

OUR MISSION:

The MAG's mission is "driving positive change and innovation in the payments industry that serves the merchants' interest through collaboration, education and advocacy." The MAG had several accomplishments in 2019 that directly supported our mission.

HERE ARE SOME HIGHLIGHTS:

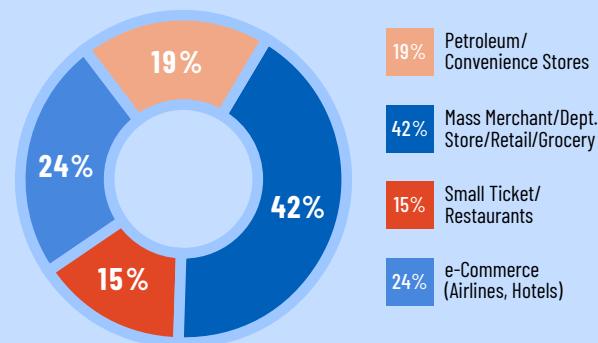
- Advocacy** – In August, the Federal Reserve (Fed) announced their decision to develop a real-time gross settlement and payment service, FedNow. The MAG has been vocal about merchants' involvement regarding the Fed's role in faster payments throughout their decision-making process. In addition to advocacy efforts with the Fed, the MAG is also engaged with the newly-formed Faster Payments Council and represents merchants' interests as a Board Member of the organization. The MAG also educates and collaborates with other merchant trade associations on developing issues within payments that will require external efforts with Congress and regulators.
- Collaboration** – The MAG launched several Communities of Practice engaging merchants in several industry efforts with the objective to share the merchant perspective on important payments issues, including the development of EMVCo's Secure Remote Commerce (SRC) Specification. This community influenced the network plans for implementation of SRC to allow more time for evaluation and planning and a more thoughtful approach to mass launch post-holiday to minimize impact of a new product launch during the time of significant seasonal volumes. This community also advocated for an approach towards the consumer experience to help improve choice and prioritization of digital payment choices and influence the consumer "branding" of this digital checkout alternative.



MAG membership now includes **157 companies**, an increase of **9% over 2018.****

**NRF "Stores" Top Retailers 2018

MAG Member Verticals



*Stats as of November 2019

The MAG membership includes many of the top merchant companies today!

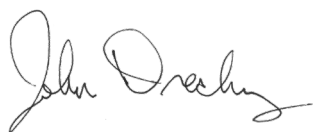
10 out of the top 10

19 of the top 20

61 of the top 100

MAG sponsor companies represent **70 of the leading service providers** in the payment industry.

- **Education** – Early this year, the MAG released the Smarter Payments Video Series, to help our membership educate their C-suites on payments issues. The MAG also formed a partnership with the Association of Financial Professionals to jointly deliver core payments education. The new program is targeted to launch in 2020.
- **Innovation** – The MAG founded an Executive Tech Advisory Board and launched the first-ever Tech Forum at the MAG Annual Conference. The Tech Forum is designed to educate merchant IT professionals on important payments business issues and emerging technology developments, along with providing critical networking opportunities for IT and payments professionals.



John Drechny

CEO, Merchant Advisory Group

The Merchant Advisory Group (MAG) was founded in 2008 by a small visionary group of merchants in the payments field dedicated to driving positive change in payments through multi-stakeholder collaboration. The MAG represents 150 of the largest U.S. merchants which account for over \$4.4 Trillion in annual sales at over 450,000 locations across the U.S. and online. Roughly \$3.9 Trillion of those sales and over 113 Billion card payments are electronic which represents approximately 59%* of total U.S. card volume. MAG members employ over 14 million associates.

**Source of Total U.S. card volumes: Federal Reserve Payments Study 2016*



MAG had record-setting conference attendance in 2019! **Conference attendance is up 30%** from 2018.



The MAG provided **16 educational webinars** in 2019 complimentary to MAG members and sponsors.



The MAG conducted **four educational sessions** which focused on: An Overview of the US Payment Networks; Developing a Payments Strategy - Answering What, Why, How for Success; The ACH: Today and tomorrow; Understanding the Cost of Accepting Payments.



The MAG produced **four quarterly newsletters** filled with timely MAG and payment industry information.