

Our Mission

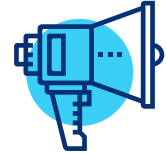
Driving positive change and innovation in the payments industry that serves the merchants' interests through collaboration, education, and advocacy.

COLLABORATION



Engaged with card networks on proposed rules changes resulting in:

- The delay of two deadlines
- Introduction of a new dispute rule for the petroleum industry



Facilitated industry engagement and education on EBT:

- ✓ Contributed to the X9 EBT SNAP specification update to support chip card transactions
- ✓ Successfully advocated for delaying state rollout plans to allow time for merchant adjustments

25 Merchant Only SIG Engagement Sessions

OVER 1000 PARTICIPANTS

ADVOCACY AND COMMUNICATIONS

Advocacy Update

- ✓ Secured momentum for merchants as a judge rejected a proposed \$30 billion network rules agreement aimed at ending long-standing swipe fee litigation with Visa and Mastercard.
- ✓ Filed 5 comment letters to regulatory bodies on a variety of payments topics:
 - Debit interchange fees
 - Buy Now, Pay Later
 - Definition of junk fees
 - Digital payment applications
 - Open banking

Increase in click-through rate, LinkedIn followers, and email open rates. ■ LinkedIn ■ Email



CLICK RATE

80%



FOLLOWERS

32%



OPEN RATE

29%

EDUCATION



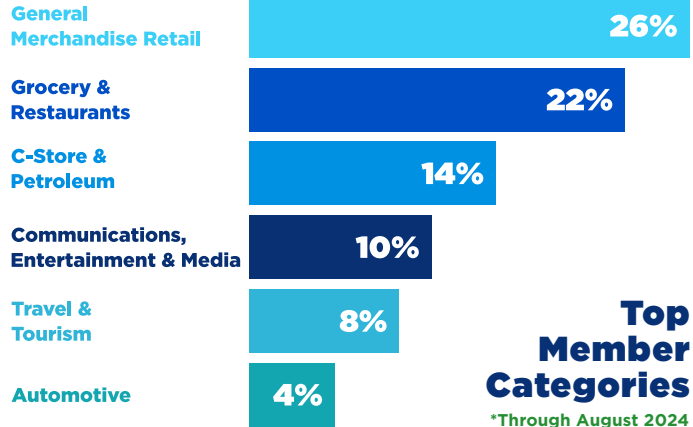
COURSE GRADUATES



eLearning available for free to All Access merchant members and Tier 1 sponsors

GROWTH

195+ Merchant Members



INTERNATIONAL

Inaugural MAG Payments Summit in London:



MAG Payments Summit in Singapore:



Hosted 2 in-person APAC Meet-Up events in Singapore, with over 40 merchants

CONFERENCES AND EVENTS

Record-Breaking Attendance at Both Conferences

MAG Payments Conference and Tech Forum Attendance:

OVER 1200 Members and Sponsors

Hosted the largest Exhibit Hall in MAG history



Rolled out rebranded conferences:



FEBRUARY 20-23 | HYATT REGENCY DALLAS, TX



SEPTEMBER 16-19 | HILTON BONNET CREEK ORLANDO, FL



New session types introduced at Payments MAGnified:

- Case Studies
- Small Group Discussions



Donated over \$2,000 to support charitable causes, contributing to impactful efforts within our community.

TECH ENGAGEMENT

Tech Update

- ✓ Collaborated with EMVCo and merchants to refine specifications based on merchant input.
- ✓ Represented the merchant point of view at the ISO TC68 (Financial Services) Annual Meeting for the first time and served as U.S. Technical Advisors on ISO TC68 subcommittees.
- ✓ Established a relationship with nexo, a cross-industry payments standards body promoting the interoperability of payments acceptance based on ISO 20022 standards.

The MAG held 25 Tech Forum sessions



Over 75 Exploring Payments Technology course graduates



The Merchant Advisory Group (MAG) plays a critical role in shaping innovative approaches to payments by fostering unparalleled collaboration and networking opportunities for nearly 200 merchants, alongside key industry sponsors. Through its engagement with diverse stakeholders, the MAG advocates for merchants' interests, driving meaningful change across the payments landscape.