



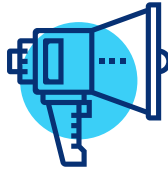
Our Mission

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

COLLABORATION



Conducted 8 Merchant Input Sessions with Three Card Brands on Potential Changes/Services to Ensure Merchant Feedback was Received



HELD 35 Merchant Only SIG Networking Sessions

OVER 1400

PARTICIPANTS

40% Increase

EDUCATION



7 COURSES

1600 COURSE REGISTRATIONS








800 GRADUATES

Merchant Payments 101 and Exploring Payments Technology eLearning courses are available for Free to All Access Merchant Members. Starting January 1, 2024, our 200-level eLearning Courses will also be free for All Access Merchant Members.

ADVOCACY AND COMMUNICATIONS

Advocacy Update

-  The Federal Reserve released a proposal to reduce the regulated debit interchange rate and will initiate a methodology to revisit the rate every two years. The Federal Reserve will collect public comments on the proposal and finalize a new rate and the methodology to determine the rate moving forward in the coming months.
-  Senators and Representatives re-introduced bipartisan, bicameral legislation, the Credit Card Competition Act, with the intent to increase competition in the credit card market.
-  The Federal Reserve's enforcement of their clarification to Regulation II for debit routing, stating two unaffiliated networks must be enabled for ALL debit transactions, went into effect July 1, 2023.
-  The Federal Reserve launched FedNow, a new instant payments infrastructure, in July 2023. MAG staff and merchant members are engaged with the Fed regarding the development of end-user business use cases as FedNow evolves and grows.
-  MAG merchant members and staff met with USDA Food and Nutrition Service staff to discuss the possibility of chip implementation for EBT and SNAP transactions.

Increase in LinkedIn Followers and Email Open Rate

■ LinkedIn ■ Email



GROWTH

OVER 190 Merchant Members

OVER 100 Sponsors

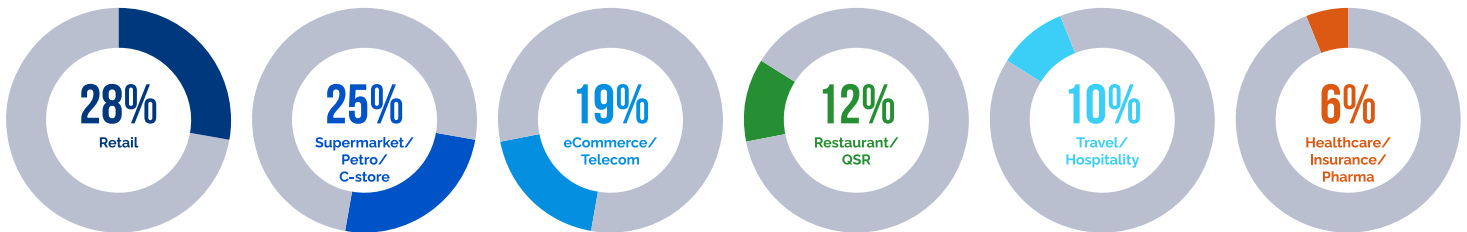


Regional Meetings Hosted in Partnership with MAG Sponsors



Member Verticals

*Through August 2023



INTERNATIONAL



Hosted Second APAC Summit, Increasing the Event to Two Days and growing Attendance by 85% from 2022



Hosted First London Meet-Up



Hosted Three In-Person APAC Meet-Up Events in Singapore, with Over 25 Companies Represented

CONFERENCES AND EVENTS

Record-Breaking Attendance at Both Conferences

Annual Conference and Tech Forum Attendance:

OVER 1200 Members and Sponsors



Hosted the Largest Exhibit Hall in MAG History, with 76 Booths

Mid-Year Conference and Tech Forum is now **Payments MAGnified** and Annual Conference and Tech Forum is now **MAG Payments Conference**.

Payments
MAGnified 24

FEBRUARY 20-23 | HYATT REGENCY DALLAS, TX

MAG **Payments**
Conference 24

SEPTEMBER 16-19 | HILTON BONNET CREEK ORLANDO, FL



Introduced the **Innovation Stage** At MAG Annual Conference Which Included **7 Informative Sessions**



Overall, Conferences Scored a **4.6** out of 5 from **Member Surveys** Evaluating **Overall Satisfaction**

TECH ENGAGEMENT

Tech Update

- Joined X9 to provide the merchants' perspective on topics impacting payments, including improving security of SNAP cards and the 8-digit BIN expansion.
- Expressed merchants' point of view to EMVCo on topics ranging from tap-on-mobile to the SRC UX/UI guidelines.
- Contributed to US Payments Forum white papers on PINless Debit Processing and the Technical and Operational Considerations of Reg II Clarification.



Presented **28 Tech Forum Sessions**



46% Increased Membership in Tech Ops and Tech Exec Advisors

The Merchant Advisory Group (MAG) plays a vital role in helping merchants and the industry shape innovative approaches to payments. Providing unparalleled collaboration and networking opportunities for merchants and sponsors, the MAG collaborates with industry stakeholders and advocates for merchants' interests. The MAG represents over 150 U.S. merchants which account for over \$4.8 Trillion in annual sales at over 580,000 locations across the U.S. and online. Roughly \$3.5 Trillion of those sales and over 100 billion card payments are electronic which represents approximately 62%* of total U.S. card volume. MAG members employ over 14 million associates.

*Source of Total U.S. card volumes: Federal Reserve Payments Study 2019