

## 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 2018 that directly supported our mission.*

## HERE ARE SOME HIGHLIGHTS:

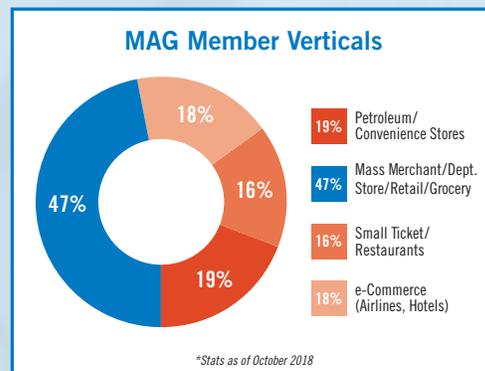
- Advocacy** – During the EMV migration, the MAG was successful in leading efforts to convince federal regulators to enforce merchant routing on debit purchases. We joined with other merchant trade associations and representatives of prominent domestic networks to clarify that debit POS routing is the exclusive prerogative of merchants. We continue to fight for merchants' rights to route debit purchases on the Internet, on mobile devices and other emerging channels. The MAG educates and collaborates with other merchant trade associations on developing issues within payments that will require external efforts with Congress and regulators.
- Operations** –The MAG led efforts to get rid of signatures at the POS, gain momentum on authorization of customer returns at the POS, and raise awareness of industry developments around dispute processing and secure remote commerce initiatives, including both opportunities and challenges impacting the customer experience and retail operational efficiencies. The MAG pursues best practices in the payments industry through collaboration efforts with all stakeholders in areas such as omni-channel commerce, competitive debit practices, network rules, and risk/fraud mitigation initiatives.

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 over 140 of the largest U.S. merchants which account for over \$3.4 Trillion in annual sales at over 950,000 locations across the U.S. and online. Roughly \$2.7 Trillion of those sales and over 73 Billion card payments are electronic which represents approximately 59%\* of total U.S. card volume. MAG members employ over 12.5 million associates.

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



**MAG membership** now includes **142 companies**, an increase of **11% over 2017**, and **18 of the top 20 retailers** in the US.\*\*



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

• 9 OUT OF THE TOP 10

• 18 OF THE TOP 20

• 57 OF THE TOP 100

**MAG Annual Sponsor companies** represent **61** of the **leading service providers** in the payment industry.

- **International Collaboration** – MAG continues to collaborate with international merchant colleagues. Our goal is to create an ongoing international merchant dialogue in hopes of spreading best practices and sharing mutual concerns about the payments system.
- **Ten years of merchant collaboration and partnership** – The MAG recognized its tenth anniversary, commemorating many individuals' contributions that have shaped the organization and furthered merchants' interests in the payments industry. The merchant community is commended for its efforts in sharing best practices and working together to strive towards a more equitable payments system. We are reminded of the need to remain focused on the ultimate goals of ensuring merchants have real representation in decision-making bodies, as we all work towards modernizing US payments and improving our customers' shopping experience.



**Mark Horwedel**  
CEO, Merchant Advisory Group



**MAG conference attendance is up 19% from 2017.**



The MAG provided **16 educational webinars** in 2018 complimentary to MAG members and sponsors.



The MAG conducted **4 educational sessions** focusing on An Overview of the US Payment Networks; Developing a Payments Strategy – Answering What, Why, How for Success; Everything You Wanted to Know about Merchant Contracting but Were Afraid to Ask; Finding Oz, Defining a Purposeful Payments Path.

The MAG **produced 4 quarterly newsletters** filled with timely MAG and payment industry information.

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

\*\* NRF "Stores" Top Retailers 2017

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