

Walt



Europe reclaims tap-to-pay

The Problem

Tap-to-pay in Europe lives with Google and Apple

200–250M

Europeans use Apple Pay or Google Wallet for in-store purchases¹

€700B+

in mobile wallet payments at European point-of-sale terminals (2024)²

<0.4% combined market share for everyone else.³ No legitimate tap-to-pay alternative exists for either iPhone or Android.

Apple Pay

- Charges European banks ~0.05% per transaction ⁴
- Extracts €300–500M annually from European transactions ⁵

Google Wallet

- Harvests every transaction for ad profiles and selling to 3rd parties ⁶
- Estimated €1B+ annually in ad value from European payment data ^{7 8}

The only alternative is to go back to physical cards or cash. For Europeans who care about privacy, there is no tap-to-pay option at all.

Solution

A European, privacy-first alternative to Apple Pay and Google Wallet

Privacy by design

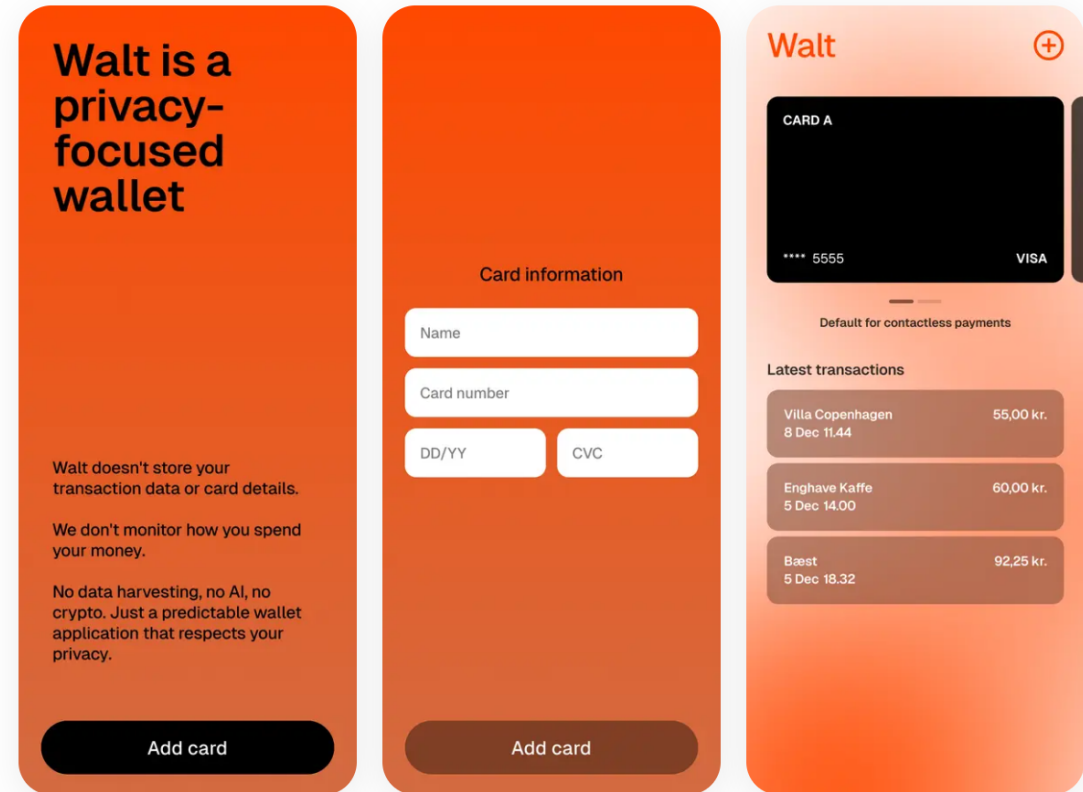
- Transaction data stays on the device. No centralized database, no server-side logs
- No ad profiling, no data harvesting, no third-party sharing

Built for Europe

- Founded in Copenhagen to establish European sovereignty
- No dependency on US cloud providers for core infrastructure

Simplicity

- Entire app is tap-to-pay. One workflow, nothing else
- One pricing model, no tiers, no extra features to upsell



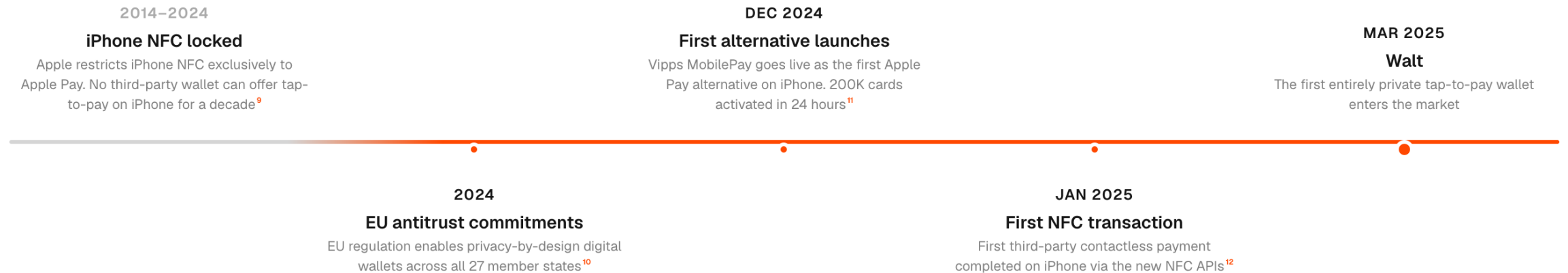
Download

Add card

Tap to pay

Why Now?

EU regulation opens tap-to-pay to third-party wallets



For the first time, a completely private tap-to-pay wallet is possible on every smartphone in Europe.

Business Model

Pay for privacy

TARGET MARKET

25M

privacy-conscious Europeans

WALT MEMBERSHIP

€10
/year

€250M ARR

	EUROPEAN MAU	REVENUE
Proton	40M European accounts	\$97M (2024)
Brave	25M European MAU	\$100M (annualized)
DuckDuckGo	20M European daily searches	\$150M
Signal	15M European MAU	\$26M (donations)

Competitors

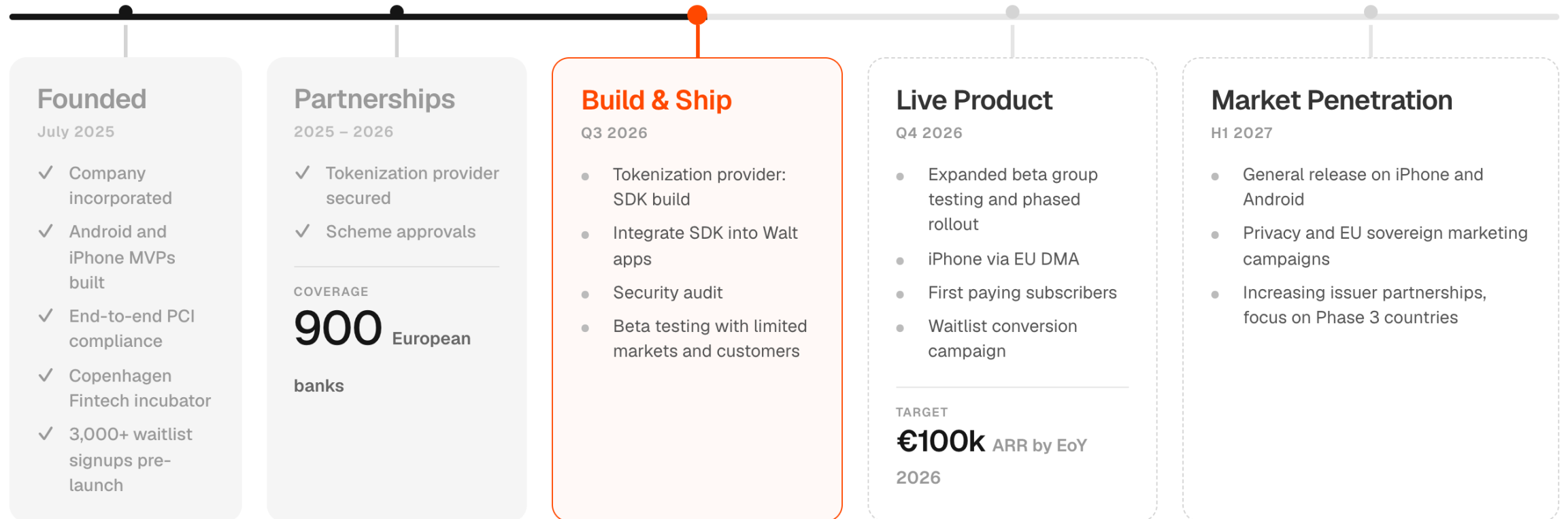
Europe's patchwork of NFC wallets



- 01 **Local markets are implementing their own unique solution.**
 - Bank consortia or state funded
 - Each scheme has its own stack and bank integrations. Bizum took six years from launch to ship NFC. Wero's NFC point-of-sale milestone slipped from 2026 to 2027.
 - No cross-border tap-to-pay. A Spaniard in Berlin still falls back to Apple Pay or Google Wallet. The only pan-European NFC wallets are American.
- 02 **Europe needs many options, including a **cross-cutting wallet.****

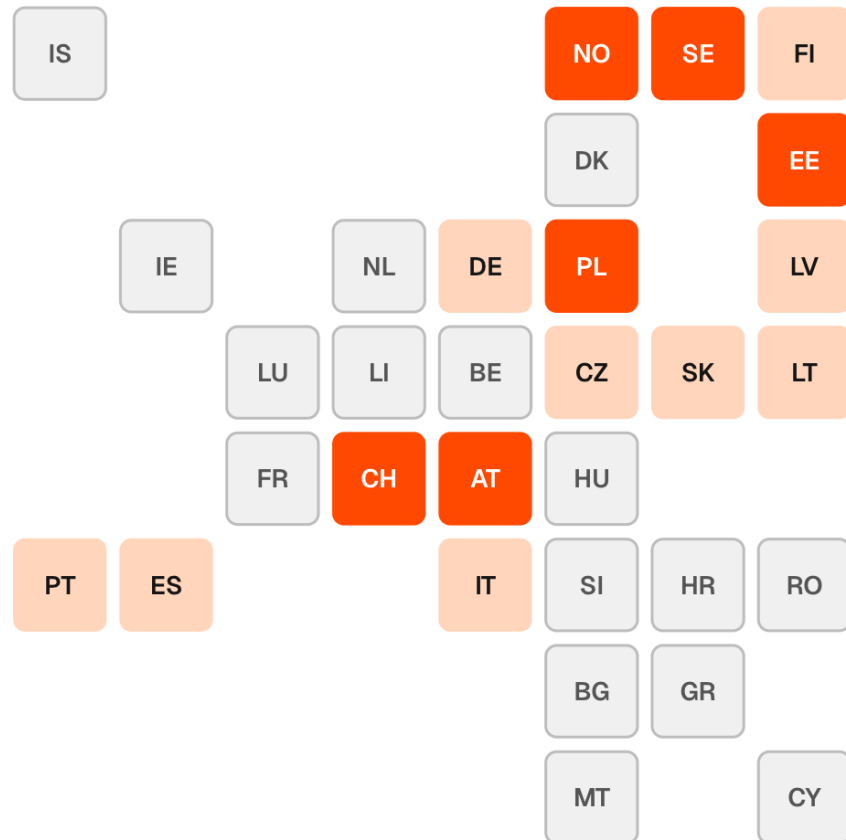
Traction & Roadmap

Pre-launch with core infrastructure and partnerships in place



GTM Strategy

Releasing based on card availability



LAUNCH SEQUENCE

Phasing reflects the share of users within a market that have cards that can be added to Walt (as of Mar 2026).

■ Phase 1: Beta Release

Countries with >80% availability

■ Phase 2: General Availability

Countries with >50% availability

■ Phase 3: Expansion

Onboard issuers until >50% availability

The Ask

Investment targeting Q3 raise

PRIMARY

Investor introductions, targeting a Q3 raise.

Used for a marketing hire, COO, and initial partnership development fees.

PERSONAL

Intros to decision makers at Danske Bank
so Denmark joins beta release markets.

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References

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2. Worldpay Global Payments Report 2025 (digital wallets = 14% of European POS value across 14 markets incl. UK); ECB SPACE 2024 (7% of POS value in euro area via mobile devices); ECB Payment Statistics H2 2024
3. CoinLaw, “Apple Pay vs Google Pay Statistics” (2026); StatCounter mobile payment share data
4. Swiss antitrust investigation via Finews (~0.05–0.12% issuer fee); EU Interchange Fee Regulation 2015/751 constraints; Walt market research estimates
5. Oliver Wyman, “Third-Party Access To Apple Pay Could Alter Mobile Payments” (February 2025). Covers all Apple Pay channels: NFC tap-to-pay, in-app, and web commerce. POS-only share is ~€50–90M.
6. DOJ v. Apple antitrust complaint (March 2024); WSJ reporting on Google ad-profile monetization of payment data
7. Alphabet 10-K (2024): EMEA revenue \$102B; Proton data valuation methodology estimates €15–30 ad value per European wallet user per year
8. European Google Wallet adoption estimates (40–80M active users) derived from Statista country adoption surveys and PYMNTS tap-to-pay usage data
9. European Commission, Case AT.40452, Apple mobile payments (2020–2024); Apple restricted iPhone NFC to Apple Pay from 2014 until iOS 17.4 (March 2024)
10. European Commission press release IP/24/3706, “Commission accepts commitments by Apple opening access to its tap and go technology on iPhones” (July 11, 2024); Apple binding commitments under Case AT.40452, effective July 17, 2024 across the EEA for 10 years
11. Vipps MobilePay press release (December 9, 2024); Thales and Vipps, “NFC Payments on iOS reaching one million users” (May 2025)
12. Vipps MobilePay first contactless NFC transaction via Apple HCE APIs (January 2025)