Powering India's Digital Commerce Ecosystem

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PayU powers India's Digital Commerce

India's leading full spectrum digital payments platform

Leading Embedded lending provider across consumer and SMB

Across service– **Switching, Fraud & Risk monitoring**

Process 100B+ UPI transactions annually

4 out of 5 cards authenticated

Across all categories – **E-com, Govt, SMB, X-Border**

24% VAS & SaaS penetration

$90B in TPV

$612M in AUM in FY26

$1.3B loan value originated in FY26

1. Refers to, collectively, PayU India group of companies (including Red Dot Payments).

PayU is ...

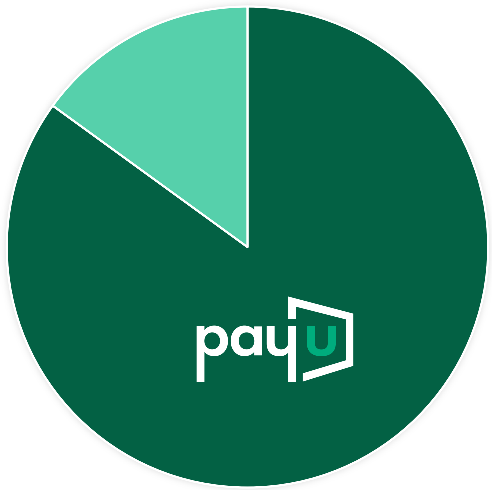
1 Market leader at scale in India

2 Obsessed with payment performance

3 Fintech Platform powering digital commerce

Market leadership at scale

Payments Acquiring	Paytech	
10 Mn transactions per day; Largest online credit cards processor with 20%+ share	**10bn+** transactions per month in UPI	**2.5B**n Card Authentication transactions



We exist to reduce friction in digital commerce

Online payments are not a solved problem in India – **"15-20% of online transactions fail"**

Payments in India are complex

- **150+** modes
- **50+** card issuers
- **700+** UPI banks

India at a different scale

- **220bn+** transactions growing at **20-25%**

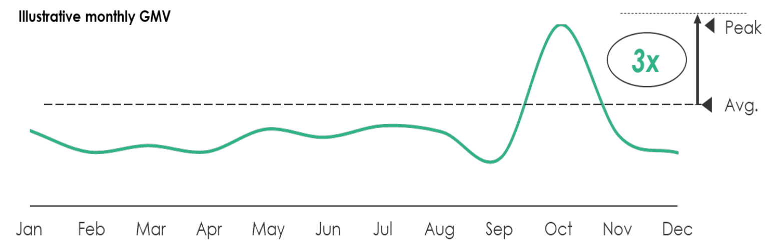
Market nuances

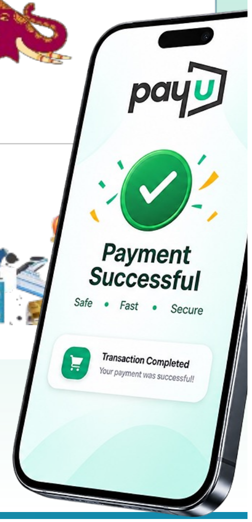
- Additional **authentication**
- **Tier 2-3** data connectivity

PayU value proposition

1. Best-in-class transaction success rate
2. Scalable platform for peak traffic
3. Industry leading innovation – highest VAS penetration

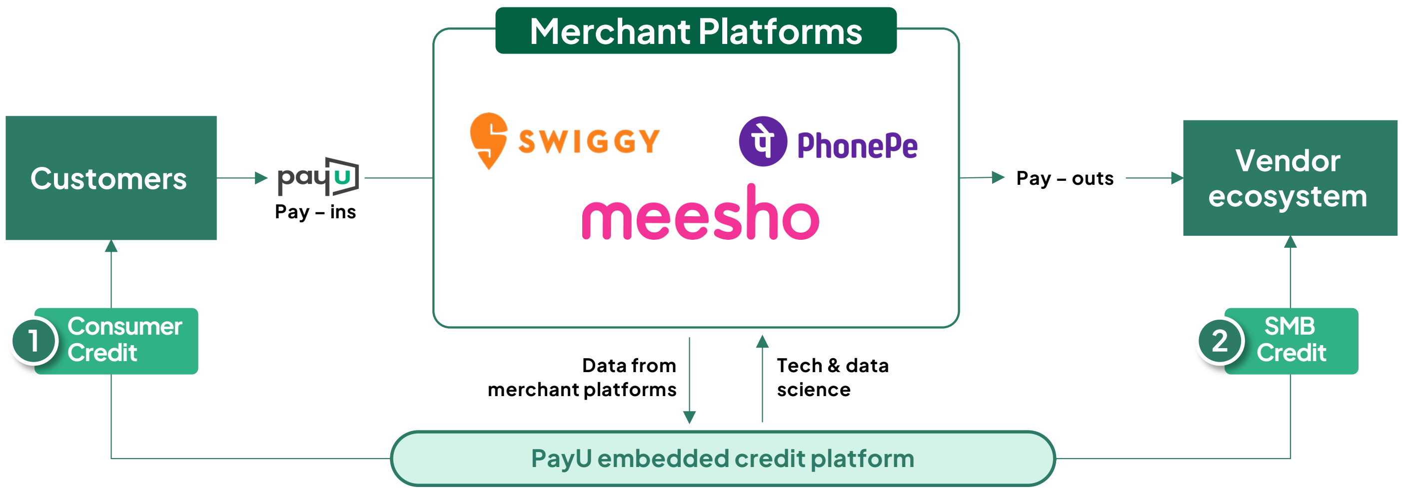
We are the preferred partner for every large-scale e-com sale in India





Credit is complimentary to our Payments ecosystem

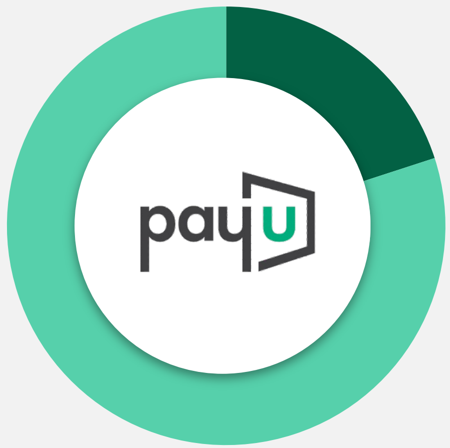
Payu Credit enables buyers to buy more & sellers to sell more



- Short tenured credit that enables commerce
- Assisted by privileged access and privileged information
- Risk sharing construct with our merchants & ecosystem partners

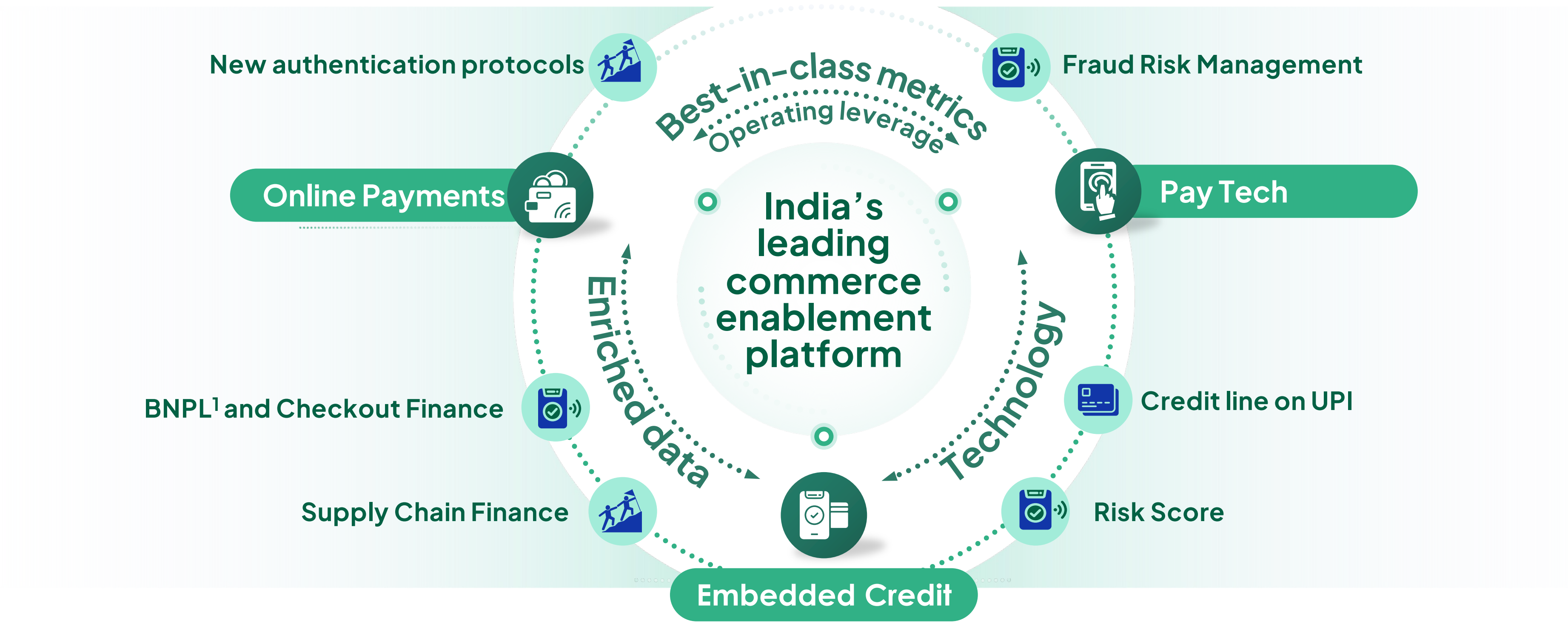
Embedded Credit

8.5Mn+ unique customers till date



Top 5 Player

PayU's digital platform has network effects



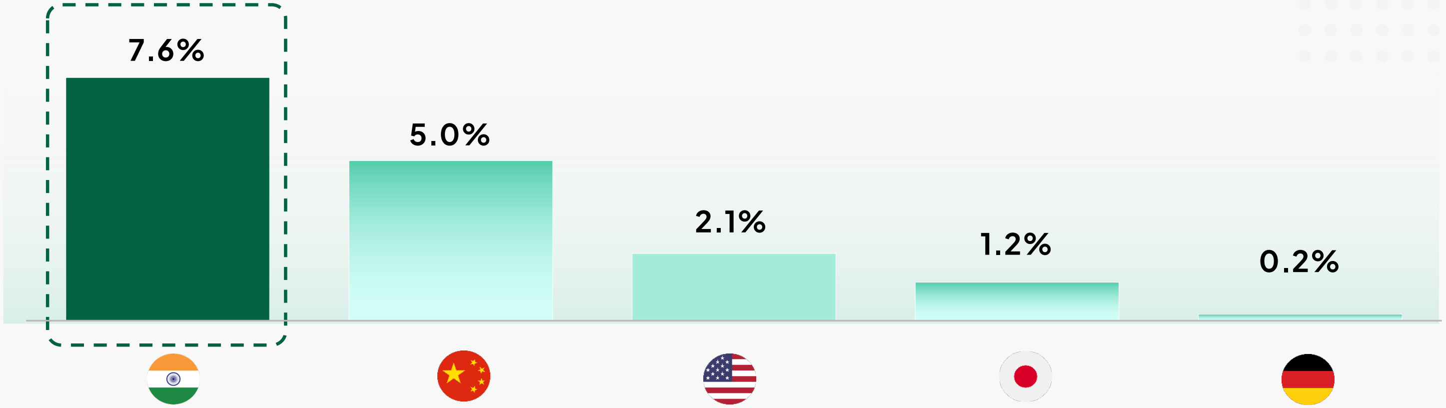
Helping us pursue new growth vectors faster…

1. Buy Now Pay Later

3 Key Tailwinds to power PayU forward

India's growth momentum is picking up

Fastest growing large economy
FY26/CY25 Real GDP growth, Top 5 economies



GDP to 1.5X

~$6 Tn GDP by 2030

100-150Mn new consumers

10-15Mn new merchants

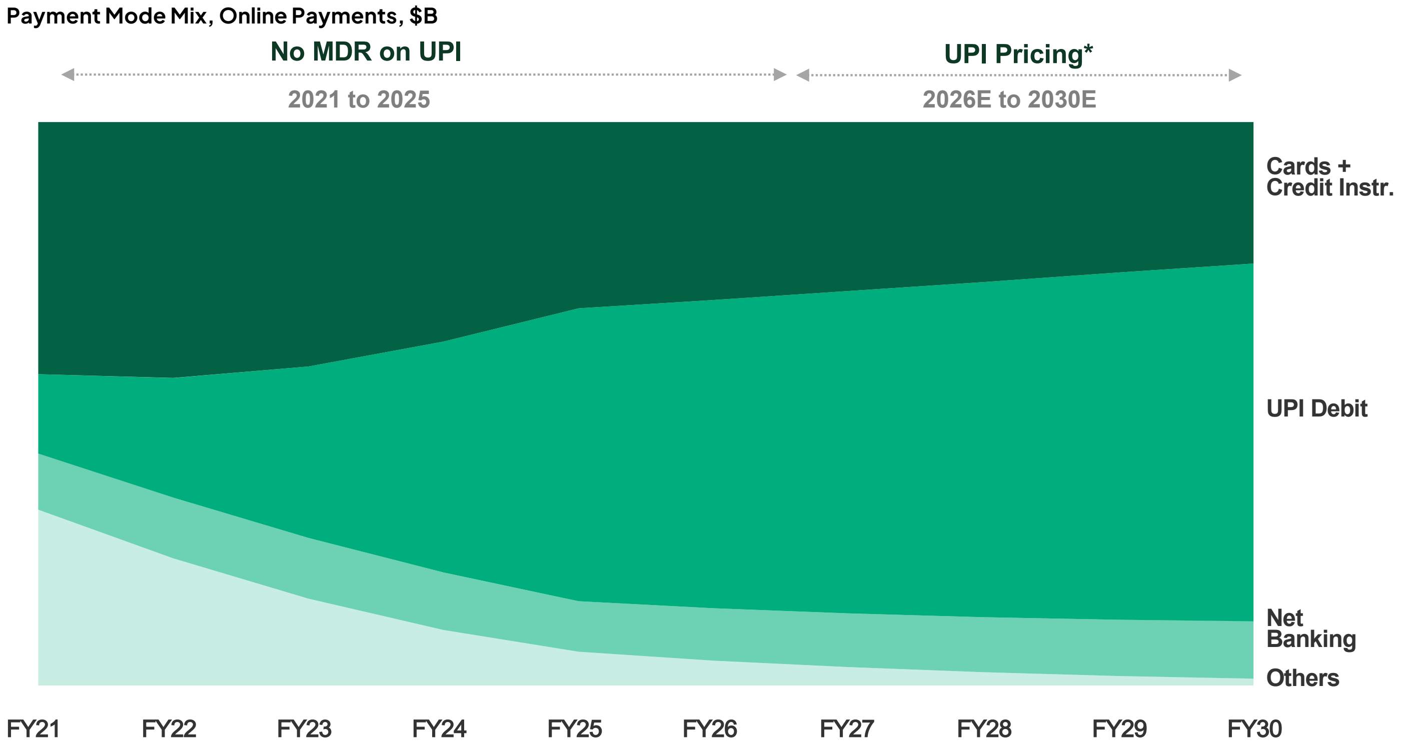
Long runway for growth of the franchise

3X Online digital payments

7X Embedded credit for consumers & merchants

UPI Pricing will impact economics favorably for industry

UPI share in the market to continue growing; All payment modes to grow 3X by 2030



PayU well positioned within each layer of UPI stack

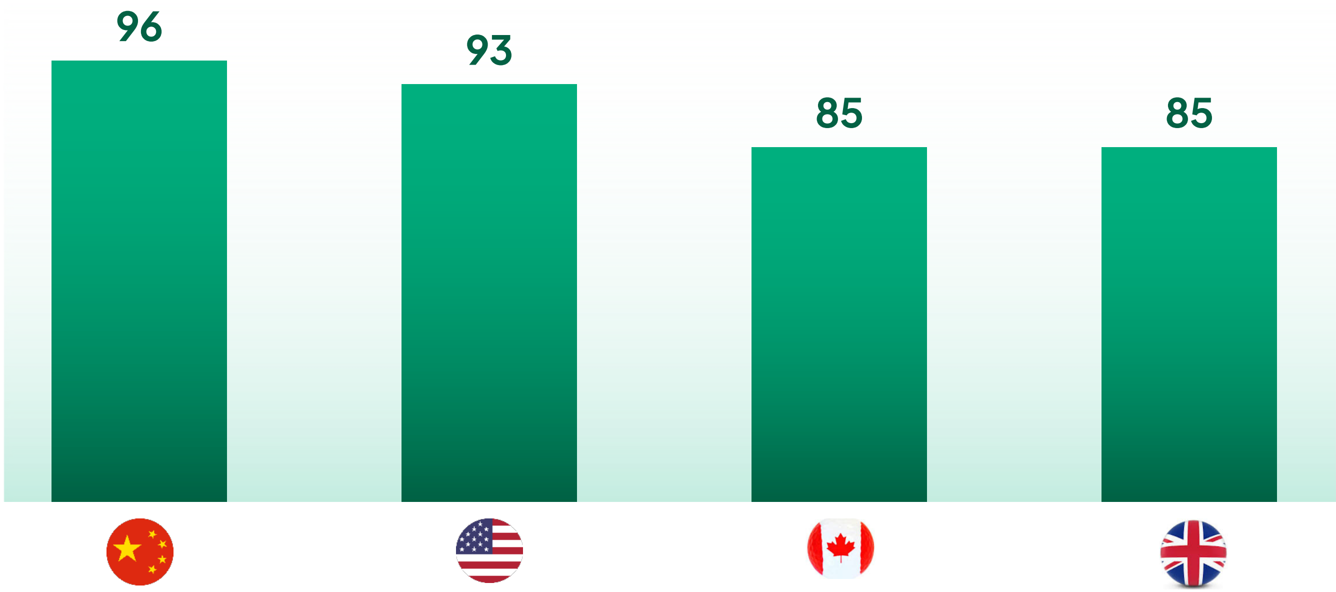
- Acquiring layer: PayU
- Software layer: PayU, Mindgate
- Infrastructure layer: Mindgate

Note: *Proposed as per public media Source- RBI Data, Expert Interviews

India Payments to follow global trend of consolidation

As industry reaches economies of scale, most profitable and resilient franchises will get stronger

Share of Top 4 merchant acquirers, %

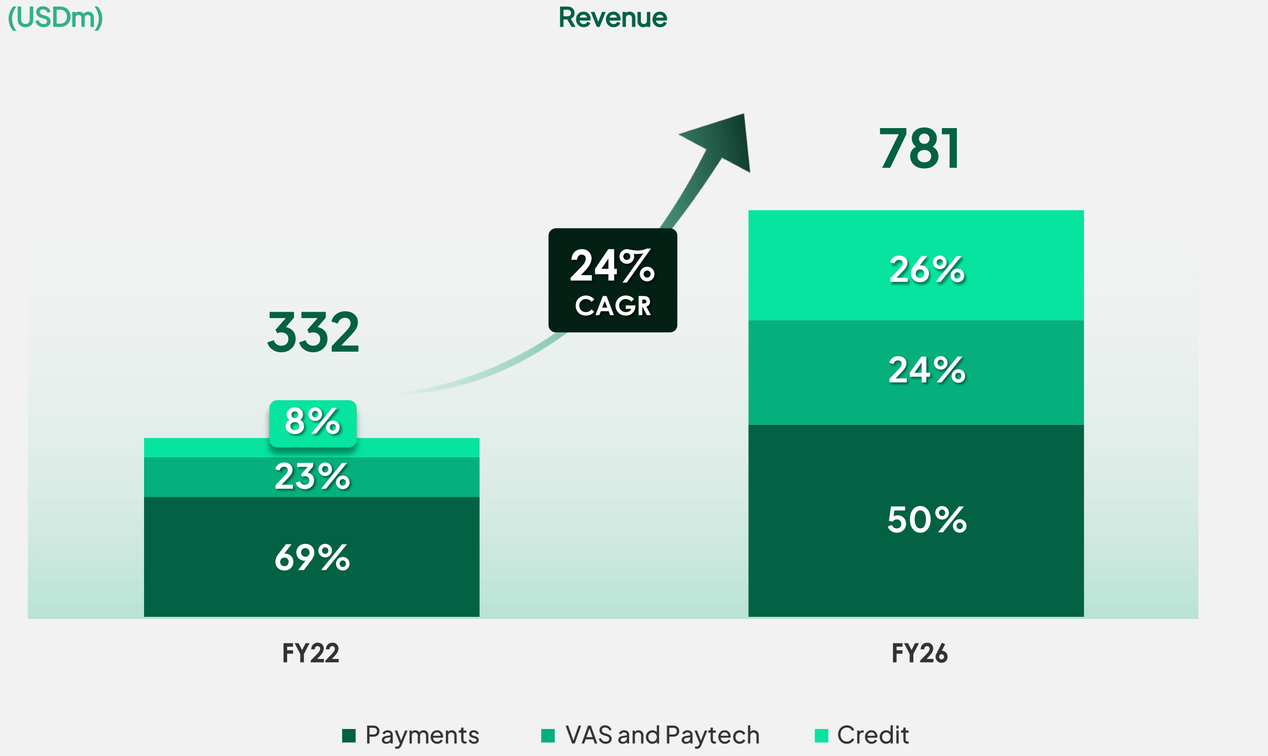


India today at ~50% share of top 4 online merchant acquirers

Source : https://www.rba.gov.au/payments-and-infrastructure/review-of-retail-payments-regulation/2025-01/pdf/block-inc-appendix-a.pdf

Profitable growth with meaningful diversification

Revenue mix by business segments



Each business segment structurally **profitable**[1]

Expanding margins driven by diversification into VAS and Paytech

Operating leverage delivered through scale economies

Consolidated Adj EBITDA turned **positive** in FY26

1. On basis of Adj EBITDA
2. Above numbers are including Red Dot payment

PayU is Driving GenAI across the Value Chain

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01 GenAI as a Catalyst for Growth

New revenue, smarter products, a bigger SMB base

- **Agentic Commerce**
  Agents transacting on behalf of consumers
- **GenAI Product Suite**
  GenAI inside 8 core PayU products
- **SMB Transformation**
  AI across the full merchant lifecycle
- **Ecosystem / Agent Marketplace**
  Agents for merchants, banks and networks

02 Redesigning the Operating Model

Accelerating Delivery and Amplifying Impact

- **Autonomous Software**
  Goal-driven engineering delivery
- **Product Management OS**
  Discovery-to-release, compressed
- **Intelligent Assistants**
  GenAI in everyday BAU work
- **Learning**
  Personalised, GenAI-led enablement
- **Finance**
  Efficiency plus real-time intelligence

03 The AI Platform – Under the Hood

The Agent | Orchestrator | LLM Gateway | Memory Layer | Guardrails | Observability

Our AI Journey

Building growth through Prosus Ecosystem

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Payments	meesho, SWIGGY, ERUDITUS Executive Education, ixigo, Thyrocare Tests you can trust, BLUESTONE, PharmEasy, SPOTDRAFT, Wiom सपनों से ज्यादा, Mintifi, Urban Company
Credit	meesho, SWIGGY, VASTU Housing Finance, ixigo
Value added service	SWIGGY, ixigo

Our strategy is focused on Long Term Value Creation

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Over last 3 years, steady expansion of the franchise

From Leading Enterprise player to Full Spectrum Payments platform

Enterprise focus → Full Spectrum

From point solutions provider to leading PayTech for Banks

Domestic Card Authentication → Holistic SaaS for BANKS

Domestic Card Authentication → Real time payments /UPI processing

From open market lending to Top 5 Embedded player

Consumer loans → Merchant lending

payU

25%	Payments TPV Growth
25%	Credit origination growth
20%	Overall Revenue growth
40%	Adjusted EBITDA growth

1. Numbers represent mid term YOY projections

Thank you!