EVALUATING YOUR MERCHANT SERVICES PROGRAM

Maintain Control, Earn Revenue and Lose the Risk

FiNet
a network of solutions

ICBA
BANCARD®

About Us

Who is FiNet?

- FiNet is a provider of merchant payment processing programs and services to community banks throughout North America

- Core management team has been in place for nearly 25 years

- Preferred partner of ICBA Bancard

- Registered ISO of Sage Payment Solutions

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Benefits of Merchant Services

Why it's important to be in the payments space

"Community banks are the very core of the U.S. financial system."
Martin J. Gruenberg
Chairman, FDIC

- Provides a service that small business clients need
- Retains commercial accounts
- Increases deposits
- Attracts new clients
- Delivers a revenue stream

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Fraud and Liability

"Community banks in the business of underwriting their own merchant services program are at risk."

Linda Echard
ICBA Bancard

- Merchant services can and should be profitable for a community bank, but those profits can be quickly wiped out by operating a "direct" program with internal underwriting and risk

FiNet Merchant Expertise

- Payments is a specialized industry
- Regulations and standards are constantly changing
    - EMV
    - PCI
- Rapid technological advancement
    - Mobile Payments
    - Virtual Terminals
    - Tablet-based systems

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What to Consider

Evaluating your program

- Does your bank currently hold merchant liability?
- Is your bank earning revenue?
- What levels of support are your bank and your merchants receiving?
- Do you receive training and marketing support?
- Are your bank personnel involved throughout the prospecting, sales process and setup?

FiNet Program

Our mission

No risk

- FiNet and our processing partners take on the risk and liability for merchant accounts, NOT your bank

FiNet Program

Our mission

We value our partners

- Our sole mission is to support community banks and their merchants
- We don't solicit merchants directly
- Our focus is supporting and growing the programs of our community bank partners, not competing with them

FiNet Program

Our mission

Hands on

- In-house sales and service teams enable us and our community bank partners to control the process and focus on the relationship

- Our phones are answered by a live person in our office - never outsourced and no automated systems

- Each community bank partner and its merchants have a designated relationship manager and service representative

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FiNet Program

Our mission

Proper tools & training

- Ongoing education and the information necessary to sell and promote the program

- We train our community bank partners to understand the basics of merchant services and successfully identify prospects

- We provide access to tools to monitor sales and service, market the program and evaluate the efficiency of the program on an ongoing basis

FiNet Program

Our mission

Adaptability and simplicity

- No "one-size-fits-all" approach. Each program is designed for the unique needs of our partner community bank
- No costs or financial burdens
- No barriers to entry; the program can be up and running in a matter of days

FiNet Program

Our mission

Experience

- We know the best way to help structure your program to maximize your revenue

- Our staff has extensive experience in the payments industry - specifically within the community bank space

FiNet Program

Sales process

- The bank's program administrator and his/her team, with assistance from FiNet, identify merchant prospects
  - Includes all new business accounts along with existing business DDAs
- FiNet representatives will respond to all leads within one business day
- The FiNet representative, along with bank personnel, will guide the merchant through the sales and setup process

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FiNet Program

Service and Support

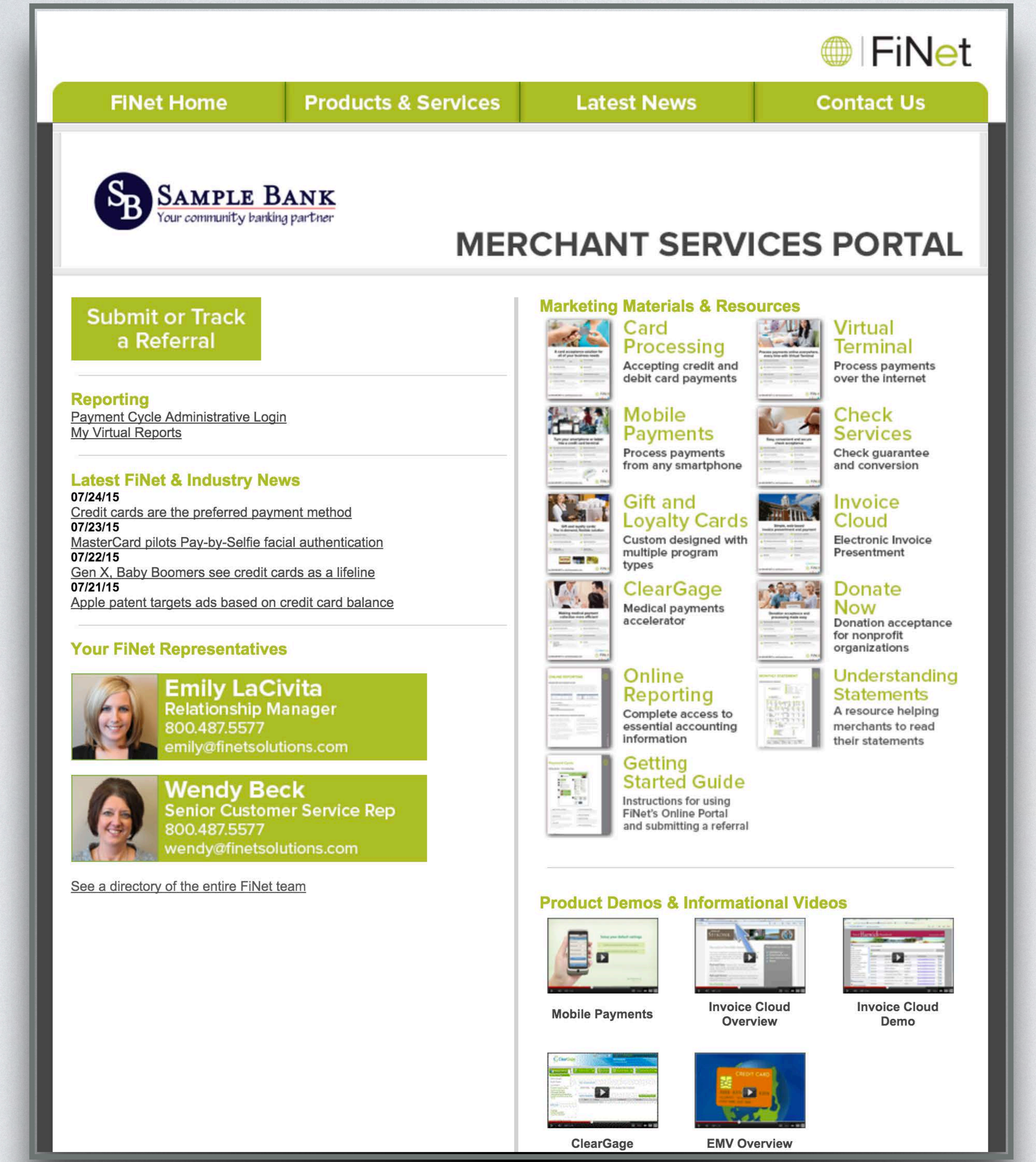
- Each bank has a designated contact within our service department
  - Service representative will coordinate setup, train new merchants and assist with all equipment and account issues

- The FiNet marketing department will provide custom-branded marketing materials and product information

- Reporting on residuals and merchant deposits is available online and provided monthly

FiNet Program

Custom landing page



- Each bank has a custom landing page filled with up-to-date co-branded marketing materials, access to reporting, the latest news and product information and links to share merchant leads with FiNet

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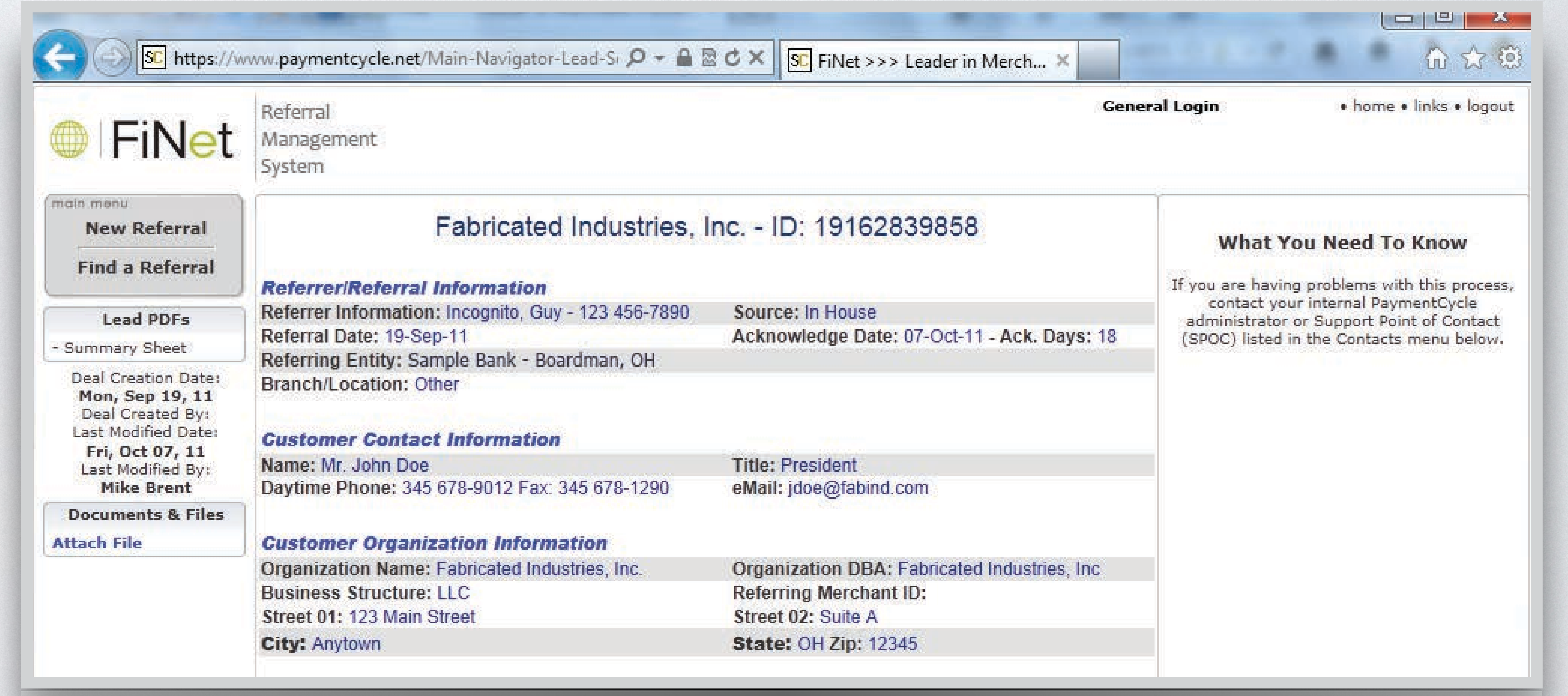
FiNet Program

Payment Cycle

- Our lead submission and tracking system allows banks to electronically share leads directly with their assigned FiNet representative
- The status of the lead can be tracked by a bank throughout the sales and setup process



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FiNet Products

Card Processing

- A processing solution for credit and debit cards with low rates, online reporting and no monthly minimums

Virtual Terminal

- Process payments from any internet-enabled computer. Ideal for recurring billing, mail orders and e-commerce

Mobile Processing

- Use a smartphone or tablet to process payments from anywhere.

FiNet Products

Apple Pay/Samsung Pay

- Accept contactless payments from customers using their smartphones

POS systems

- Total POS solution for small businesses
  - Inventory management
  - HR functionality
  - Marketing capabilities

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Summary

Risk vs. Reward

- Does the risk of providing payment solutions to your customers outweigh the reward?
- Merchant services can and should be profitable for a community bank
- An efficient merchant services program should:
  - Carry no exposure to risk and no expense
  - Produce bank revenue on each merchant
  - Increase overall commercial deposits

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Summary

Control with no risk

- The ideal merchant services program allows your community bank to maintain control of your merchant relationships while eliminating the risk normally associated with operating a “direct” program with internal underwriting

- The FiNet solution meets that ideal

Summary

The FiNet Solution

- No liability
- Maintain control
- Guaranteed revenue
- A proactive partner

ICBA Member Benefits

- Free EMV Equipment: Each new merchant will receive a free EMV-compatible terminal

- Additional Revenue: ICBA banks receive an additional 5% over the standard revenue stream

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