



2025 Annual Report

Mission

Driving positive change and innovation in the payments industry that serves the merchants' interests through collaboration, education, and advocacy.

Vision

An improved and equitable payments ecosystem.



Collaborate with members and partners to amplify voices, foster dialogue, and drive transformative industry change.



Learn from leading industry experts and leverage exclusive education to advance your business.



Connect with your merchant peers and gather insights that help you solve payments problems.



John Drechny
CEO

The Merchant Advisory Group is the singular voice for merchants in an evolving payments landscape where your perspective shapes our industry's future.

Your engagement connects you with peers and amplifies your voice in shaping a more equitable payments ecosystem. The MAG is where merchant interests reach the highest levels of industry decision making. From special interest groups to the largest payments conferences, we serve as representatives of the merchant perspective.

When merchants unite under MAG's mission, we shape the future together. Join us in building tomorrow's payments landscape today.



Engagement Opportunities

4

EVENTS

United

Conferences include cutting-edge payments education and networking

International

Summits offer unmatched access and payments insights

6

MEET-UPS

Regional Meet-Ups explore engaging and relevant payments topics

Regional Meet-Ups focus on peer-to-peer learning and payments optimisation

11

WEBINARS

Learn from industry experts through monthly webinars

Webinar program launched this year, with more planned for 2026

25

COMMUNITIES

Merchant-Only Special Interest Group Sessions with over 1,000 participants

International Payments Knowledge Network



"I have the MAG to thank for helping to foster so many opportunities and uncovering millions of dollars in savings and solutions for our company over the years."
– Chris Priebe



TRUELAYER

"Through the MAG, we've been able to engage directly with key decision makers and raise awareness of open banking and the growing adoption of Pay-by-Bank in the U.K. and Europe. It's been a fantastic platform to build relationships, exchange insights, and help shape the future of payments." – Will Lord



Key Achievements



MEMBERSHIP

200+ Merchants

All Access or Digital Access



MAG's membership consists of leading merchants across key verticals: General Retail, Digital Goods & Services, Professional Services, Travel & Entertainment, Mobility & Transportation, Grocery & Restaurant, Fuel & Convenience.



SPONSORSHIP

100+ Sponsors

Offering Global, U.S., Tech Forum, and International Options



MAG's comprehensive sponsorship program provides business partners unparalleled access to engage in dynamic dialogue with diverse merchant members and key decision makers.



EDUCATION

13 Available Courses

100+ resources, live and archived webinars, and conference replays



MAG members and sponsors have access to the MAG Learning Center (MLC), your go-to location for payments courses. eLearning is available for free to All Access merchant members and Tier 1 sponsors.



INTERNATIONAL

19% Attendance Increase

10% increase for London Summit
30% increase for Singapore Summit



MAG continues building fast-growing chapters in Europe and APAC, where the objective is to foster collaboration, provide payments education, and build merchant relationships.



TECHNOLOGY

25 Tech Forum Sessions

Highest Tech Forum attendance to date since program introduction



MAG offers the payments tech community an opportunity for ongoing networking, learning, and engagement through participation in MAG committees, communities, webinars, and in-person events.

179 Merchant Companies
participated in our U.S. in-person events

121 Merchant Companies
participated in our International in-person events



INSPIRE
Brands

"The SIGs, networking, and self-paced eLearning courses that are FREE to merchant members help us better understand this fast-moving industry. The membership cost pays for itself 10X over, and I'm grateful to share the MAG's resources with my team as they develop in their career journeys. – Eric Vescera



ADVOCACY



Educated policymakers on timely issues:

- Discontinuation of the penny and subsequent circulation issues
- The need for competition in payments

Facilitated governmental and industry engagement and education on EBT:

- Represented the merchant voice within X9 EBT Industry Working Groups on their chip card implementation whitepaper
- Joined merchant trade groups to educate Congressional staff regarding SNAP transactions

MAG in the media

 **26** Speaking Engagements

 **12** Earned Media

Filed 5 comment letters to regulatory bodies on a variety of payments topics:

- Modernizing America's Payments
- Industrial Loan Corporations
- Payment Fraud
- Open Banking
- Consolidation of the Payment Systems Regulator and Financial Conduct Authority (UK)

IMPACT



Walmart 

"MAG is a unique driving force that fosters cross-industry collaboration and consistently leads to positive change in the payments ecosystem. Our MAG membership is invaluable to my team, business, and customers."
– Jamie Henry

COLLABORATION



Stakeholder engagement:

- Addressed the growing fraud vector with Mastercard's Return Fraud Working Group
- Held multiple input sessions for card brands, hearing directly from merchants on payments issues
- Launched quarterly technology engagement report

Publication of merchant reference guides:

- Tokenization v.1
- Surcharge and Convenience Fees v.2
- Fraud and Chargeback Risk Programs v.2
- Compelling Evidence v.1 "coming end Q4"