

AMEX OPTBLUE

BIG VALUE FOR THE SMALL MERCHANT



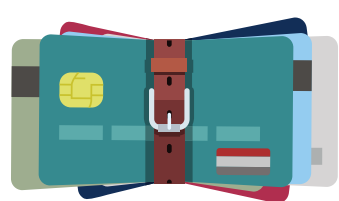
American Express (Amex) used to be a closed ecosystem that required businesses to establish a direct relationship with the card brand that often resulted in delayed funding and separate billing and service.

No more! The Amex OptBlue program makes it easy for small merchants to now accept the American Express card. In fact, hundreds of merchants are signing up daily!

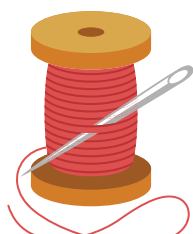
WHAT IS THE AMEX OPTBLUE PROGRAM?



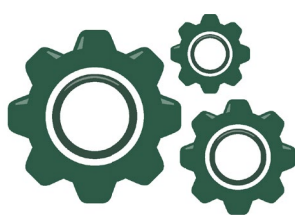
THE OPTBLUE PROGRAM ALLOWS YOUR SMALL BUSINESS TO ACCEPT AMEX CREDIT CARDS FROM THE SAME PROVIDER YOU USE TODAY FOR VISA, MASTERCARD AND DISCOVER – AT A MUCH MORE AFFORDABLE PRICE POINT



YOU CAN AUTOMATICALLY “BUNDLE” AMEX WITH THE OTHER MAJOR CARD BRANDS YOU ALREADY ACCEPT



AMEX INTEGRATION WITH OPTBLUE IS SEAMLESS



YOU DON'T HAVE TO OVERHAUL YOUR PAYMENT INFRASTRUCTURE



YOU DON'T HAVE TO CHANGE MERCHANT ACCOUNT PROVIDERS



YOU WILL RECEIVE ONE STATEMENT THAT COMBINES ALL CARD ACTIVITY – INCLUDING AMEX

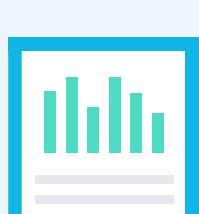
< ONE MILLION

TO BE ELIGIBLE FOR THE OPTBLUE PROGRAM, YOU MUST PROCESS LESS THAN \$1 MILLION ANNUALLY IN AMEX SALES

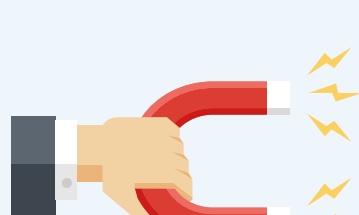
WHY YOU NEED THE OPTBLUE PROGRAM NOW



APPROVED MERCHANT ACCOUNT PROVIDERS – NOT AMEX – SET PROCESSING FEES. THIS MEANS LOW RATES YOU CAN AFFORD



GET ONE EFFICIENT AND FAST DEPOSIT, SERVICE AND STATEMENT FROM THE COMPANY THAT YOU USE FOR ALL YOUR CREDIT CARD TRANSACTIONS



YOU CAN ATTRACT CUSTOMERS WHO USE AND PREFER AMEX, AS WELL AS GIVE YOUR EXISTING CUSTOMERS MORE WAYS TO PAY



INCREASE SALES. AMEX CARDHOLDERS SPEND MORE PER TRANSACTION COMPARED TO ALL OTHER CARD BRANDS



GET ACCESS TO MERCHANT PROGRAMS AND PROMOTIONS SUCH AS AMEX MERCHANT FINANCING



BOOST SALES BY OFFERING YOUR CUSTOMERS ANOTHER WAY TO PAY

WITH COMPETITIVE FEES, EASY SETUP AND EFFICIENT PROCESSING, YOU'VE GOT EVERY REASON TO START ACCEPTING AMEX PAYMENTS NOW. CONTACT US TO LEARN MORE!

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CREDIT CARD PROCESSING FOR BUSINESS

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