

Mobie

Brand Guide

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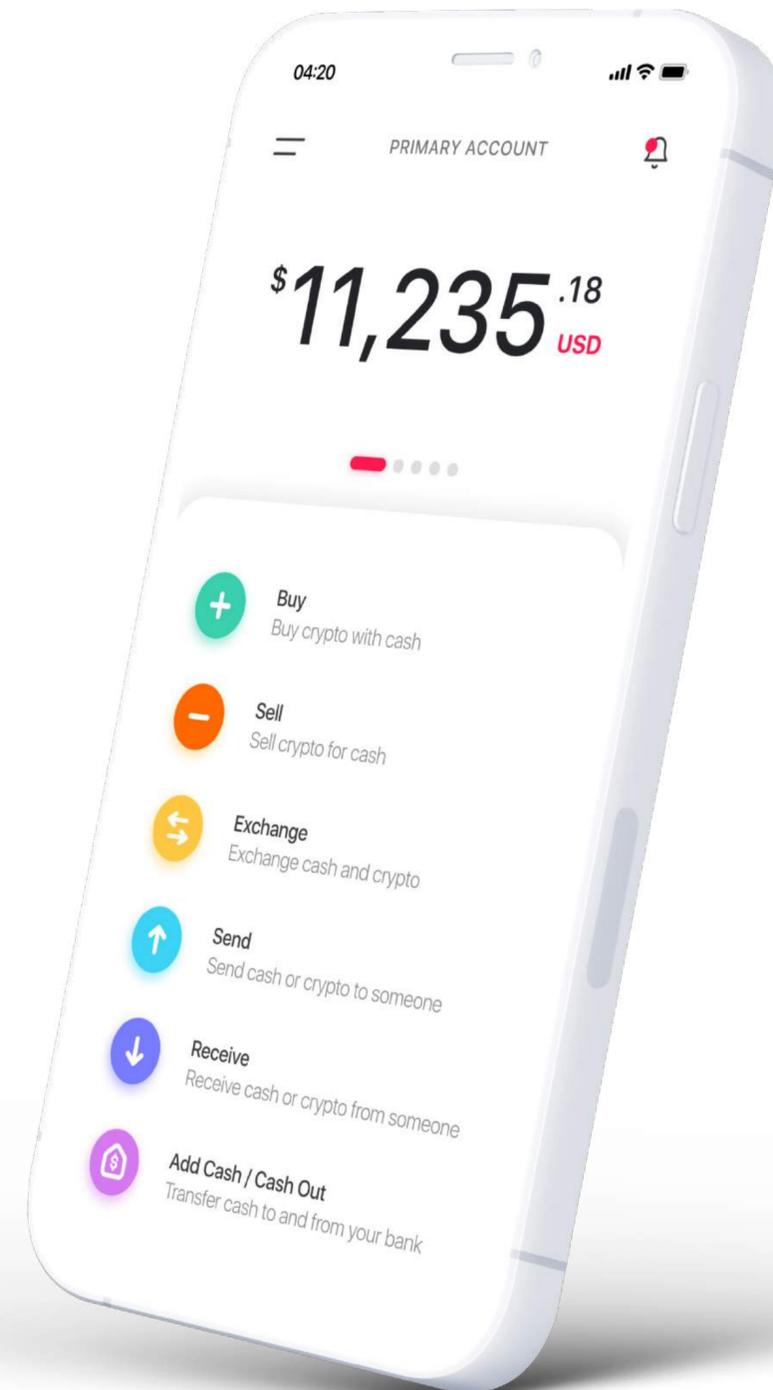
This guide will help you better understand the basic elements that make up Mobie.

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About Us

This guide will help you better understand the basic elements that make up Mobie.

Open access to banking for the under and unbanked, combine multiple payment options into one wallet and create a place for microtransactions with digital currencies.



Brand Purpose

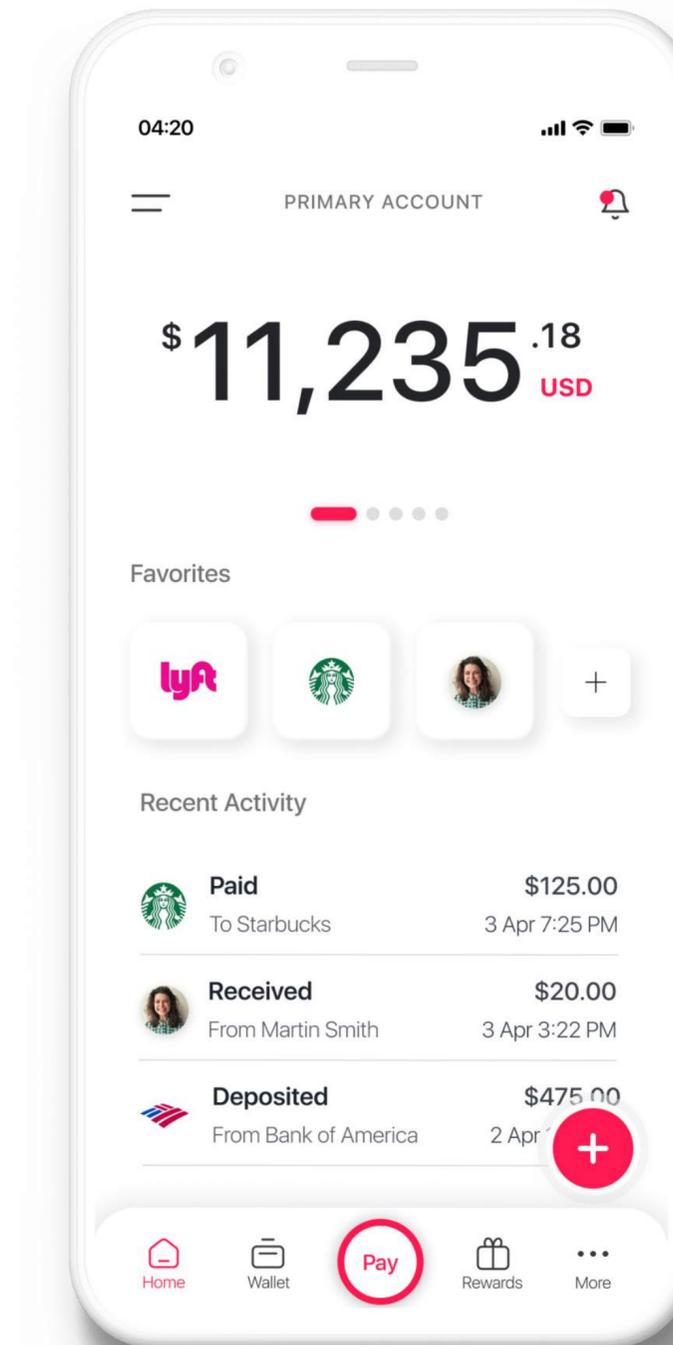
Impact that Mobie aims to make on the lives of our users.

Mobie envisions a world where everyone has access to low-cost payments and banking anywhere in the world from their mobile device.

Every opportunity we get, we help people to live better and more freely.

We help people help others.

Create a true sharing economy powered by the people in the Mobie ecosystem where everyone wins.



Core Values

What does Mobie represent to users.

Trustworthy: A safe, secure, reliable and low-cost ecosystem

Transparent: Different from traditional banks – more inclusive and open platform

Purpose Driven: Committed to improving financial access

Inclusive: Providing universal access to today's technology and resources.

Innovative: Changing the payment space and disrupting existing high load systems

Authentic: Maintaining our values to ensure our actions align with our vision

Mobie App Brand Messaging

What does Mobie represent to users.

Mobie App Brand Messaging

What does Mobie represent to users.

Marketing taglines: Making Money Matter - A Rewarding Way to Pay - Send, Spend, Shop, Earn and Give - A New Way to Pay - Paying it Forward

Brand promise: Makes payments simple, accessible and rewarding

Positioning statement: A new way to pay, earn, and give

Mission: Disrupt the traditional payments and banking space

Purpose: Creating ways to make money so everyone can make a difference

Elevator pitch: Mobie makes it easy to send, spend, shop, earn, and give. Pay at your favorite places and send money to friends. Earn money and rewards. Give to your favorite cause or spend those rewards.

Demographics

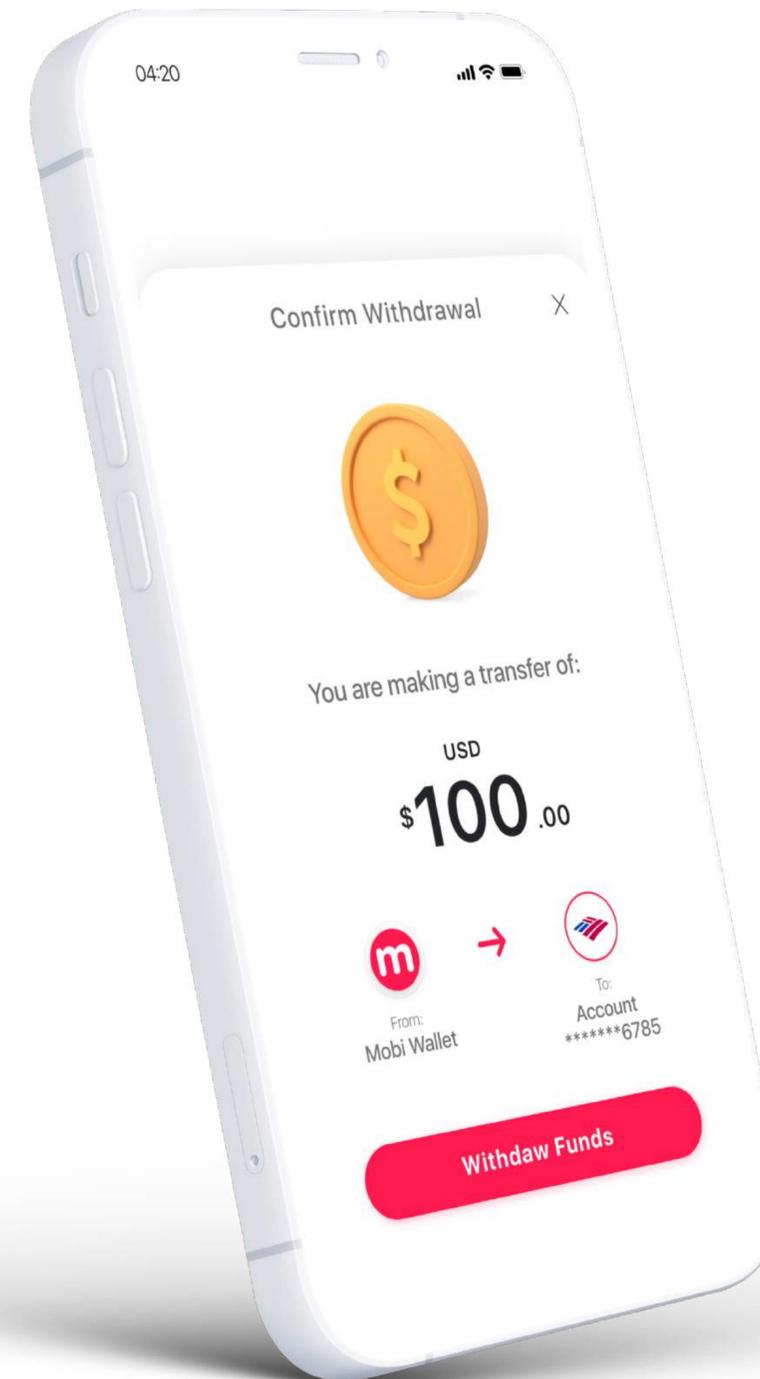
How we define our
market

Target Audience

Our core consumer expressed through psychological characteristics, behavior and sentiment

Our users (members) are dynamic, first movers. They readily accept change and are excited about the opportunity's new technology can create. Our users (members) want to feel part of a club and benefit from membership.

They are mobile, socially responsible millennial consumers and want consolidated banking solutions that can evolve with their needs and help their social causes. They are Underbanked / Contract Workers and Gamers.



Primary Audience

Mobie User Persona. Tech Savvy Disruptor

Age: 18 to 40

Gender: Mostly Male

Income: \$50K +

Education: Grads

Lifestyle: Hip/Tech/Active

Values: Socially Responsible/Aspirational/Diversity/
Unity/Belong to Club.

Pain Points: Siloed payment options/Restrictions
on transactions/Limited rewards/Lack of savings.

Solutions: One place for all currencies Fiat/Debit/
Credit/Savings/Crypto/Foreign Exchange. Low fees/
simple interface.

Communication Style

How we connect with
our market

Tone of Voice

How we express ourselves; not just what we say, but how we say it. The pervasive voice of the brand.

Confident: (Not Cocky)

Clever: (Not Cheesy)

Optimistic: (Not Cheery)

Inspiring: (Not Pushy)

Energetic: (Not Manic)

Advisor/ Friend: We are there to help streamline transactions and simplify banking.

Advisor/ Friend: We are there to make banking fair for everyone.

Advisor/ Friend: We are there to lower costs for merchants and reward users.

Advisor/ Friend: We make it easy to give and help others.

Communication Style - Do's

Brand writing style

Things To Remember:

- Mobie is a friend and trusted advisor. Communication should be clean, simple and friendly.
- Short powerful sentences with 15 or less words where possible. Use 'active voice' to put subject early in message.
- Always Spell Check and run a Grammar program (like Grammarly) to tighten language and avoid errors.
- Proofread everything prior to publication

Communication Style - Don't's

Don't overcomplicate the messaging

Things To Avoid:

- Long, or overly complex, words and sentences (stay on message, direct and to the point).

- Passive voice structure (anything where you need to finish the whole sentence to get the payoff).

- Buzz words or industry catch phrases (stick to commonly used language as if you were speaking with a friend).

- Hype – stay grounded and don't over promise. Stay genuine and keep it real.
- Our customers are our members, NOT users.