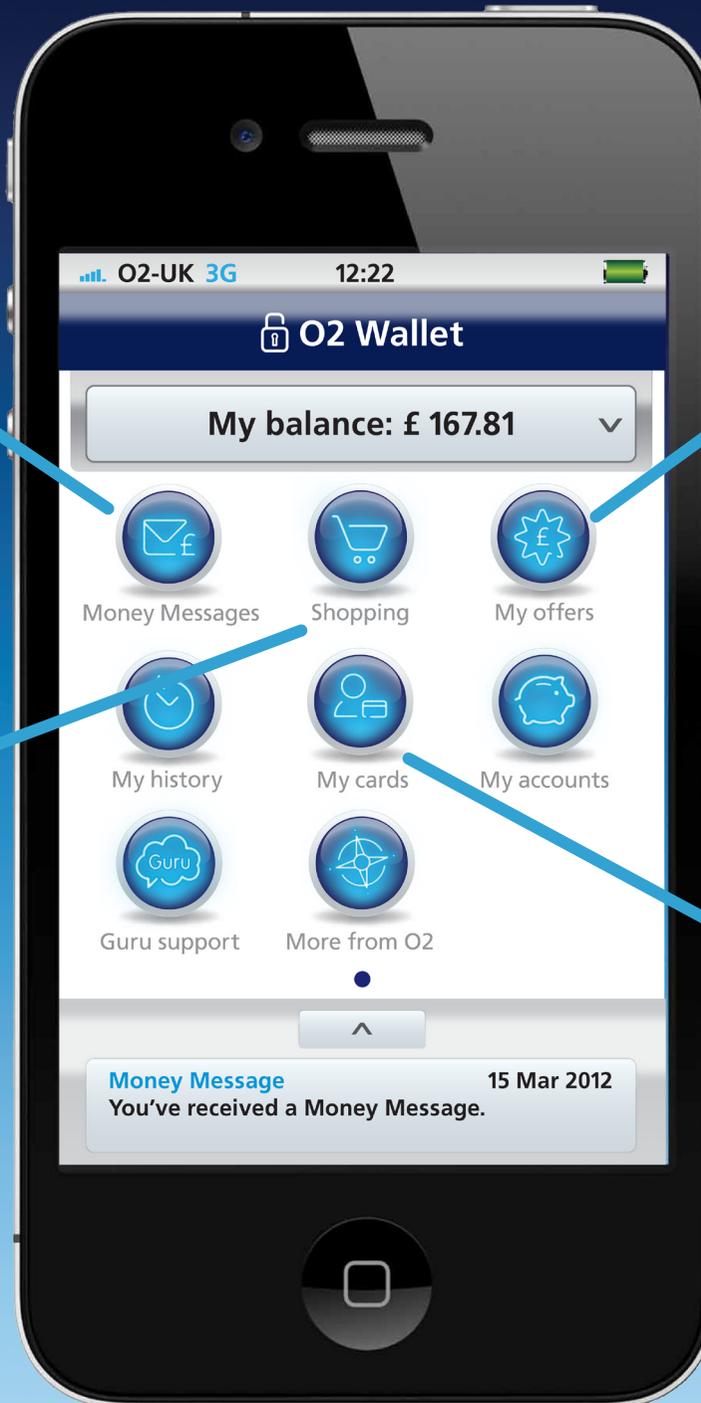
**My Bank Accounts :** customers can also link their current accounts to cash out funds from their O2 Money account.



**More from O2:** learn about the other great products and services on offer from O2, from broadband to international calling



**Guru Support:** get in touch with an O2 Guru for technical support about your O2 Wallet or any other O2 product or service



## Key Feature: My Offers



**Benefit** The best online offers delivered direct to your handset on a daily basis

**Scenario** Consumers will enjoy daily discounts and deals via the 'My Offers' icon. There will be a range of offers from top brands at launch.

## Key Feature: My Cards – including O2 Money Account Card



**Benefit** Offers a virtual and physical Visa pre-paid card to be used online and on the high street

**Scenario** Enables consumers to keep an eye on their O2 account balance anytime. Also allows users to digitise and link their existing debit and credit cards to use within the Wallet. Users can load money onto their O2 Wallet account via one of their digitised debit cards by receiving a Money Message or with cash at more than 30,000 locations including O2 stores, PayPoint and epay retail outlets.

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