



Customer Segmentation

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Purpose

This document defines REMI's target customer segments and the phased corridor expansion plan. It is designed to support diligence review of go-to-market focus, scaling logic, corridor prioritization, and execution readiness.

1. Segmentation Model

REMI's segmentation is organized across two dimensions:

1. **Customer type** (who pays, who decides, and who uses)
2. **Corridor phase** (where we launch first and how we expand)

Segments are grouped into:

- **Retail** (consumer send and receive)
 - **B2C rails** (payouts to individuals)
 - **B2B rails** (employers and businesses)
 - **Ecosystem decision makers** (distribution, payout, and redemption partners)
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2. Customer Segments

2.1 Retail Remittance

Primary user: Sender in a send market

Secondary user: Recipient in a receiving market

Core job to be done: Send money home quickly and predictably, with a compliant and reliable cashout path.

Typical sender profile (indicative):

- Working-age expatriates with recurring monthly transfers
- High sensitivity to total cost, FX outcome, and time to payout
- Preference for a clear end-to-end experience and reliable receipt confirmation

Typical recipient profile (indicative):

- Households relying on inbound transfers for recurring expenses
- Preference for cash or local rails with high availability and simple access

Why this is the wedge:

- Retail remittance provides early volume, trust-building, and repeat behaviour.

Phase 1 corridor focus:

- UAE → Egypt
 - EU → Morocco
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2.2 B2C: Freelancer Payouts

Customer: Platforms, employers, or payout aggregators distributing funds to individuals

End user: Freelancer recipient in receive markets

Core job to be done: Deliver predictable, fast cross-border payouts with compliant rails and a strong recipient experience.

Segment characteristics (indicative):

- High frequency with variable ticket size
- Time-to-receipt is a key satisfaction driver
- Often fragmented payout destinations and payout methods

Start timing:

- Begins after initial retail wedge validation.
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2.3 B2B: Payroll

Customer: Employers disbursing salaries cross-border

End users: Employees receiving salary and, in many cases, sending onward to households

Core job to be done: Run scheduled, reliable cross-border salary disbursement at scale.

Segment characteristics (indicative):

- Recurring, predictable flow profile
- Employer-led acquisition with downstream multi-user impact
- Strong operational and compliance requirements

Start timing:

- Introduced as part of Phase 2 expansion into B2B rails.
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2.4 B2B: Business Payments

Customer: SMEs paying suppliers, contractors, and service providers cross-border

Core job to be done: Execute cross-border payables with reliable settlement and reduced operational friction.

Segment characteristics (indicative):

- Payment sizes typically larger than retail transfers
- More complex purpose-of-payment and documentation requirements
- Value tied to settlement predictability and reconciliation quality

Start timing:

- Introduced as part of Phase 2 expansion.
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3. Ecosystem Decision Makers

These stakeholders enable distribution, payout, redemption, and scalability. They are not retail end users, but they materially influence corridor launch readiness, unit economics, and growth velocity.

3.1 Regulated Payout and Redemption Partners

Role: Provide compliant local payout options and regulated rail access.

Why they matter: Enable corridor launch viability and support consistent payout SLAs.

3.2 Operators (MTOs and Similar)

Role: Integrate settlement rails to improve settlement time, operational efficiency, and end-user experience.

Why they matter: Can accelerate corridor volume and reduce distribution costs.

4. Corridor Expansion by Phase

Phase 1 (0–12 months): Genesis

Primary corridor:

- UAE → Egypt
- EU → Morocco

Objective: Prove corridor economics and product reliability in a single flagship corridor.

Phase 2 (12–24 months): Hashrate

Expanded corridors:

- Egypt → UAE
- EU → Egypt

Objective: Expand beyond retail remittance into early B2C and B2B rails (freelancer payouts, payroll, business payments) while extending corridor coverage.

Phase 3 (24–36 months): Consensus

Send markets:

- UAE, EU, Saudi Arabia, Kuwait, Qatar

Receive markets:

- Egypt, Morocco, India, Pakistan, Bangladesh, Nigeria, Kenya

Objective: Increase corridor depth and penetration while scaling distribution across additional GCC send markets and broader receive-market coverage.

Phase 4 (36–48 months): Scale

Additional send markets:

- EU, UK

Receive markets:

- Egypt, Morocco, India, Pakistan, Bangladesh, Nigeria, Kenya

Objective: Scale into additional mature send markets while maintaining a consistent receive-market footprint.