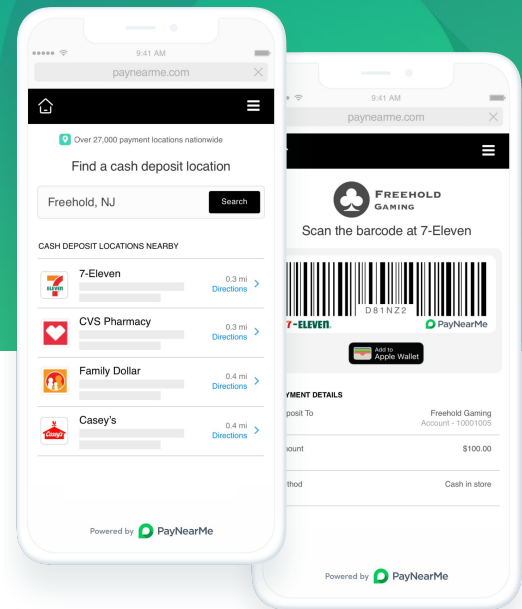


The Strategic Value of Cash for Prediction Markets

Prediction markets are at an inflection point, gaining traction with consumers and attention from regulators. To succeed, platforms must move beyond product innovation and focus on a critical growth lever: payments infrastructure.



The challenge

- **Perception hurdles:** Consumers are still deciding if these platforms feel trustworthy.
- **Excluded segments:** Traditional digital-only methods turn away millions of cash-preferred users.
- **Payment friction:** Declined cards and authentication failures directly impact conversion and lifetime value.

The solution:

Build credibility through familiarity with cash

Offering a cash-at-retail solution signals that your platform operates on established, compliant infrastructure.

- **Trusted brand association:** Allow users to fund accounts at nationally recognized retailers like CVS, 7-Eleven, Walgreens, and Dollar General.
- **Aligned infrastructure:** Use the same payment rails as leading, regulated operators in adjacent industries.
- **Powerful signals:** Build confidence with users, partners, and regulators through a trustworthy payment experience.



No Bank Account Required

Reach millions of consumers who prefer cash for budgeting.



Reduced Friction

Eliminate the risk of exceptions like card declines and NSF's.



High Convenience

Users fund accounts from thousands of retail locations.

Enhance Compliance and Operational Efficiency

Retail cash is a proven strategic advantage for the leading regulated U.S. sportsbooks and gaming platforms. And while digital payments often face heightened fraud risk or technical failures, cash transactions are straightforward and reliable.

- **Proven precedent:** Follow the path of established players like FanDuel, Caesars, and BetMGM.
- **Regulatory confidence:** Demonstrate an investment in infrastructure that regulators already understand and recognize.
- **Transparency:** Benefit from clear audit trails and integration with trusted retail networks.
- **Predictable experience:** Provide a reliable funding method for users who don't trust or prefer common digital deposit options.
- **Enhanced conversion:** Fewer technical points of failure lead to higher successful deposit rates.

In a PayNearMe research study, 63% of bettors stated they would be likely to use a cash-at-retail solution to fund their online betting account. That percentage spiked to 85% in the "frequent bettor" demographic.

Why PayNearMe for Prediction Markets?

PayNearMe has been a leading cash-at-retail payment provider since online gaming was made legal. The PayXM™ platform enables gaming businesses to offer a seamless retail cash experience embedded directly within your cashier, letting your customers quickly scan a barcode to deposit cash to their prediction account at thousands of national retail locations.

