2023 YEAR AT-A-GLANCE

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

Published Surcharge and Convenience Fee Reference Guide

Conducted Second Annual “Voice of the Merchant” Study in Partnership with Oliver Wyman

HELD 35 Merchant Only SIG Networking Sessions

OVER 1400 PARTICIPANTS 40% Increase

EDUCATION

7 COURSES

1600 COURSE REGISTRATIONS

Launched Exploring Payments Technology eLearning Course

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.

(952) 928-4648 | Info@MerchantAdvisoryGroup.org | MerchantAdvisoryGroup.org | STAY INFORMED: linkedin
Senator 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.

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**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.

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**Increase in LinkedIn Followers and Email Open Rate**

<table>
<thead>
<tr>
<th>LinkedIn</th>
<th>Email</th>
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<tbody>
<tr>
<td>Follower Increase</td>
<td>25%</td>
</tr>
<tr>
<td>Open Rate Increase</td>
<td>22%</td>
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</tbody>
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**GROWTH**

- Over 190 Merchant Members
- Over 100 Sponsors
- Regional Meetings Hosted in Partnership with MAG Sponsors

**Member Verticals**

*Through August 2023*

- 28% Retail
- 25% Supermarket/Petrol/C-Store
- 19% eCommerce/Telecom
- 12% Restaurant/QSR
- 10% Travel/Hospitality
- 6% Healthcare/Insurance/Pharma

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**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

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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