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II. ABOUT THE COMPANY

Business Narrative: Building a Purpose-Driven OPS Platform for Filipino Entrepreneurs

Our pursuit of becoming a registered Operator of Payment System (OPS) is rooted in a bold vision: to transform how Filipino entrepreneurs access and use digital financial tools. At the heart of this initiative is a founder whose journey reflects the very spirit of the MSMEs we aim to serve – resilient, resourceful, and relentlessly driven by purpose.

With a career spanning financial services, consumer marketing, and digital commerce, the founder has consistently operated at the juncture of innovation and impact. Starting as a licensed financial advisor, the founder developed a deep understanding of financial literacy and the trust dynamics that underpin inclusive finance. That foundation evolved through ventures in experiential retail and e-commerce – most notably launching one of the Philippines’ first claw machine café concepts, and later building digital storefronts for small businesses navigating the online economy.

These experiences revealed a recurring pain point: MSMEs lacked access to affordable, intuitive, and compliant payment systems. The founder didn’t just observe this gap – they lived it alongside their clients, many of whom ran sari-sari stores, bakeries, and small retail shops with limited digital infrastructure. Rather than settling for fragmented solutions, the founder envisioned a platform purpose-built for the Philippine market – one that would simplify digital payments, reduce costs, and empower entrepreneurs to thrive in the digital economy.

Now, as we apply for OPS registration, our operational strategy is guided by that same entrepreneurial spirit. We are building a platform that will:

- Deliver seamless payment capabilities tailored to MSME workflows
- Ensure full regulatory compliance with BSP standards
- Lower barriers to entry through inclusive design and pricing
- Strengthen the digital backbone of grassroots enterprises

This is more than a tech build – it’s a movement to democratize financial access. The founder’s journey—from advising families on financial protection to architecting digital ecosystems for small businesses—embodies the mission we carry forward: to create infrastructure that uplifts, empowers, and transforms.

Through this OPS initiative, we aim to become a trusted partner to MSMEs nationwide, helping them transact with confidence, grow sustainably, and participate fully in the digital future of the Philippines.

III. BUSINESS MODEL

CKPAY is building a next-generation payment infrastructure designed to empower merchants and elevate consumer experiences. As a future payment service provider, our integrated solution enables frictionless transactions while offering end-users the flexibility to pay through channels that best suit their preferences – whether online, mobile, or in-store.

Our revenue streams are designed to scale with usage and value delivery, including:

- Transaction fees for payment processing
- Premium service fees for advanced features and integrations
- Technology royalties for proprietary systems and infrastructure

CKPAY's operational framework is built to support merchants from onboarding to transaction settlement, with a strong emphasis on security, compliance, and customer experience. Key activities include:

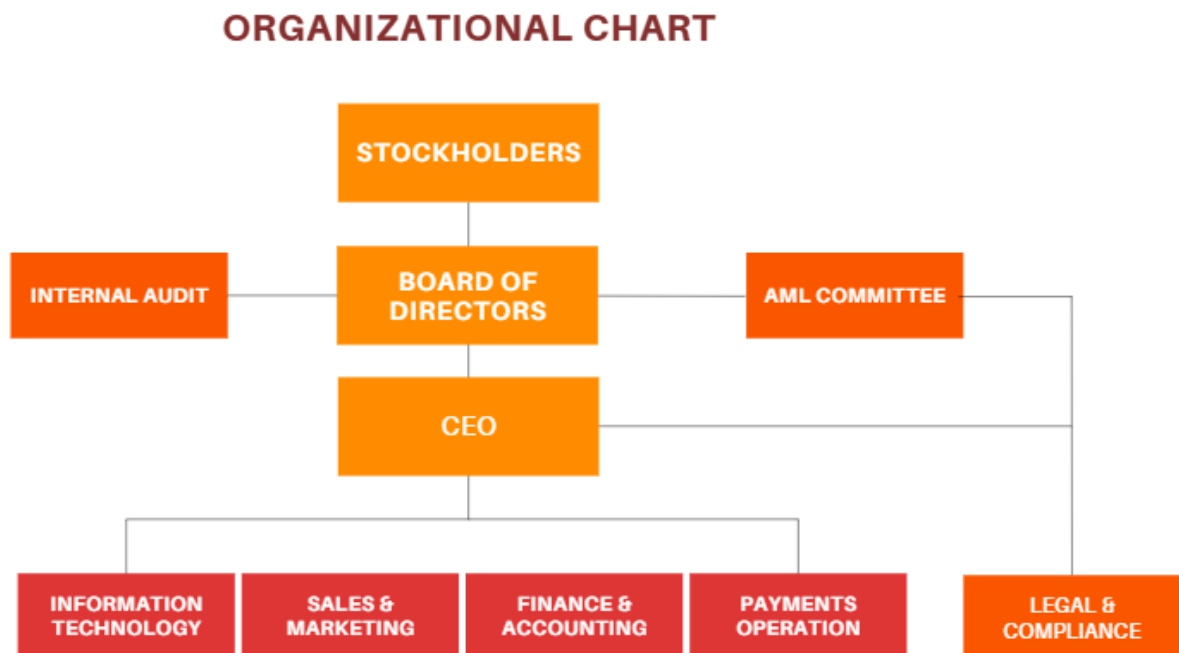
- **Merchant Onboarding.** A dedicated account team guides new merchants through setup, integration, and training. All clients undergo Know Your Customer (KYC) procedures, with risk levels assessed through due diligence protocols. Enhanced due diligence is applied to high-risk profiles, mirroring best practices from our remittance operations.
- **Security & Fraud Management.** We implement layered security protocols and manual fraud checks at both the customer and system levels to safeguard transactions and data integrity.
- **Regulatory Compliance Monitoring.** CKPAY establishes and tracks key compliance metrics to ensure alignment with financial regulations and industry standards.
- **Transaction Processing.** Our gateway facilitates seamless authorization and settlement across multiple payment methods, ensuring speed, reliability, and accuracy.
- **System Maintenance & Optimization.** Regular updates and performance checks ensure platform stability and scalability as transaction volumes grow.
- **Customer Support.** Initially available during business hours (9 a.m. to 6 p.m.), our support team handles technical issues and transaction inquiries. As demand increases, we will scale to offer 24/7 support.

Financial Management. CKPAY oversees account management, clearing, reconciliation, and transaction processing with precision and transparency.

IV. DIRECTORS AND OFFICERS

V. CERTIFICATIONS & TRAININGS

VI. ORGANIZATIONAL STRUCTURE



VII. REVENUE MODEL

Web Payment

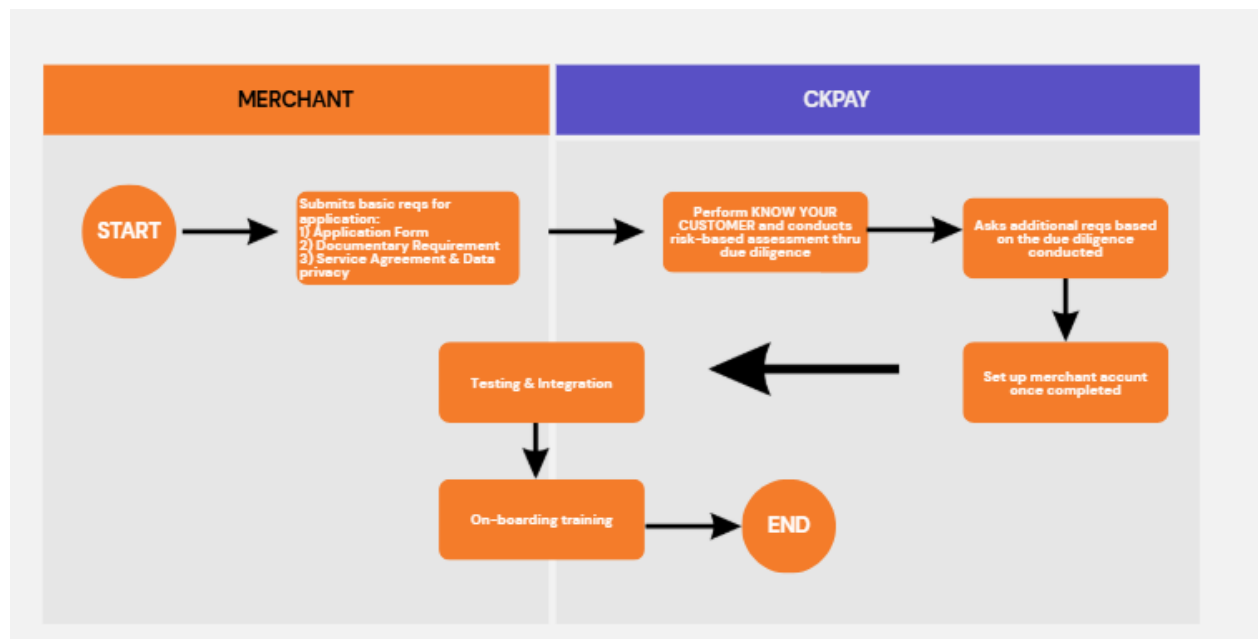
Our web payment service provides secure online payment processing for a wide range of businesses, including e-commerce platforms, professional service providers, educational institutions, healthcare organizations, and more. It

facilitates seamless e-wallet and bank transfers while integrating directly with merchant platforms through API. Merchants also benefit from real-time transaction tracking and analytics via a dedicated dashboard, along with automated reconciliation support for greater efficiency.

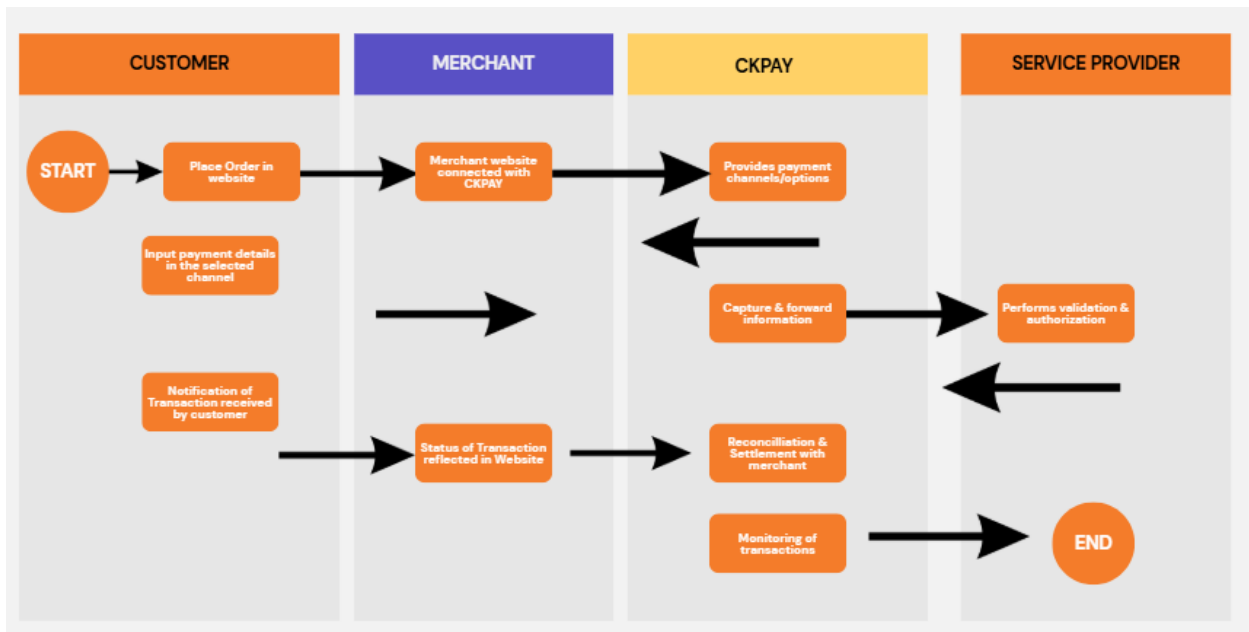
QRPH Payment

Our QRPH payment solution enables seamless, real-time cashless transactions using QR codes compliant with BSP's QR PH standard. It allows merchants and customers to complete payments instantly without requiring website integration. With universal compatibility across major banks and e-wallets, the service provides instant transaction notifications for both customers and merchants. Additionally, it offers real-time transaction tracking and analytics through a merchant dashboard for better monitoring and insight

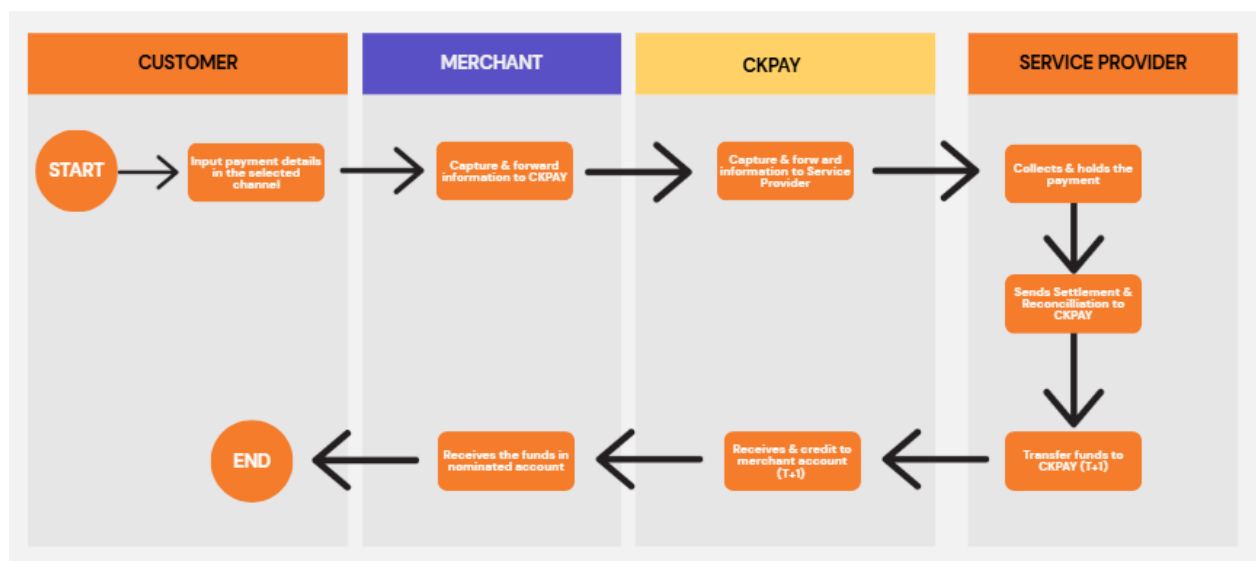
VIII. MERCHANT ON-BOARDING



IX. TRANSACTION FLOW



X. FUND FLOW



XI. IT INFRASTRUCTURE

XII. OPERATIONAL EXECUTION AND VOLUME OF TRANSACTION

Year 1: Foundation & Market Entry

Monthly Target Volume: 46,183 transactions

Monthly Fund Collection: ₱3.4 million

Key Strategies:

- Launch core payment platform with key services (QR, bank transfer, card acceptance)
- Onboard 50–100 merchants with an emphasis on group-affiliated businesses (e.g., food, retail, remittance)
- Implement risk management and transaction monitoring systems in line with BSP MORPS
- Deploy a merchant onboarding portal with automated document submission, e-signature, and dashboard access
- Establish baseline SLAs (T+2 settlement, 24-hour support, 7-day dispute resolution)

Year 2: Acceleration & Optimization

Monthly Target Volume: 160,583 transactions

Monthly Fund Collection: ₱15.36 million

Key Strategies:

- Scale merchant base to >500 active merchants, with regional reach (NCR, South Luzon)
- Launch merchant loyalty & retention program to boost transaction recurrence
- Expand payment modes (dynamic QR, POS) and introduce e-commerce plugins
- Integrate with GCash, Maya, and direct bank links to boost conversion
- Implement automated reconciliation & payout module for faster settlements
- Optimize support operations with CRM ticketing and in-app live chat for merchants

Year 3: Ecosystem Maturity & Cross-Sell

Monthly Target Volume: 407,225 transactions

Monthly Fund Collection: ₱50.4 million

Key Strategies:

- Expand into new verticals: logistics, schools, franchise chains, and food delivery services
- Launch analytics and reporting dashboard to merchants (showing payment trends, refunds, etc.)
- Roll out value-added services: merchant financing (via partner EMI), customer installment programs
- Launch automated dispute resolution portal (with status tracking) to meet BSP redress timelines
- Begin preparing for EMI license upgrade or integration with ODPS for higher-volume processing
- Enhance cybersecurity measures (multi-factor authentication, anomaly detection, threat response playbook)

Year 4: Scaling Nationwide

Monthly Target Volume: 684,075 transactions

Monthly Fund Collection: ₱86.88 million

Key Strategies:

- Scale to 2,000+ active merchants and open up Visayas & Mindanao hubs
- Establish API gateway for fintech partners, POS aggregators, and SaaS integrators
- Form partnerships with regional banks, schools, and cooperatives for fee-based revenue
- Implement real-time settlement option (T+0) for premium merchant tiers
- Monitor and ensure 99.99% uptime on payment systems; scale infrastructure via hybrid cloud model
- Prepare for ODPS compliance audit and ensure full compliance with Circulars 1195 & 1198

In Year 1, the company expects to process an average of 46,183 transactions per month, translating to a total monthly fund collection of approximately ₱3.4 million. This initial year will focus on establishing our presence in the digital payments space, testing operational systems, and building strong foundations with our early merchant partners.

By Year 2, monthly transaction volume is projected to more than triple, reaching 160,583 transactions, with a corresponding monthly fund collection of ₱15.36 million. This

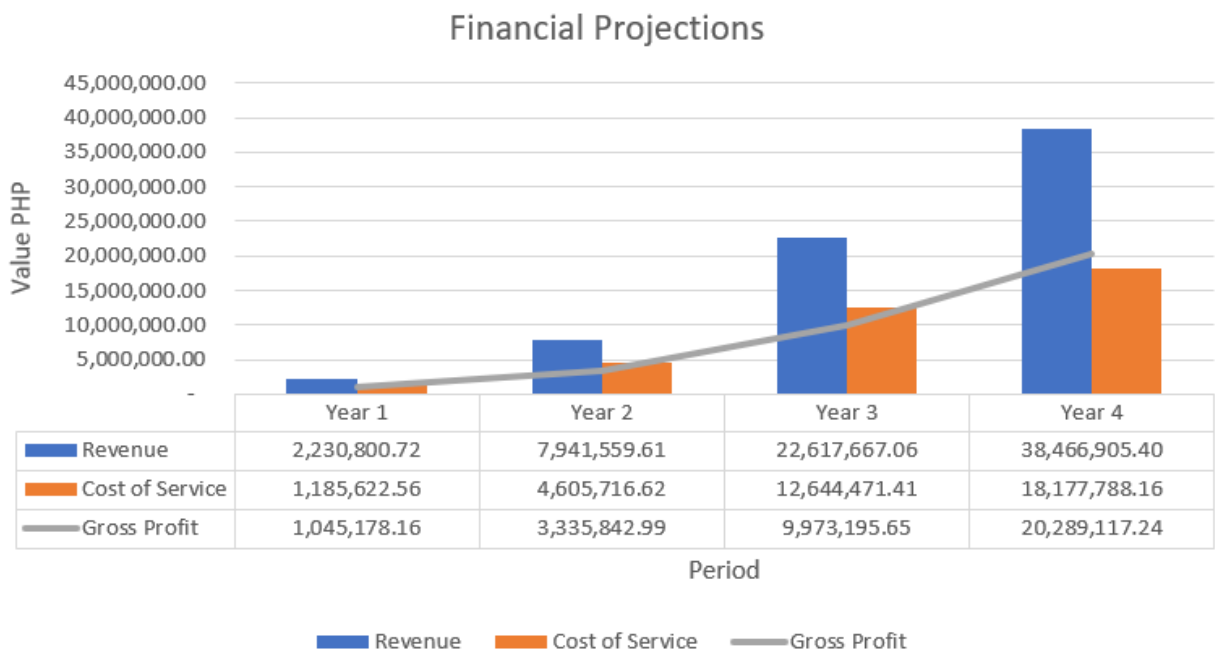
growth will be driven by an expanded merchant network, broader acceptance channels (e.g., QR, online, POS), and deeper product penetration across targeted industries.

In Year 3, CK expects to handle an average of 407,225 transactions per month, with monthly merchant collections surging to ₱50.4 million. This reflects platform maturity, improved automation, and increased repeat usage from established merchants.

By Year 4, monthly volumes are forecasted to hit 684,075 transactions, with total average monthly fund collections rising to ₱86.88 million. This scale-up will be supported by sustained merchant acquisition, optimized service delivery, and continued enhancements in our secure payment infrastructure.

These projections underscore CK’s strong capacity for growth, operational scalability, and its ability to generate consistent transaction value as it deepens its market presence.

XIII. FINANCIAL PROJECTIONS



XIV. TARGET NETWORK

The company's main operation will be located in BGC Taguig but we will aggressively expand in other cities in nearby provinces especially those with aggressive development phase in Region 4 and Region 5. We will expand also to other metro cities in the succeeding years

XV. TARGET MARKET

The Company plans to target primarily Micro, Small, Medium Enterprise which compose more than 99.59% of the retail business in the Philippines, lending companies, cooperatives, food and accommodation sector which includes full-service restaurants, café and coffee shops, bars, pubs, food stalls and kiosk, and clients and merchant related to the affiliate companies in IT sector.

The company has readily available merchant that can be on-boarded from different range of industries.

COMMERCIAL RATES

Merchant Discount Rate	
Over the counter transactions	15 php per transaction
Bank Transfer	15 php per transaction
Online QRPH	1.65%
Offline QRPH	1.4%
Cards (credit/debit	3.4% or 20php whichever is higher
E-wallet	2.4%

XVI. POLICIES

XVII. SSDS