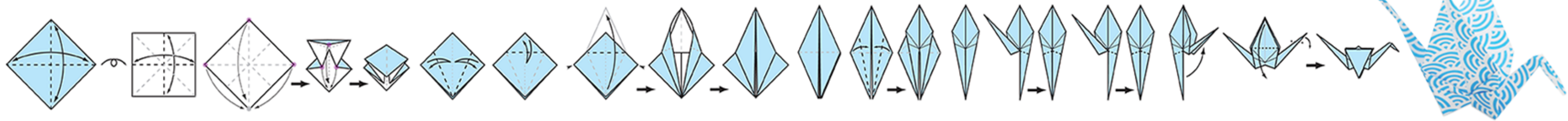
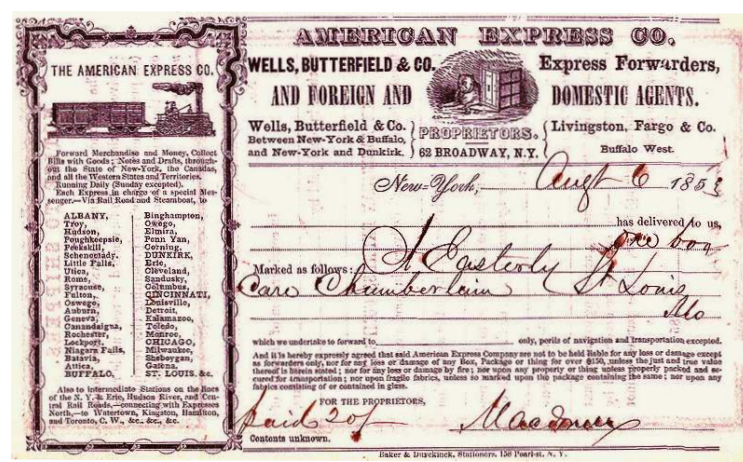


GLOBAL CORPORATE PAYMENTS

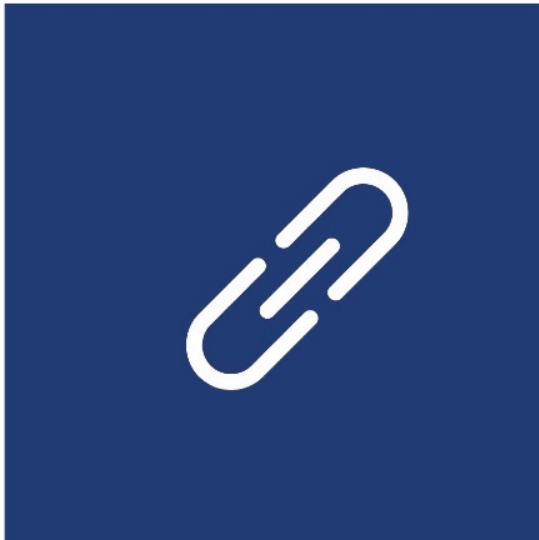
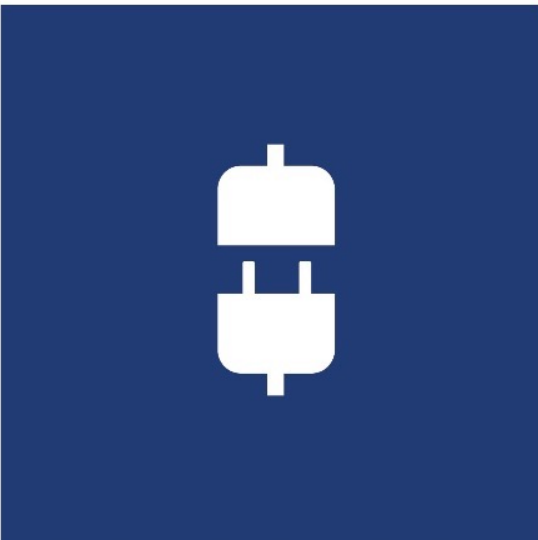
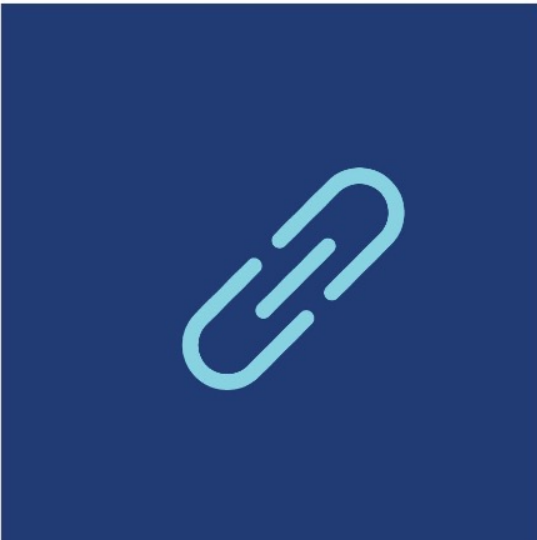
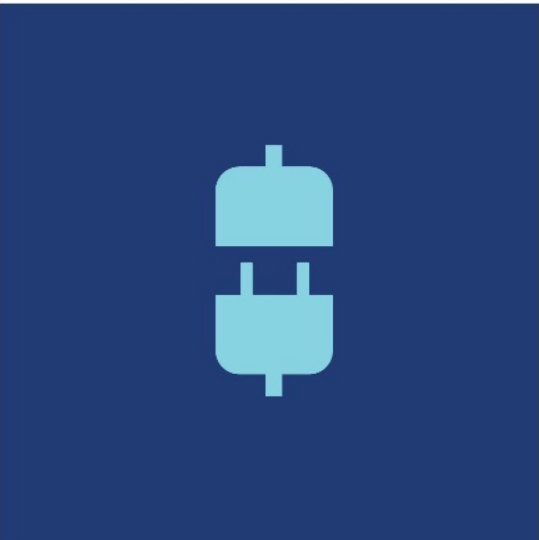
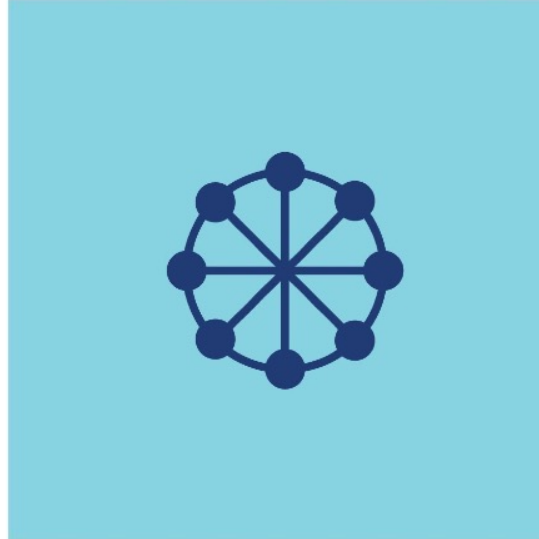
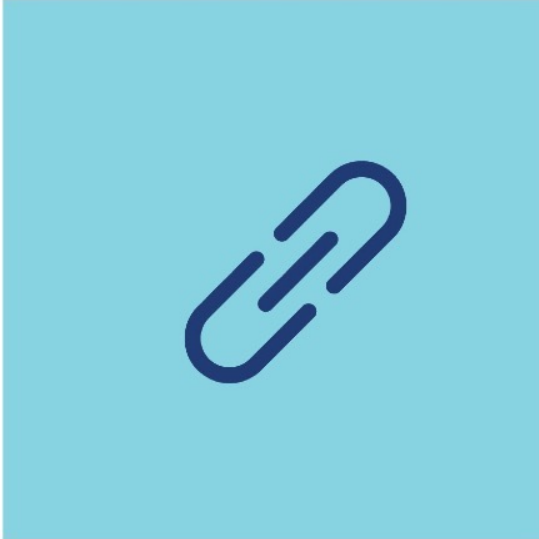
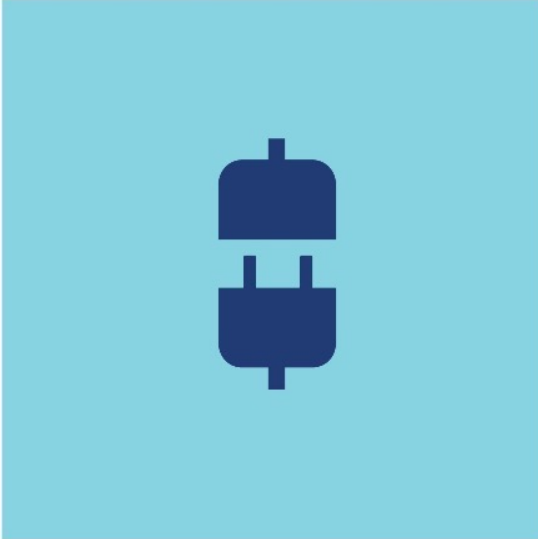
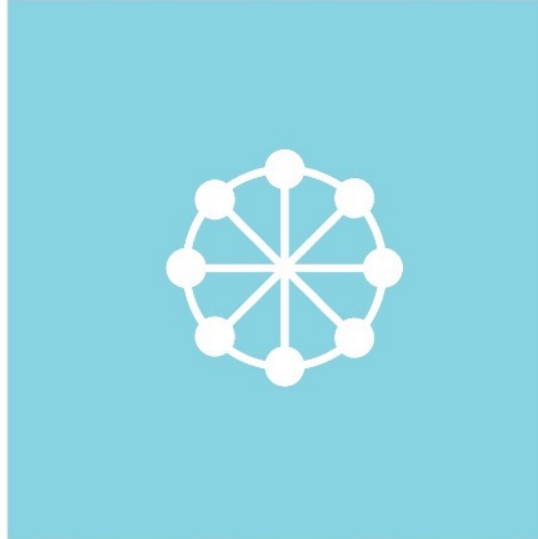
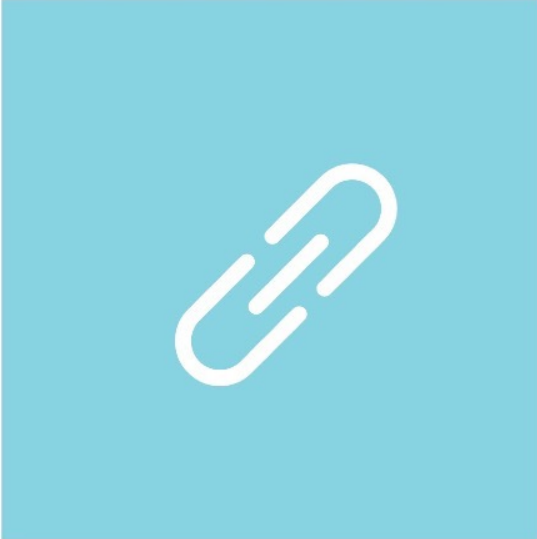
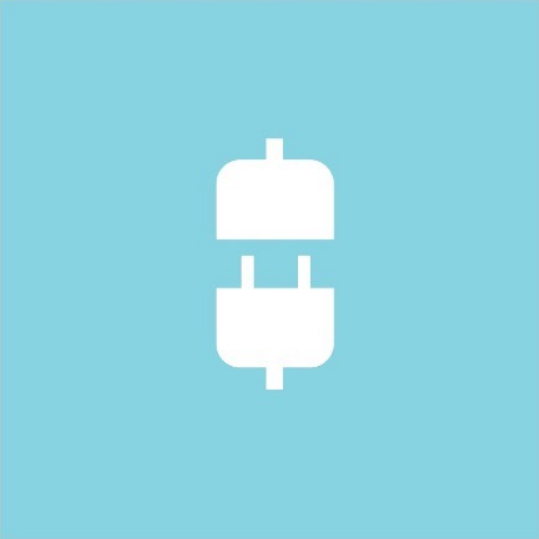
TRANSFORMATION COMMUNICATION PLAN



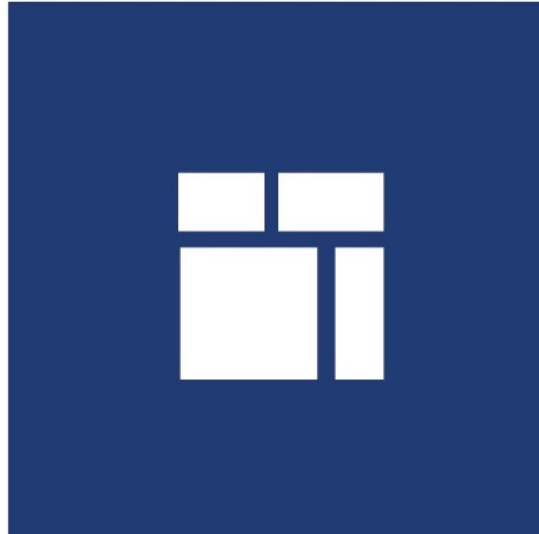
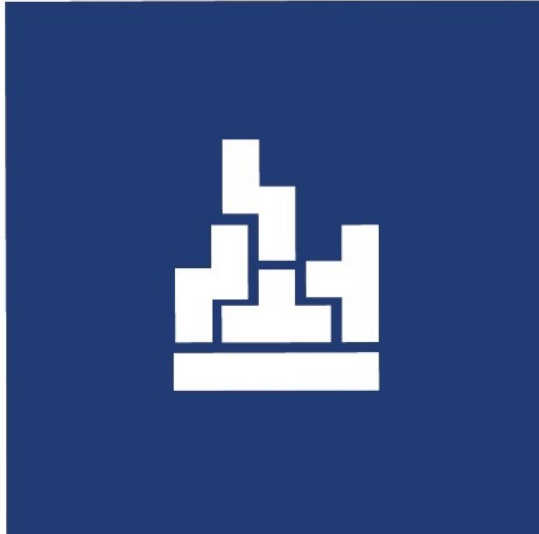
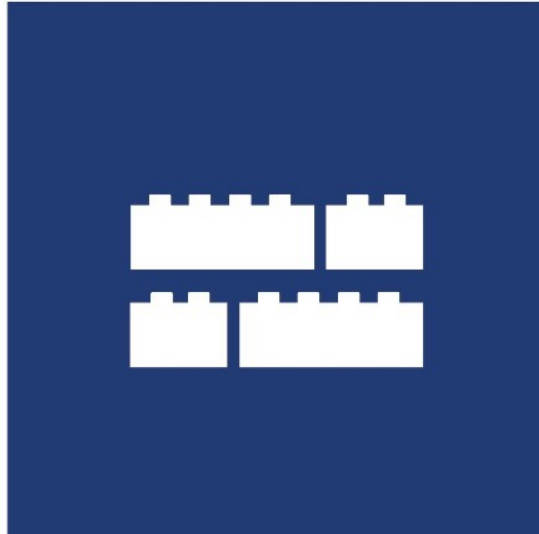
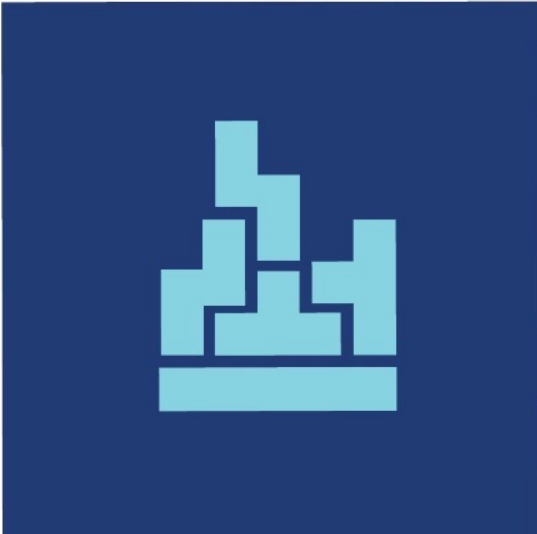
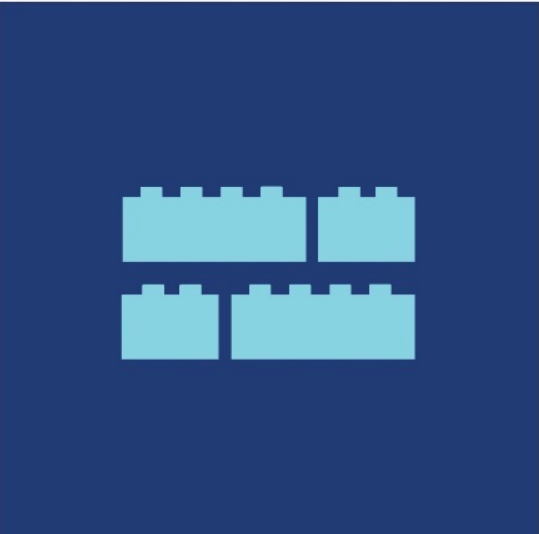
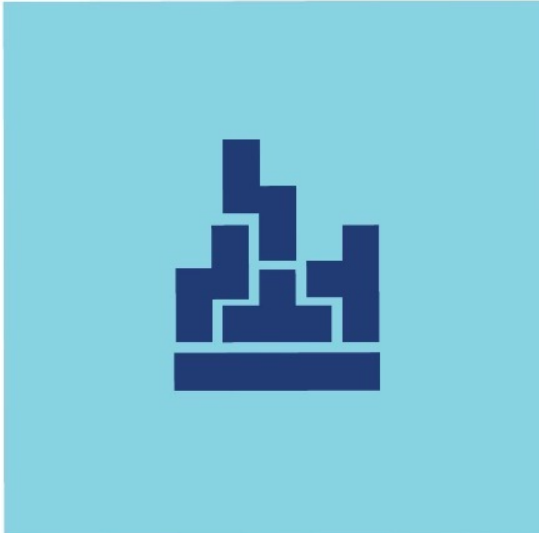
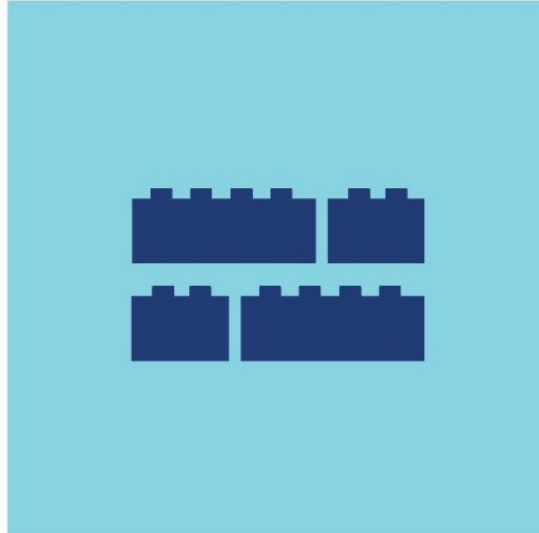
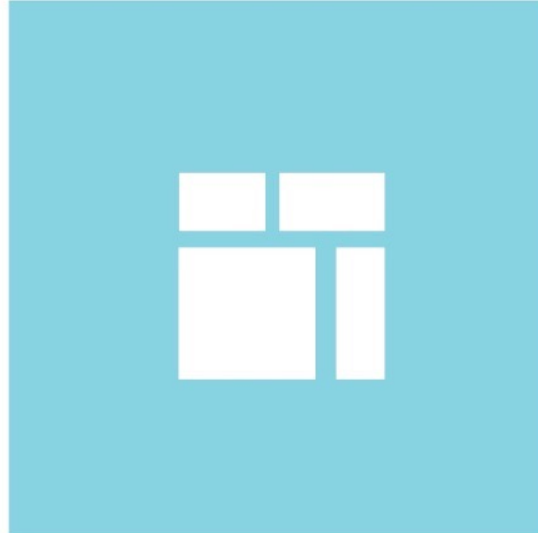
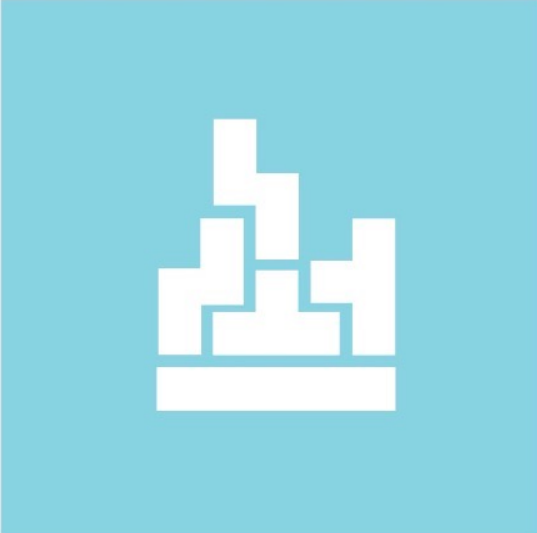
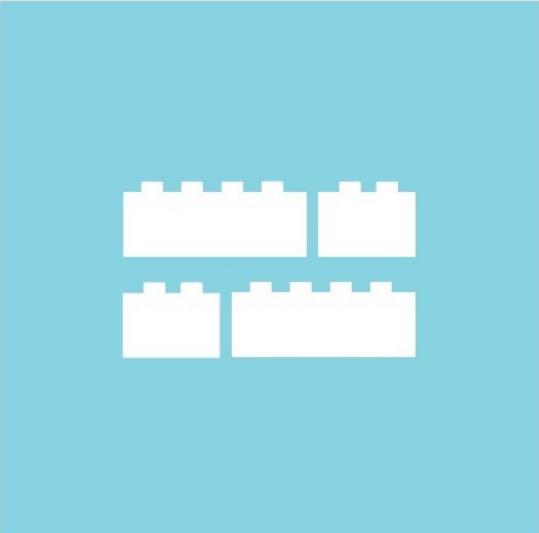
Sub-Brand Identity Transformation and Intelligent Payments



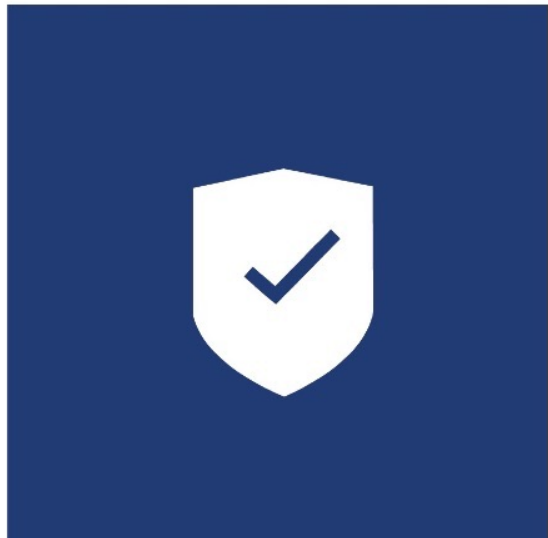
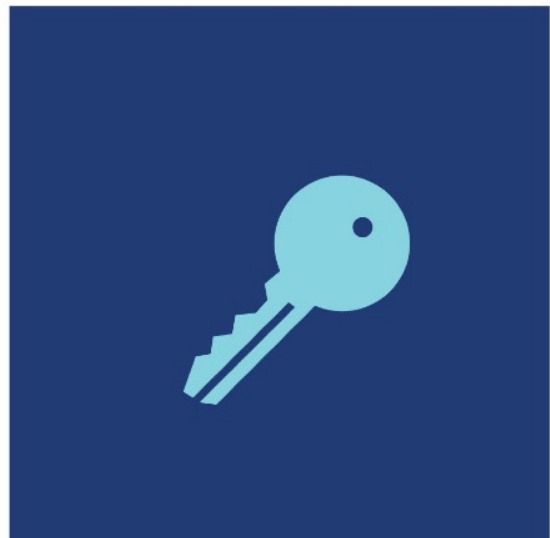
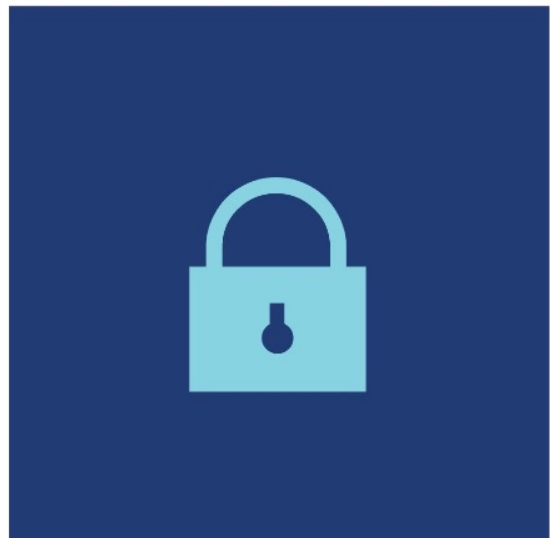
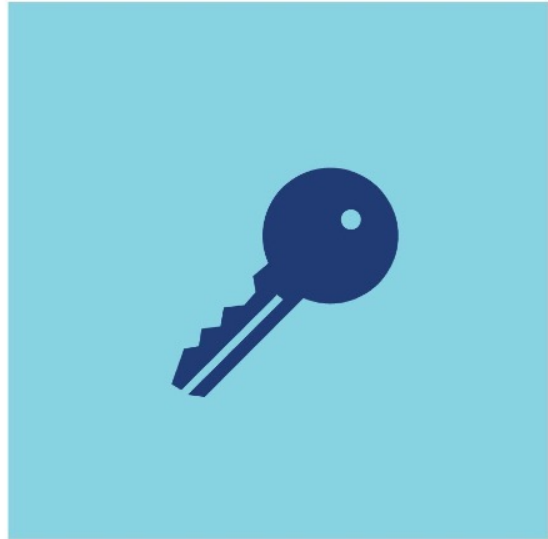
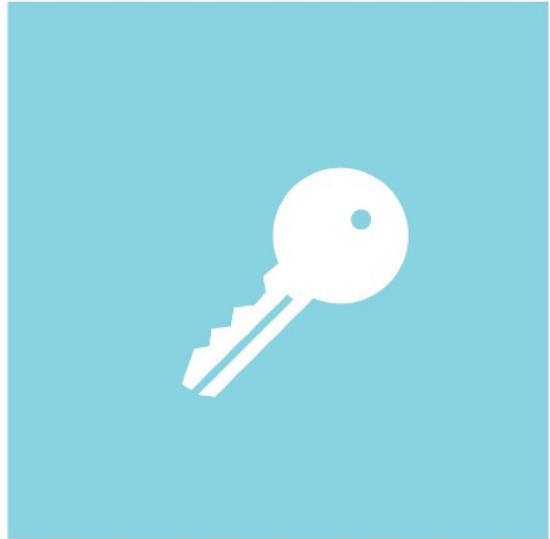
Our Values Iconology Connected



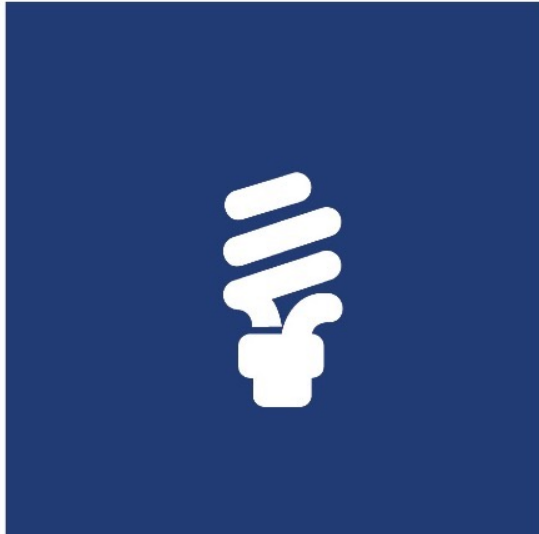
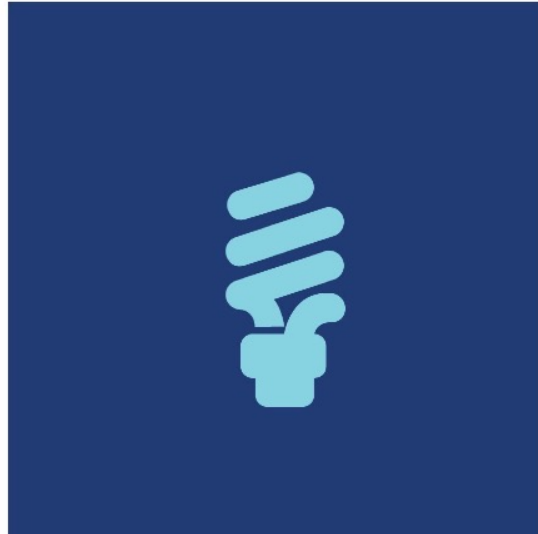
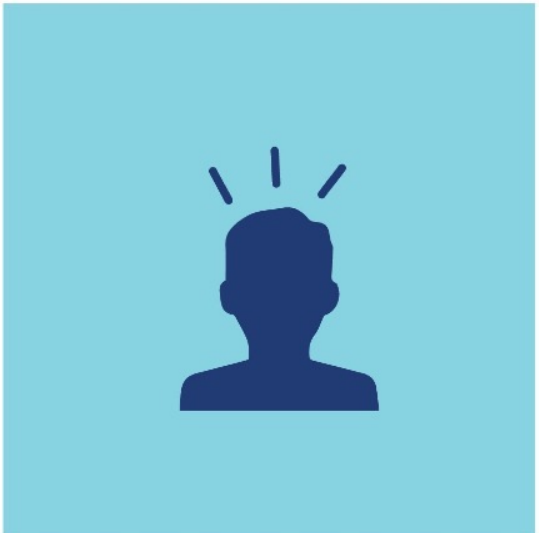
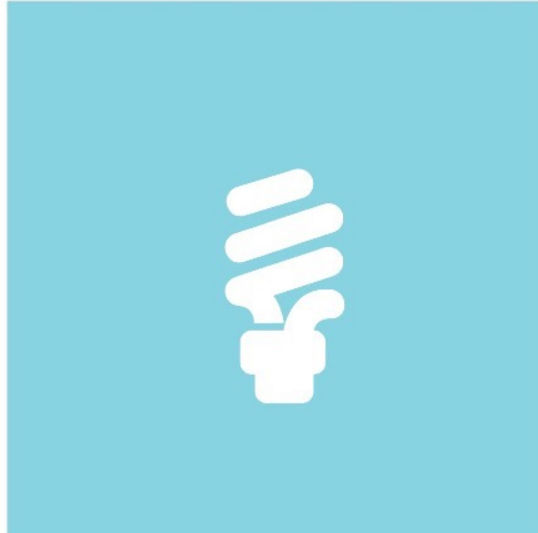
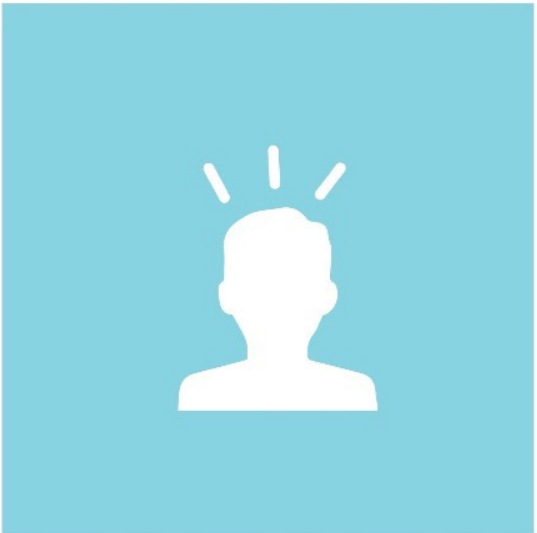
Our Values Iconology Modular



Our Values Iconology Secure

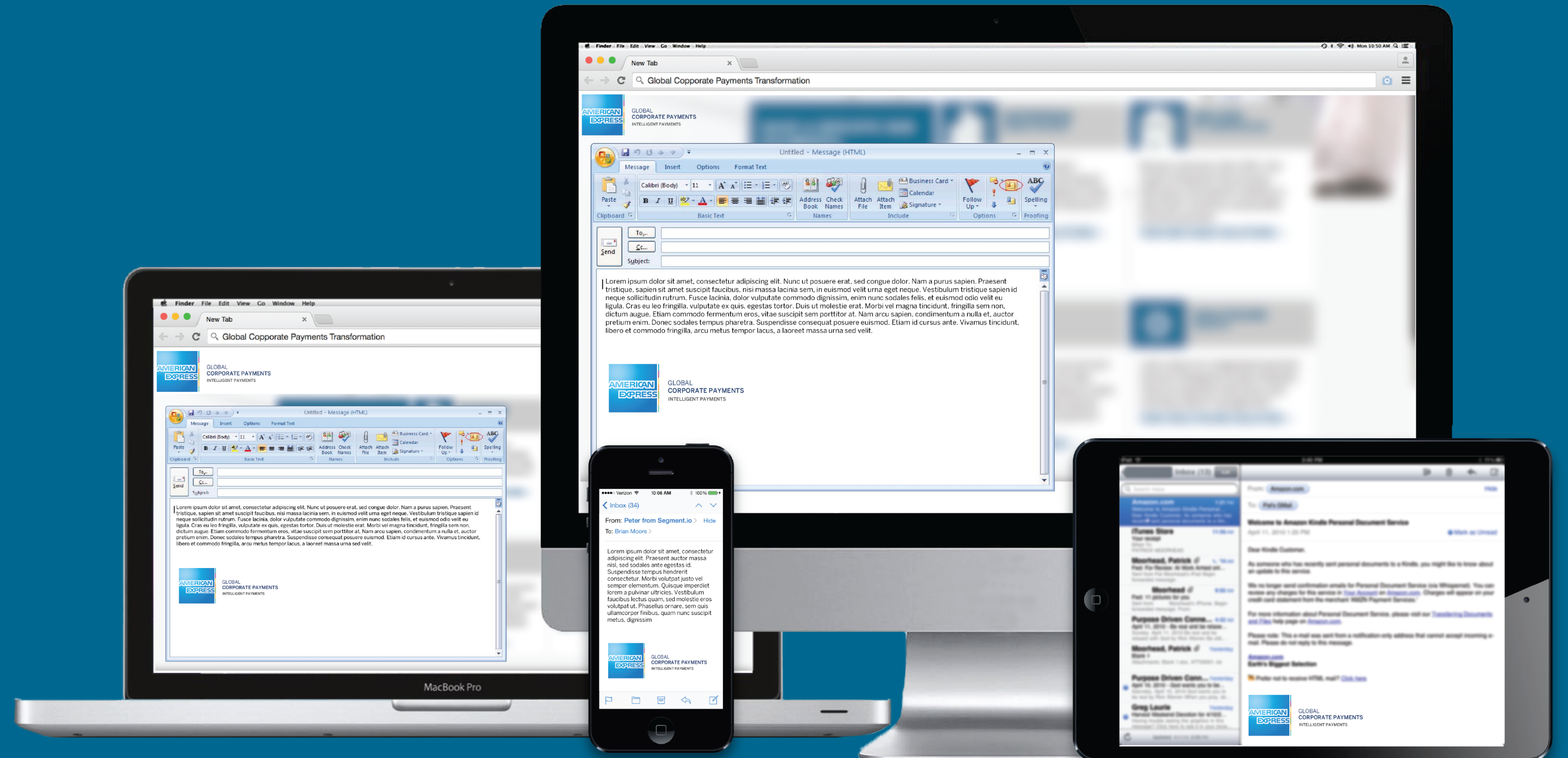


Our Values Iconology Intuitive

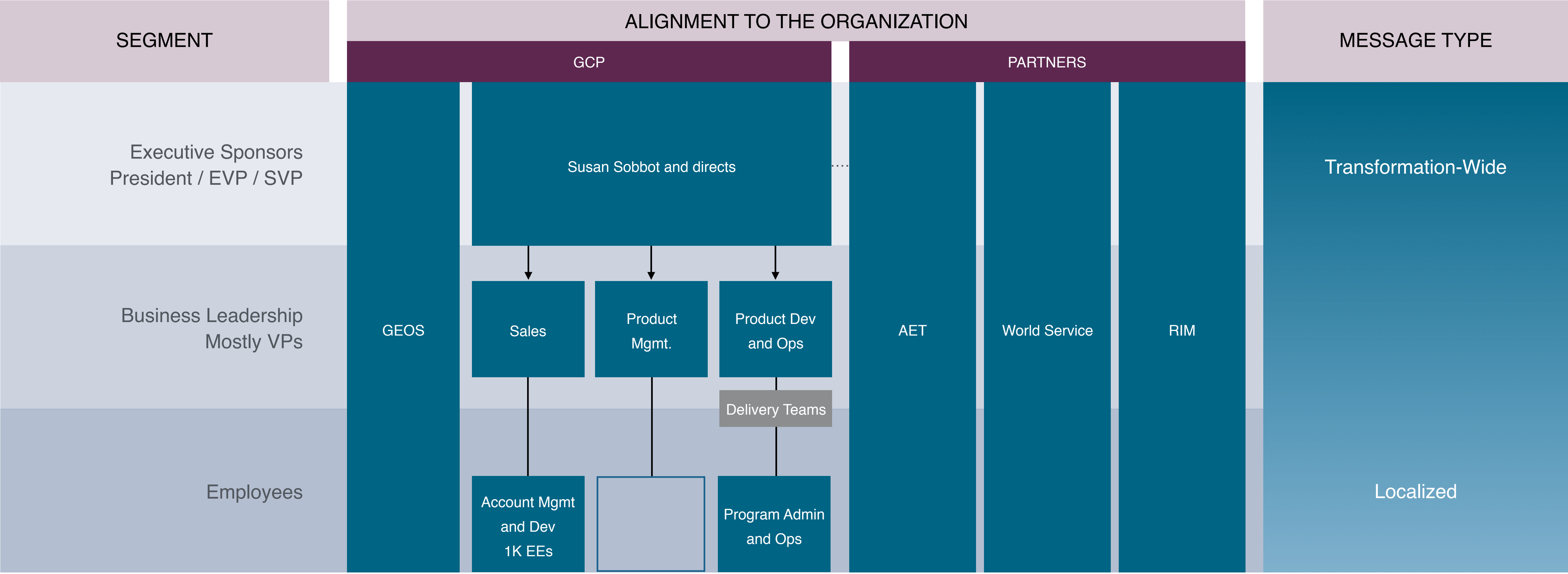


DELIVERY METHODS

- Brand Identity
- Value Icons
- Presentation Template
- Digital Newsletter/Brochure
 - Website
 - Emails
 - App
- Video Avatar
- Poster(s)



Our Audience Three Segments



This approach will allow us to tailor our message to the specific segment

KEY MILESTONES EXECUTION

