

Leverage Payments Technology to Increase your Bottom Line

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MASTER
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Is **NOT** a Credit Card Company. It is a **Technology Company** that provides a safe, simple and smart way for consumers, businesses and governments to do business together.

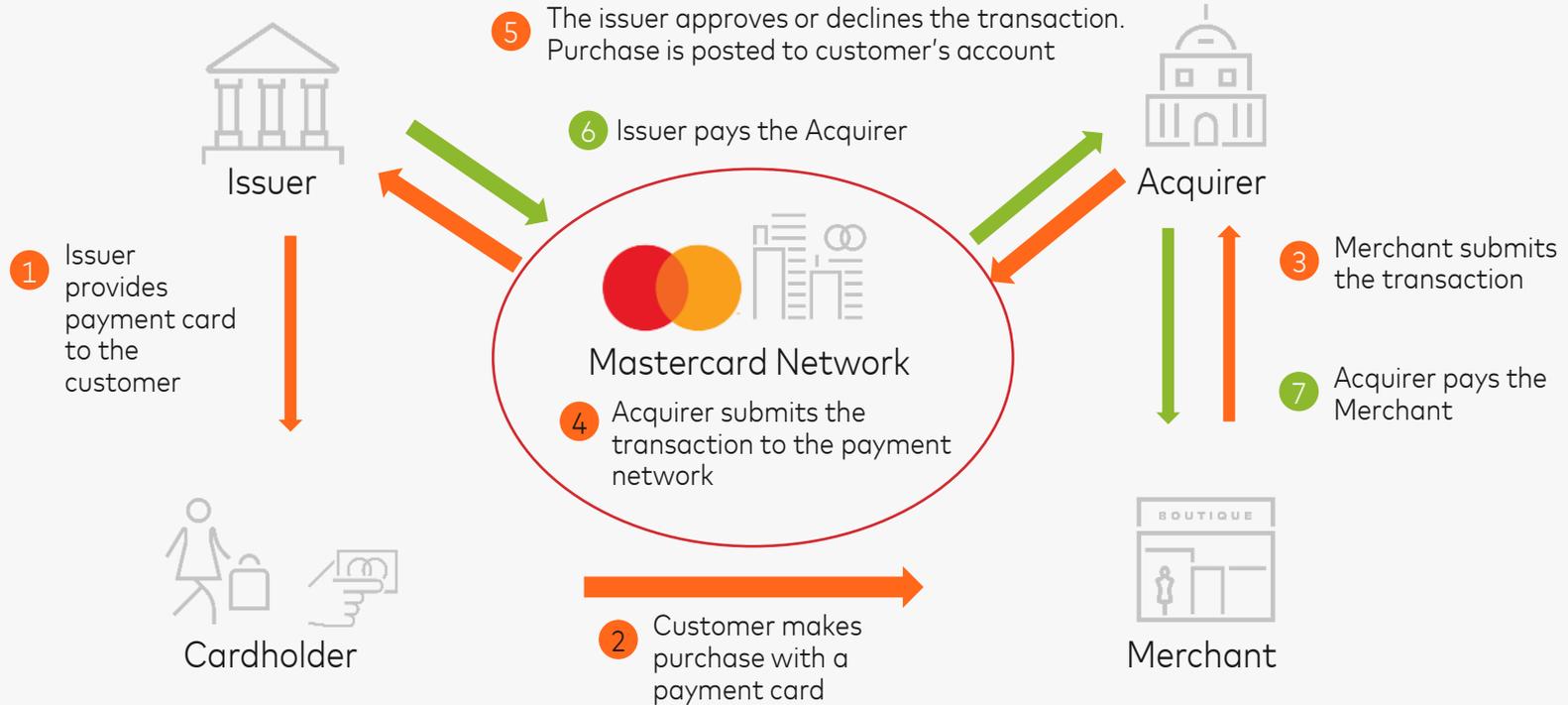
A hand holding a white Mastercard next to a payment terminal. The background is orange with a succulent plant and a coffee cup. The text "A World Beyond Cash®" is prominently displayed.

Our Mission
Every day, everywhere, we use our technology and expertise to make payments **safe, simple, and smart**

Our Vision
A World Beyond Cash®

Our Network
We have the **Fastest Processing Network** in the world with unique and flexible capabilities.

Mastercard connects Banks, Merchants and People to do business together



Master Your Card

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Master Your Card is Mastercard's community empowerment program aimed at achieving financial inclusion for underserved communities.

Through joint efforts with committed community partners and Mastercard employees, we enable **financial equity** through access to education, resources and best-in-class electronic payments technology.



THIS LITTLE CHIP PAYS OFF BIG TIME FOR YOUR BUSINESS

Enabling your business with the right payment solutions means you can accept, manage and grow your customer base.

- Advanced Technology Helps You Succeed**
Get the most advanced point-of-sale system, mobile payment solutions and more. You can accept payments on your smartphone, tablet or laptop. You can also accept payments in person, online or over the phone. You can also accept payments in person, online or over the phone. You can also accept payments in person, online or over the phone.
- Give Your Customers What They Want**
Your customers want to pay how they want. They want to pay on their phone, tablet, laptop or computer. They want to pay in person, online or over the phone. They want to pay in person, online or over the phone.
- Secure Every Transaction**
Mastercard's advanced security solutions help you protect your business and your customers. You can accept payments in person, online or over the phone. You can also accept payments in person, online or over the phone.



Master Your Card promotes financial equity:



Educational Resources: Presentations, Webinars, Train the Trainers sessions, Facilitator Guides, Videos, Handouts and Interactive Platforms thru our website



Delivered by: Master Your Card trainers, Community Organizations and Mastercard Volunteers

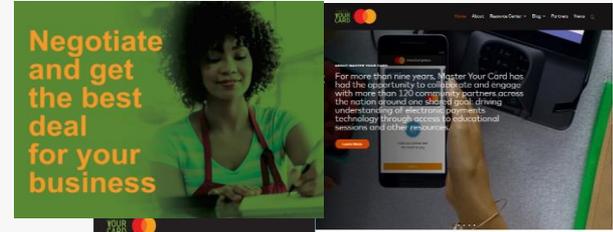


Topics for individuals include:

- Family Conversations about Money
- Creating a Budget and Savings Plan
- Checking and Savings Accounts
- Mobile and Online Banking
- Building Emergency Savings
- The Cost of Cash
- Credit Scores and Reports
- Payment Cards (Prepaid, Debit and Credit)
- Safety, Security and Fraud Protection

Topics for business owners include:

- Accepting Payment Cards
- Selecting a Processor
- Safety, Security and Cybersecurity
- Securing your Data and your Business
- Electronic Payments

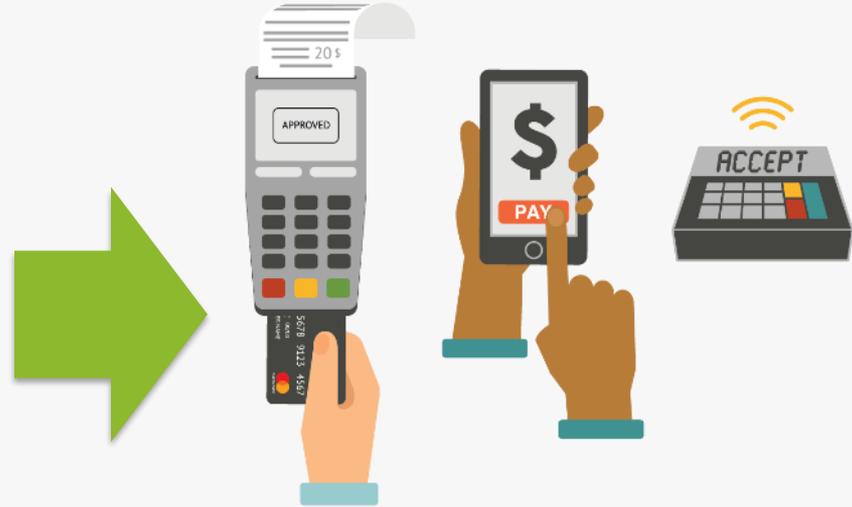


www.masteryourcard.org

Why are Electronic Payments important?

Eventually, cash will be a thing of the past

Electronic payments continue to expand throughout the world, becoming the preferred payment method because they are safe, simple and smart for consumers and businesses.



Paying bills, shopping, receiving or transferring funds, people save money, time, and gain convenience

The era of the "Always On" consumer



Connected **People**:
56% of the world population



Connected **Devices**:
Est. 50Bn by 2030



Digital Payments
Continue outpacing cash transactions



Shop in Store



Shop at Home

Shop Anywhere



Technology is changing the way we use our money



People want speed, savings and safety

- Cards are **easier to use** than cash or checks
- Provide people with **payment options** and **convenience**
- Safest, simplest and quickest way to make payments in person, by phone, online or mobile
- Cards are **safer and cheaper** than getting cash at ATM's or carrying checks
- If you are a business, accepting cards tells your customers that you care about their **time, money and security**



Not all cards are Credit Cards!!

Prepaid

Your own money loaded into a payment card

- No credit history required
- You don't need to have a bank account
- Easy to use, anywhere credit or debit cards are accepted
- No possibility of going into debt
- Safer than cash, as you are protected if your card is lost or stolen

Debit

Your own money in a bank account

- Easy access to your money
- Function like electronic checks
- Use your own money to pay everywhere payment cards are accepted
- Easy access to cash through ATMs or cash-back at stores
- You can't spend more than what you have
- You are protected from fraudulent transactions

Credit

You borrow money from the bank that issued your card

- Like a short-term loan, useful in case of emergency; you need to pay it back in full, or you may incur in fees and interest charges
- Helps establish or improve your credit history and score
- In many cases offer rewards programs, insurance and other benefits
- You are protected in case of fraudulent charges

As a business owner, now more than ever, it's important to understand the benefits of Electronic Payments...

- Increase revenue
- Enable new sales channels
- Increase sales, as customers spend more when using payment cards
- Offer your customers a better purchase experience
- Make transactions efficient and more secure

- Provide consumers with the convenience to pay with whatever form of payment they choose, in person, over the phone, online, etc.
- Improve operational efficiency
- Help you keep cash flow
- Electronic payments provide you with immediate, accurate and transparent accounting

and in COVID-19 times...

- Adapt to current customer needs: i.e. online sales, contactless, recurring payments, etc.
- Receive subsidies and stimulus benefits electronically
- Build and access lines of credit to grow your business



The value of Electronic Payments to you

Offer more value and allow startups and small businesses to compete with large and established businesses.

Accepting payment cards impact your business in three ways:

- Brand & Marketing
- Customer Service
- Financial Health



Brand & Marketing

- When potential customers see you accept payment cards, it immediately sends the message that you are an established and legitimate business:
- Mainstream financial practices
- Provides convenience to customers, allowing them to pay with whatever form of payment they choose, in person, over the phone, online, etc.

Customer Service

- Your greatest strength is the quality of your products and services and the personal relationships you build with customers. Electronic payments give you more time and energy to focus on your growth, success and life outside of work.
- More time and energy to focus on relationships

Financial Health

Big businesses have cash flow and back offices full of accountants and administrators, but you do everything while worrying about the bottom line. Here's how electronic payments help you:

- Larger purchases
- Guaranteed payment
- Better cash flow
- Enable recurring payments
- Automatic accounting and record keeping

Cost of Cash

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EMPOWERING YOUR COMMUNITY

As a business owner, does cash have a cost to you?



Taking the first steps to accept Electronic Payments

Different kinds of Processors

Acquiring Banks

- Brand names you and consumers recognize, including local banks
- Some have in-house payment processing and others may outsource to third-party processors
- Existing services and broad banking relationships can be valuable to small businesses

Independent Sales Organizations

- Specialized in soliciting smaller business accounts, then contract with TPPs and acquiring banks to provide actual processing services.
- Costs may be higher because they have to pay a transaction fee to acquiring bank or TTP.

Third Party Processors (TPP)

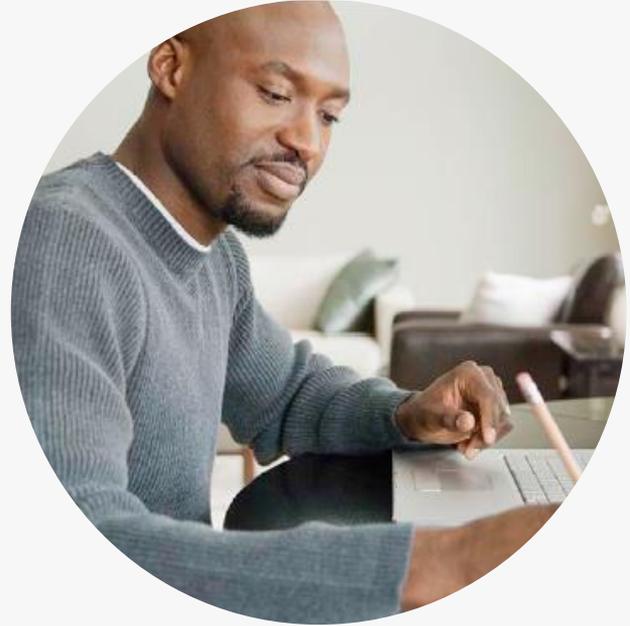
- Focus primarily on larger merchants
- Directly provide a full range of services to merchants
- Function exclusively in a business-to-business environment between businesses and acquiring banks

Internet Payment Service Providers

- Solicit and service electronic business for TPPs and acquiring banks
- Specialize in small to medium internet-based businesses
- Costs may be higher due to specialized services, TPP fees and acquiring bank fees

How to prepare before selecting a Processor

- What do you sell, to whom and how?
- Is it face to face? Do you have a store?
- Average transaction size
- Monthly volume
- Business history, sales process and model



Find a Processing Partner

- Get started with a bank, payment processor or payment app.
- Your local bank who takes care of your business account is a great place to start for card processing services
- Ask friends and associates with similar businesses for recommendations
- Business groups or associations may provide reliable suggestions



5 sets of questions to ask yourself before signing a contract



- Who?** Understand the partner relationship:
- Who are they?
 - Do they outsource their processing?
 - What is their reputation?
 - Who will be your contact person?
-

- Fees?** Understand the contract and how fees are calculated:
- What is the term?
 - Can pricing change? How?
 - Do you have an "interchange +", tiered or blended rate structure?
 - Is there are the monthly and annual fee?
 - Is the price appropriate for my business?

- Tech?** What type of hardware and technology you need:
- How much will the equipment cost?
 - Can I buy or lease/rent the same equipment from a 3rd party?
 - Is it appropriate for my business?
 - What other products are needed?
-

- Flex?** What happens if you want to switch processors as your business grows and evolves:
- Are there penalties for early termination?
 - Can I re-negotiate my fees when I grow?
 - What if I need new technology?
-

- Help?** Level of support you will have:
- Is there a relationship manager?
 - What happens when my system is down?
 - What do I do when I get a customer dispute?
 - Is there web support?

Additional questions

- Startup time
- Equipment sales and support
- Underwriting process
- Required documentation
- Risk assessment & focus
- Point of contact
- Support in fighting chargebacks
- Time for funds to settle
- Sponsoring bank
- PCI* DSS* program and support



*PCI - Payment Card Industry

*DSS - Data Security Standards



Additional recommendations when selecting a Processor

Look for:

- Professionalism and knowledge
- Background, leadership and market exposure
- Phone manners/etiquette
- Time spent and quality of responses
- No “used-car sales” routine
- Marketing materials
- Statements and breakdown explanation
- Reserves and money holdbacks

Be aware of:

- Processing companies with high set-up and start fees
- A processor who tries to avoid giving you quotes in writing
- Hidden or conditional fees that can appear minuscule or harmless but can hurt you in the end
- Misleading advertisement which can lead merchants into signing agreements that are harmful

Get the best deal for your business



Get the best deal for your business. Negotiate!

Make sure you ask questions to find out as much as you can about a processor before you decide. If you're happy with their answers, then it's time to negotiate.

Compare

- How services are priced
- Get multiple bids from a variety of processors
- Avoid non-disclosure clauses in order to compare bids
- Reduce extra fees—many come from processors, not from networks

Respect and working relationship

- Look at reserves and holdbacks
- How do they handle chargebacks?
- Understand your track record and face-to-face card transactions

Save money

- Don't pay extra fees
- Look at penalties
- Don't get "tricked"

Consider timelines

- The longer the contract, the lower the rate should be
- Determine payment timing
- Use exclusivity as leverage

Be fraud savvy and protect
your business

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What Financial Institutions and Mastercard do...



- Implement systems and tools to protect customer information.
- Proactively monitor millions of data points to detect fraud at its inception.
- Mastercard secures the entire payments ecosystem with end-to-end encryption, tokenization, authentication and more.



What YOU can do...

Accepting card payments is safe, simple and secure. While some fraudsters may perceive businesses as easy targets, you can protect yourself with prevention, prediction, detection and resolution.

- Incorporate fraud prevention into employee training sessions
- Offer rewards or incentives for employees who prevent a fraudulent transaction
- Update your business software regularly
- Install firewalls to prevent unauthorized visitors into your Internet network
- Data access should be on a need-to-know basis, so assign appropriate system permissions to each employee
- Use multi-factor authentication to access sensitive information in your systems is a major defense against hacking
- Automatically scan all emails and attachments

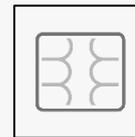
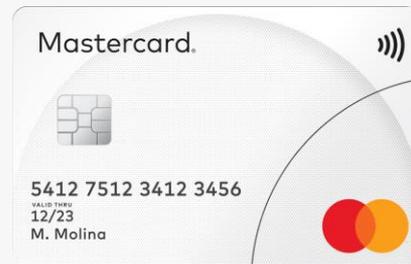
If you find your business or website under attack from hackers:

- Disconnect your systems immediately
- Notify your payment partners
- After isolating the entry point of the hacking attempt, you might have to uninstall then re-install the affected system to remove the virus from your networks
- Communicate with customers: It's important to be as transparent as possible



Use the latest technology... Get prepared

- Contactless cards and mobile wallets use:
 - Radio frequency identification for making payments at terminals
 - Encrypted technology
 - Never transmit your actual account numbers. Instead, they use encrypted payment codes
- EMV chip cards
 - Use encrypted payment codes via the terminal



Card, Chip EMV



Contactless



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Resources & Tools to help you master Electronic Payment Technology



Starting Your Business

Starting a business might be complicated. Getting your business set-up with the power of electronic payments technology is a step on the path towards success.

- 5 Questions to Help you Choose the Right Processor
- Who's Who Among Payment Processors
- Understanding your Merchant Processing Agreement
- Six Steps to a Successful Relationship with your Payment Processors



Accepting Payment Cards

Still wondering if you should accept payment cards.

- Consider Cards Over Cash
- Making Card Acceptance Work for you
- How Payment Card Transactions Work



Electronic Payments

Learn from other business owner on how investing in electronic payments can help you save time, protect and even transform your business.

- Smart Investment
- Help Businesses Grow
- Save Time
- Transform Businesses



Safety and Security

Cyber Security is important for keeping your business safe and thriving.

- Securing your data
- Protecting your business against fraud
- Payment Card Industry Data Security Standard (PCI DSS) requirements



Online Resources by www.MasterYourCard.org

Toolkits by title:

- [Accepting Payment Cards](#)
- [Cyber Security](#)
- [Electronic Payments](#)
- [Starting Your Small Business](#)

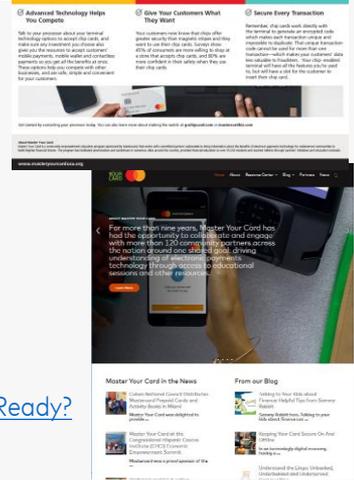
Handouts by title:

- [Grow Your Business and Your Community](#)
- [How Electronic Payments Work for Your Business](#)
- [How Credit Card Transactions Work](#)
- [Find the Best Payment Processor](#)
- [5 Questions to Help You Choose the Right Processor](#)
- [Cyber Readiness is Critical for Business owners](#)
- [The Benefits of Electronic Payments Technology to the People Who Need It Most](#)
- [Master Small Business Security \(PCI DSS Compliance\)](#)
- [Protect Your Business Against Payment Card Fraud](#)
- [Reasons To Accept Mobile Payments](#)
- [Securing Your Data and Your Business](#)
- [This Little Chip Pays Off Big Time for Your Business](#)



Videos by title:

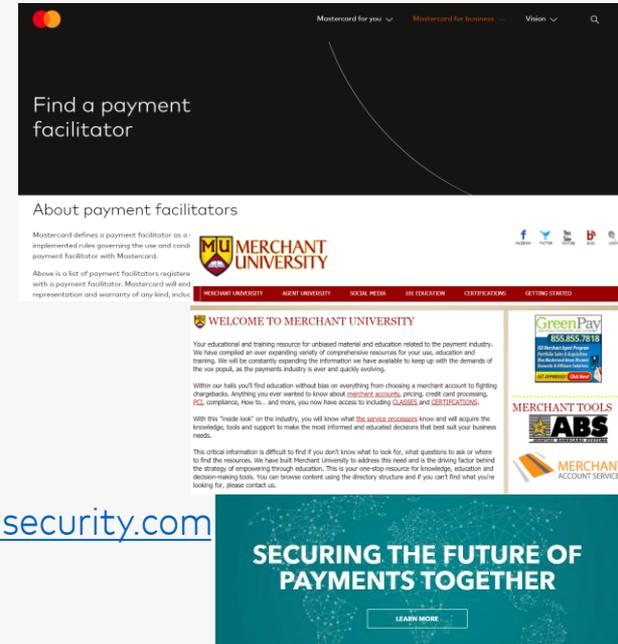
- [Making Card Acceptance Work for You](#)
- [Consider Cards Over Cash](#)
- [Electronic Payments Help Businesses Grow](#)
- [Electronic Payments are a Smart Investment](#)
- [Choosing the Right Card Processor](#)
- [The Payment Processing System](#)
- [Accepting EMV Chip Cards](#)
- [Accepting Mobile Payments](#)
- [Getting the Best Deal for Your Business](#)
- [Electronic Payments Save Time](#)
- [Electronic Payments Transform Businesses](#)
- [EMV and Chip Payment Cards – is your Business Ready?](#)
- [Protecting Your Business from Fraud](#)
- [Securing Your Data and Business](#)
- [Six Steps to a Successful Relationship with Your Payment Processors](#)
- [Understanding Contracts and Statements](#)
- [Understanding Your Merchant Processing Agreement](#)
- [Who's Who Among Payment Processors](#)



Links to additional online resources

Select a Processor: <https://www.mastercard.us/en-us/merchants/start-accepting/payment-facilitators.html>

- Merchant University: www.MerchantUniversity.org
- The Academy of Risk Management: www.mastercard.com/arm
- PCI 360: www.mastercard.com/pci360
- Payment Card Prevention Training: www.mastercardsecurity.com
- PCI Council: www.pcisecuritystandards.org
- Merchant fraud prevention training materials: <http://www.mastercardsecurity.com>
- Chip card information: <http://www.gochipcard.com>



Mastercard Engagement Options

Mainstreet Resource Center & Digital doors

Mainstreet Resource Center

www.mastercard.us/mainstreetrecovery

Digital Doors Program

www.mastercard.us/digitaldoors



Key Points to Remember:

Payment Cards:

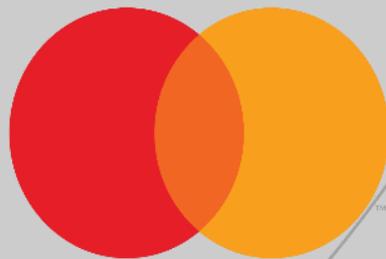
- Increase sales; customers spend more when using payment cards
- Enable new sales channels
- Help you compete with larger retailers
- Provide immediate, accurate and transparent accounting
- Help you keep cash flow
- Better purchase experiences
- Make transactions and relationships more secure
- Serve your consumers better, as they move from cash to cards

Limitations of Cash

- Risk losing a sale
- Risks of keeping, and protecting, increased cash on hand
- Increased variable costs for processing cash
- Limited ecommerce experience



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