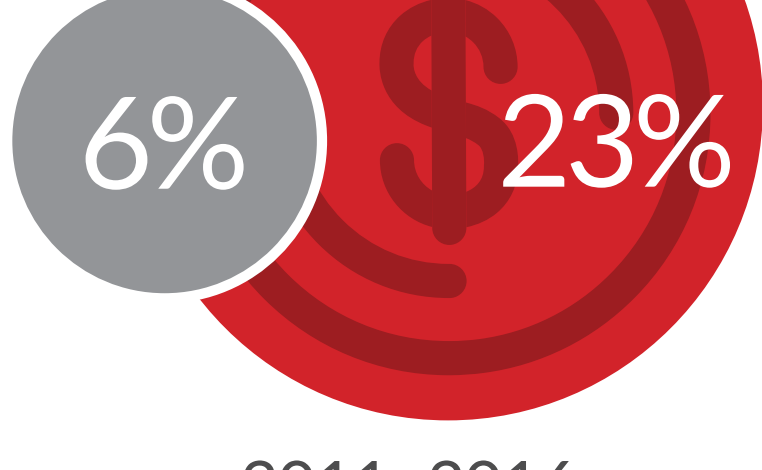




Payment Facilitators: Catalysts for Acquiring Industry Growth

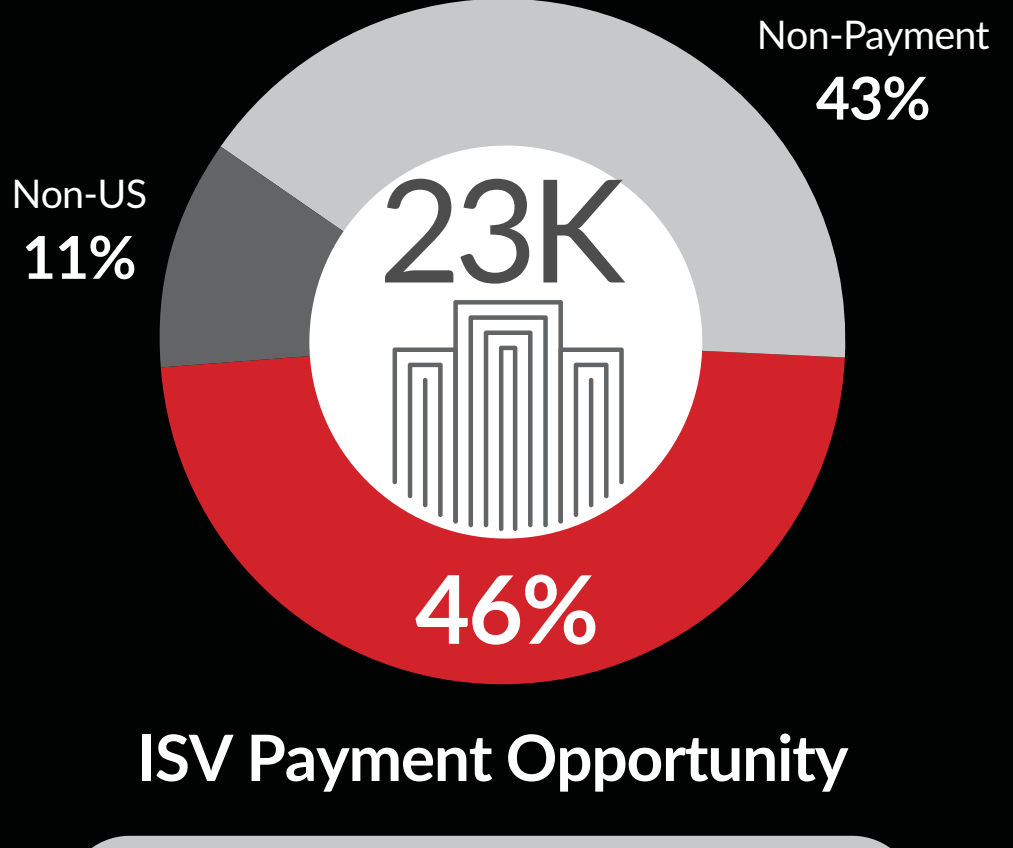
The growth in integrated software vendor (ISV) derived gross transaction volumes (GTV) is outpacing growth in the retail-centric acquiring industry by nearly 4X.



2011-2016

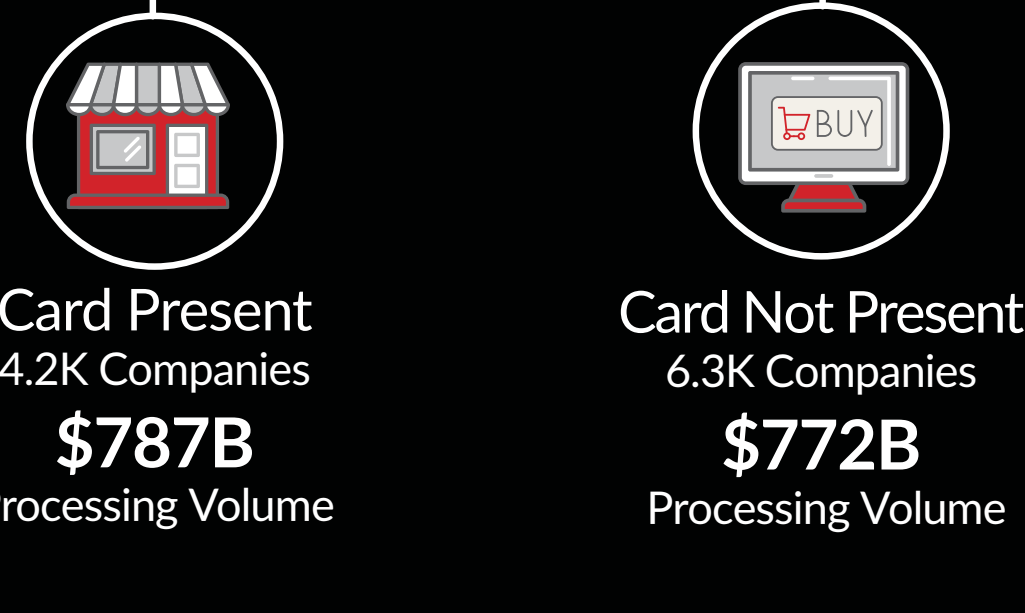
TOTAL MARKET GPV US\$5.2T **ISV¹** GPV US\$148B

Yet there are 23,000 business-to-business software-as-a-service companies worth \$32.8B¹. Nearly half are in the ISV addressable payments market, making them ideal candidates to become PFs.



ISV Payment Opportunity

11K ISVs
Potential Processing Volume =
\$1.6T

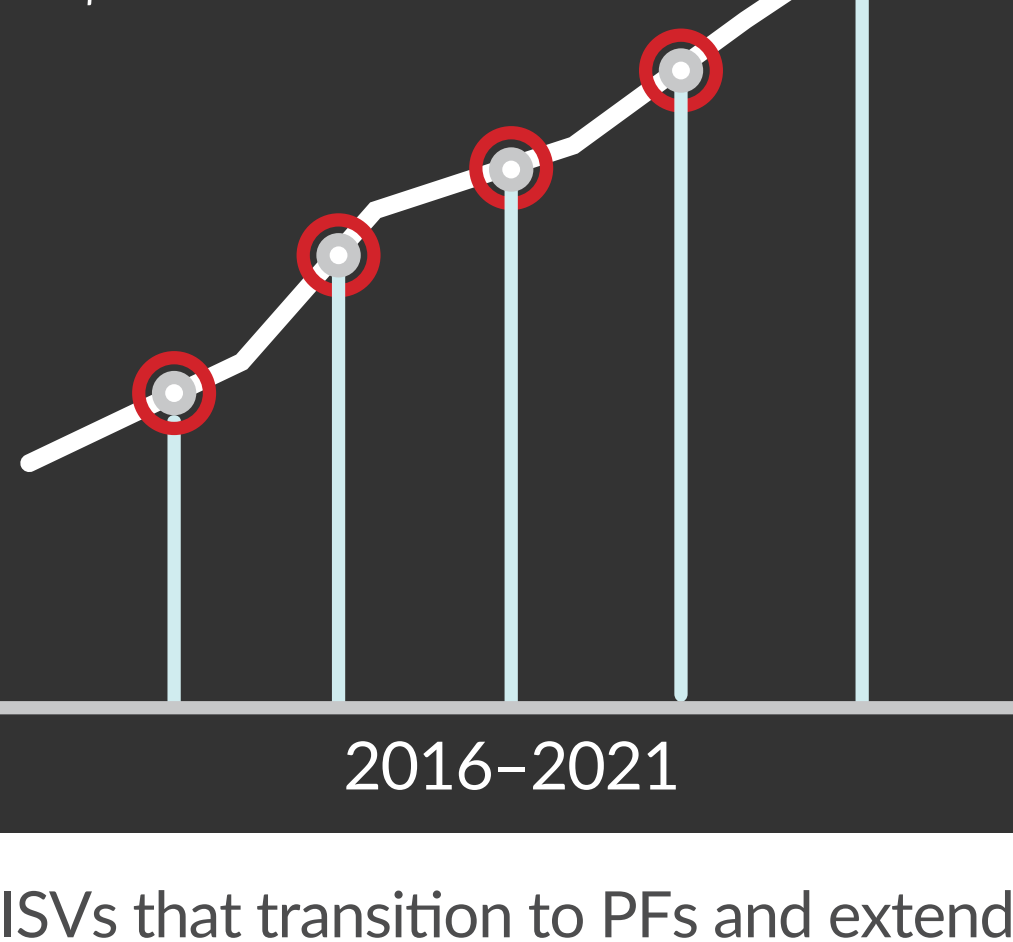


Many of these ISVs focus on untapped and/or rapidly growing vertical markets where payment processing growth will be much faster than in retail.

- HEALTHCARE
- CHARITIES
- EDUCATION
- RENT/HOA
- SUBSCRIPTION/BILL PAYMENT
- SALONS
- PERSONAL TRAINING
- TRANSPORTATION
- GOVERNMENT/UTILITIES

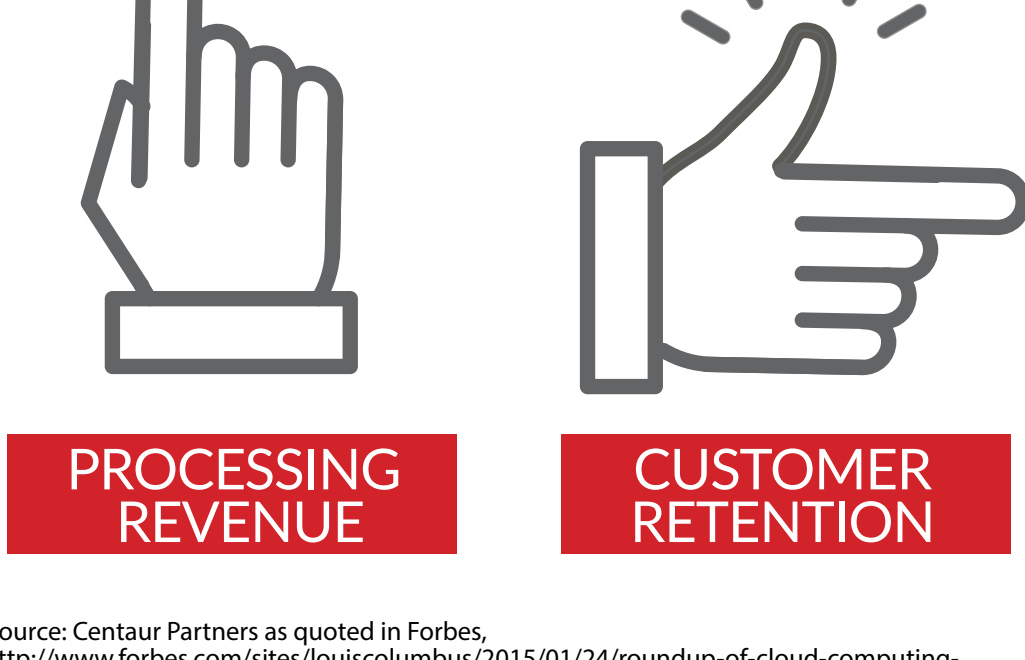
PF's transaction volume should grow 88% YOY and reach \$513B by 2021², generating \$4.4B in revenue.

88%



2016-2021

ISVs that transition to PFs and extend frictionless boarding, simplified pricing, and one point of support for sub-merchants will experience significant growth.



1. Source: Centaur Partners as quoted in Forbes, <http://www.forbes.com/sites/louiscolombus/2015/01/24/roundup-of-cloud-computing-forecasts-and-market-estimates-2015/#2483092d740c>

2. Excludes PayPal, Square, and Stripe.