

MAG IS ACTIVELY COLLABORATING WITH THE KEY STAKEHOLDERS IN THE PAYMENTS SYSTEM.

- Merchant Trade Associations – Established ongoing dialogue and relationships to promote collaboration among merchant trades and created a unified voice for the Merchant community.
- Federal Reserve Bank – Provided Merchants' vision on the future direction of the US Payments System and coordinated industry expertise for the ongoing economic and payments related studies.
- Federal Reserve Mobile Payments Industry Working Group – Organized a forum to provide merchants' input to develop the mobile payments roadmap.
- Branded Card and PIN Debit Networks – Highlighted Merchant's concerns and priorities for improvement.
- Merchant and Financial Services Cybersecurity Partnership – Participated as Merchants' advocate to promote the areas of agreement.
- ANSI X9 – Participated to promote transparency and creation of the open standards for payments.
- EMV Forum – Successfully advocated for enhanced Merchant representation, common debit application and other areas of Merchant interests.
- NACHA – Participated to seek equitable stakeholders' representation by the Merchant community.
- SRPC – Developed relationship with Debit Networks to coordinate and resolve Merchants' concerns.
- W3C Consortium – Promoted open standards for web payments to minimize adverse impact to Merchants.
- International merchants – Provided a forum to escalate common issues, including Dynamic Currency Conversion, excessive cross-border fees, tokenization's adverse impact on inventory planning, etc.

MAG EDUCATES MERCHANTS' PAYMENT PROFESSIONALS ON CURRENT AND MAJOR ISSUES:

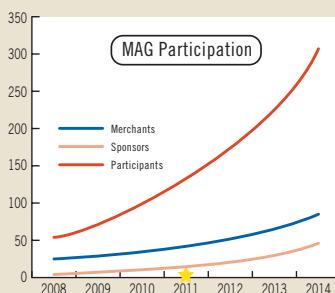
- Conducts 10-12 webinars per year to address the current issues in payments, legal updates and merchant education. All webinars are recorded and posted to the MAG website for the benefit of the Merchant Payment Professional, Franchise business partners and other associates.
- Organizes two (2) in-person conferences each year to provide Merchants opportunities to discuss current issues face-to-face, network, educate and address industry-specific issues impacting their business.
- Convenes industry-specific groups (SIGs) to provide Merchants a forum to share common issues impacting their business.
- Communicates regularly with members on current issues using MAGMail.
- Publishes Quarterly Newsletter with contributions from MAG Merchants, Sponsors, MAG staff and Board members.
- Participates in industry forums, conferences and meetings to educate Merchants on current issues.
- Promotes importance of an open, transparent and independent standards body and the need to secure e-commerce transactions.
- Conducts education sessions for the Merchant professionals on current topics in the payment industry at 101 & 201 knowledge levels. Session materials are also posted on the MAG website for members' use and future reference.

MAG IS DRIVING POSITIVE CHANGE IN PAYMENTS BY ACTIVELY ADDRESSING WIDE-RANGE OF ISSUES IMPACTING MERCHANTS. MAG WAS FIRST TO:

- Convene cross-vertical assemblage of merchant payment professionals to provide opportunity to share common issues, including Credit card disputes' reasons, Chargeback responses, representation, etc.
- Advocate the need to create open payment standards and their governance by an independent standards body.
- Initiate discussions about treatment of EMV as a proprietary issue by Visa and MasterCard.
- Identify the need for open standards regarding EMV and Tokenization.
- Identify the limitations of EMV regarding Durbin routing.
- Estimate the huge cost of PCI implementation and recurring compliance costs to the Merchants.
- Develop a dialogue on EMV migration, PIN based authentication and Merchant liability shift.
- Demand equal merchant representation in standing payments organizations (PCI, EMVCo, NACHA, etc.)
- Implement regular educational efforts designed exclusively for the merchant payment professionals.
- Provide opportunities for regular meetings of the merchant payment professionals within specific verticals to exchange knowledge, address industry specific issues and share best practices.

MAG ADVOCATES MERCHANT INTERESTS THROUGH MEDIA – PRESS RELEASES; WHITE PAPERS; ROADMAP, ETC.

- Volume and Cost Trends in the Debit Card Industry – highlighting the lack of alignment between the actual costs of Debit transaction vs. cost to Merchants. (Jan.'15)
- Response to the White House Executive Order on Chip & PIN and Government Cards (Oct.'14).
- Digital Security – A Framework and approach to Manage Security Investments vs. Today's Risks. (Oct.'14)
- The Networks' Signature Charade – highlighted shortcomings of using signatures to authenticate cardholder identity in Digital Transactions. (Oct.'14)
- Mobile Payments Day – Organized jointly with ETA and FCBA to educate Lawmakers, Regulators and industry stakeholders about innovation in mobile commerce and its impact on Merchants. (Sep.'14)
- EMV MasterCard dates – Adverse impact on Merchants due to EMV Rollout schedule. (Jan.'14)
- Card Brands Tokenization – Adverse impact and higher costs to Merchants. (In Progress)
- Merchants preference for ANSI-X9 to manage open standards for data security, tokenization, etc. (In Progress)
- Encouraging Focus on Comprehensive Solution for Payment Fraud (Jan.'14)
- Updated 2012 Payments Roadmap clarifying MAG Merchants' position on debit routing, reinforcing a common set of standards and rule changes to deter post-EMV fraud migration to e-commerce. (Jan.'13)
- Released Payments Roadmap covering EMV, merchant's liability shift, transparent and open standards body and the need to secure e-commerce transactions. (Jan.'12)



Driving positive change in the payments Industry through collaboration and advocacy of merchant's interests.