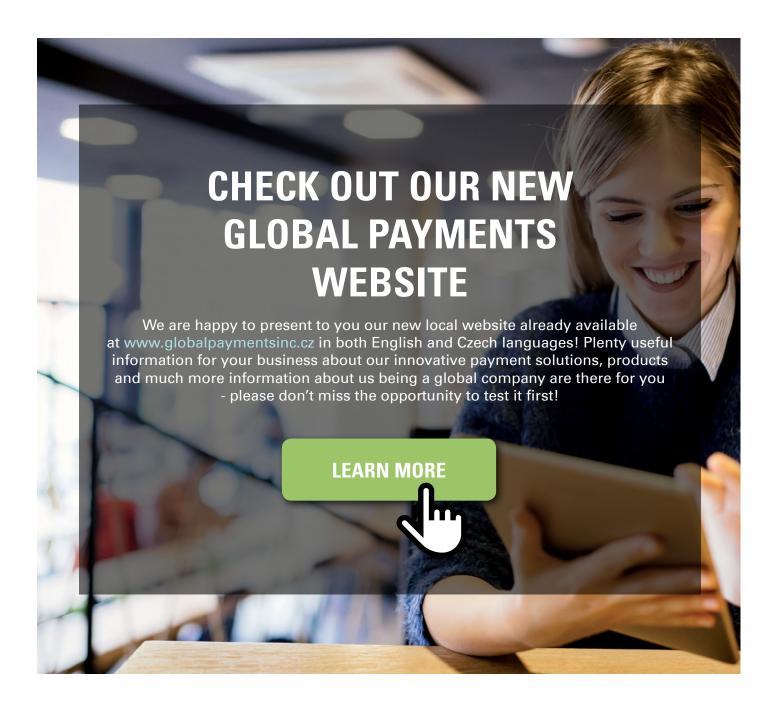






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#### **ABOUT GLOBAL PAYMENTS**

Global Payments Inc. (NYSE: GPN) is a leading worldwide provider of payment technology services that delivers innovative solutions driven by customer needs globally. Our technologies, partnerships and employee expertise enable us to provide a broad range of products and services that allow our customers to accept all payment types across a variety of

distribution channels in many markets around the world. Headquartered in Atlanta, Georgia with more than 8,500 employees worldwide, Global Payments is a member of the S&P 500 with merchants and partners in 30 countries throughout North America, Europe, the Asia-Pacific region and Brazil. For more information about Global Payments, our Service. Driven. Commerce brand and our technologies, please visit www.globalpaymentsinc.com.





#### "WE WANT TO BECOME ACQUIRER OF FIRST CHOICE IN CENTRAL AND EASTERN EUROPE"

#### INTERVIEW WITH STANISLAV ŠMOLÍK, COUNTRY MANAGER FOR THE CZECH REPUBLIC

Our joint venture brings not only changes in existing systems and technologies but also various new opportunities. How we benefit from this business model and what the key learnings have been are explained by Stanislav Šmolík who has held the position of Country Manager for the Czech Republic for more than a year already. Read more about Stan's experience, new trends in payment technologies and personal recipes for success in the following interview.

Since the formation of the joint venture between Global Payments Inc. and Erste Group Bank AG (Erste Group), with Česká spořitelna a.s. (Česká spořitelna) being part of it, a year has passed and Global Payments is gradually becoming one of the key players in the field of payment technology services on Czech market. How has this year gone?

I must say this year went very fast. Probably the fastest year in my life. There was a lot to do, we had to plan and execute many necessary activities such as migration, fulfillment of EU mandatory requirements, and implementation of Electronic Records of Sales (EET). We are almost finishing the migration project - transferring our operational platform from Česká spořitelna to Global Payments' one. There were also new services launched, for example Dynamic Currency Conversion, Union Pay cards acceptance, we introduced new cross-border acquiring solutions, enhanced online tools such as Merchant Portal and GP webpay ecommerce platform.



#### **ABOUT STANISLAV ŠMOLÍK**

Graduated from the College of Economic Studies in Prague and Sheffield Hallam University, where he gained the MBA degree. Since 1998 worked as a Senior Manager at O2 and Konika Minolta. In 2007 joined Česká spořitelna, where he held leadership positions until last year. Since June 2016, Stanislav became Country Manager for the Czech Republic and, together with 45 people from the team of Česká spořitelna, joined Global Payments in the Czech market. Stan's hobbies involve sports, traveling and spending time with family.

#### What are the main benefits each partner of the joint venture is bringing to Czech market?

Global Payments brings tremendous worldwide experience in the payment industry and expertise, Erste Group has great history of business banking relationships and services. So together we offer the best conditions, continuously high quality solutions, level of services and support for our merchants. There is a lot our clients can take advantage of, but the key added value is that they benefit from innovation in other markets where we are present.

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#### When you finalized the deal with Česká spořitelna, all clients received letters about migration. Could you tell a little bit more about the project itself?

Migration is a complex process that requires efficient planning, careful preparation and thorough execution. In our case it involves changing all POS terminals, rebranding MPOS application, integrating our clients into GP webpay and most of all, inform our clients about the changes and explain them the benefits. We started a year ago with small and middle-sized enterprises and afterwards continued with big companies. You can imagine how demanding the process was. The vast majority of our clients are now successfully migrated. We expect the entire process to be completed this summer.

#### Which opportunities did the migration bring? Was there anything unexpected that you learnt?

A big opportunity I see is that we were given a chance to meet with our clients and discuss with them what works well and what we can do better. Thanks to our updated contact database we can now easily get in touch and update them about important information and developments. Besides that we improved a lot in terms of dealing with and investigating the best possible solution that is tailored to our clients. I am convinced that all the effort we put into searching the right solution, will pay off to our clients soon.

#### Global Payments is a fast growing company and so is the market. Where do you see position of the company in the Czech Republic in 5 years?

We want to continue in our journey which we have started in past. This means to be acquirer of first choice for all types of customers. We want to expand our knowledge and expertise to other countries so this is our vision for 5 years horizon - to become acquirer of first choice in Central and Eastern Europe region.

#### What are the plans of Global Payments in Central and Eastern Europe?

Replying to earlier questions about our strategy for Central and Eastern Europe, I didn't mention our current presence and the future plans. At this moment we have operations in the Czech Republic, Slovakia, Hungary and Romania. Within a year we plan expanding to a number of other neighboring countries. Other expansion is subject of negotiations, but Global Payments footprint in Central and Eastern Europe is going to become stronger.

#### Strategy of the company is to bring features that you developed in other markets where we are present to local one. What is the best way to do it?

Global Payments is present in 30 countries around the world and keeps expanding. It means we constantly improve the technology solution and shape the approach according to needs of local markets. Of course, each

country has own specifics in payment industry and legal requirements and we need to respect it. That is why we use our global presence to collect the best practice from other markets and adapt it for local needs.

If we speak about Global Payments worldwide, how have the business and key world tendencies in payment technology solutions changed over the past years? As consumers replace cash and checks with electronic payments including credit cards and mobile phones, companies that process transactions are working on consolidation to increase effectivity. It is also the case of Global Payments that is growing through internal expansion of existing operations and through acquisitions. Since 2001 we grew globally from \$353 million to \$2.9 billion. It shows how fast the environment we work in is changing. Last year we completed our largest business combination to date when we merged with Heartland Payment System Inc. that allowed us to reach directly small and medium-sized enterprises in US market. Heartland's strengths in direct sales and technology-led distribution are highly complementary to Global Payments' expertise. I am convinced this partnership will bring another innovations that will be used in solutions that we offer to our clients.

#### HEARTLAND, THE BIGGEST DEAL IN THE INDUSTRY HISTORY

In April 2016 Global Payments completed the largest business deal in the history when it merged with Heartland Payment Systems Inc. based in New Jersey, USA. The newly created company combines two of the fastest organic growth businesses in payments and creates the leading global provider of integrated payments technology solutions. Thanks to the deal Global Payments expanded integrated POS and restaurant, hospitability and education solutions globally. Nowadays Global Payments employs more than 8,500 employees worldwide and provides market-leading payments solutions to nearly 2.5 million merchants in 30 countries globally.

Considering all what you have mentioned before, it seems that the ability to take action and adapt to a constantly changing environment will separate the successful leaders and organisations of tomorrow from the rest. Is there any personal recipe for success or motto of yours that you keep in mind when leading the business and moving it forward?

There are no secrets to success. It is the result of preparation, hard work and having a great team of people that work together towards one goal. So my advice would be, be determined and persistent and you will achieve any result you wish in life.







Take advantage of our offer today. Global Payments provides elegant and simple solution for electronic sales records at no initial set up costs. It does not matter what your business is and what kind of point-of-sale facility you are using today. We have prepared a solution without the necessary investments in equipment and financial resources wasted on unneeded systems.

#### EET WORKS AT YOUR PAYMENT TERMINAL

Since the end of 2016, newly adopted law on Electronic Records of Sales (EET) has been implemented in the full extent in the Czech Republic. It is being implemented in three waves, which gives the opportunity to find the most appropriate solution possible for businesses. Clients currently using our POS terminals can take advantage of the offer and have the service remotely activated on their device. Global Payments EET application operates independently, without having to connect to the cash register system or other devices. "We are able to register electronic transactions, cash payments as well as meal vouchers and items with different VAT rates. Each payment is automatically dispatched and registered within the Financial Administration systems as required by the relevant legislation. This is the fastest and most user friendly solution in the Czech Republic for everybody," explains Stanislav Šmolík, Country Manager for the Czech Republic. Global Payments EET application is currently used on over 5,000 payment terminals at our merchants.

#### TRACK YOUR EET EASILY THROUGH MERCHANT PORTAL

The POS terminal prints receipts after every transaction. At the same time, each executed transaction is immediately accessible through our Merchant Portal, available at www.gpnmerchant.com. It enables manual evidence of transactions as well as terminal monitoring. "In addition, we grant service availability to every client. The solution has already been tested and is fully operational with our business partners that were included in the first waves of EET. Nevertheless our sales and technical support is always ready to help," adds Stanislav Šmolík. No matter if you are a shop with small amount of payments, without cash register system, a middle-sized company or a large retail chain. Our solution is available to everyone. For further information, contact your Sales Representative who will help you to find the best option or contact us at salessupport@globalpayments.cz.

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4

# PAYMENT CARD INDUSTRY DATA SECURITY STANDARDS NEW REQUIREMENTS MAY IMPACT YOUR BUSINESS

Most probably you are already aware that Payment Card Industry Data Security Standards (PCI DSS) is a set of requirements issued by the PCI Security Standards Council (PCI SSC) for the protection of payment card data, which the Card Schemes (Mastercard and Visa) enforce. All our customers are required to achieve and validate their PCI DSS compliance to us.

#### NEW PCI DSS STANDARD IS VALID FROM 1ST NOVEMBER

Version 3.2 of the PCI DSS standard has been published and is now mandatory for all new validations and annual renewals from 1st November 2016. Any new certifications received on or after this date under previous versions won't be accepted. For customers that have achieved and evidenced their annual compliance to us on or before 31st October 2016, your Self-Assessment Questionnaire (SAQ) or Report on Compliance (RoC) should still be valid until your annual expiry date. When your compliance expires, you'll need to make your renewal against version 3.2. However, to prevent any delays with your upcoming renewal we'd encourage you and anyone that handles or processes payment card data to begin the implementation of the new standard as soon as possible. If quarterly vulnerability scans are required as part of your compliance validation, then a passing scan result is required to complete your compliance status. If you or your service provider changes the way in which card payment data is collected, handled and/or processed, you must re-visit your PCI DSS validation requirements to ensure your compliance ID still valid. Failure to update your PCI validation if changes are made will invalidate your compliance.

#### **WHAT'S NEW IN VERSION 3.2?**

The release of version 3.2 builds upon the release of version 3.0 and version 3.1 by including clarifications and additional guidance to existing requirements. These are updates to existing PCI DSS goals and requirements, which are intended to ensure organizations are addressing emerging threats and in particular, to ensure that service providers are fulfilling their responsibilities in providing services to others. The new and amended requirements have had an impact to the size of the SAQs, specifically SAQ's A, A-EP and C-VT, which now have additional security requirements included. The reason for the increase in requirements under the scope of these SAQ's, is as a result of ecommerce websites and virtual terminals being increasingly targeted by hackers. Consequently, additional protection is now required for these merchant types.

#### VISIT THE PCI DSS WEBSITE OR CONTACT US DIRECTLY

We strongly recommend that you take the time to visit the PCI SSC website at:

https://www.pcisecuritystandards.org/index.php for the full details of the new standard. Here you'll find lots of information and supporting documentation regarding the changes and general advice to help you achieve and maintain your PCI DSS compliance. For general enquiries about PCI DSS, please contact us on pci@globalpayments.cz.







Mastercard announced that from 14th October 2016 they're introducing a new series of Bank Identification Numbers (BINs) that begin with a '2' in addition to their current range. The new '2' series BINs will be processed the same way as Mastercard existing BIN range that's between "51–55". Support of the new BIN range is mandatory for all businesses.

The table below contains both the existing and new Mastercard BIN ranges:

Card Brand Name	Lowest BIN No	Highest BIN No	Card No Length
Mastercard (Current)	51000000	55999999	16-19 Digits
Mastercard (New)	22210000	27209999	16-19 Digits

Supporting the new BIN range will protect you from loss of business due to being unable to accept transactions from cardholders that have cards issued in the new BIN range. It will also help prevent you from receiving any operational fines for not being able to accept the new cards.

If you own your own terminals, rent them from a third party or use a Payment Service Provider to accept payments online, you will need to contact your supplier to get them to upgrade your equipment so you can accept the new cards. If you rent a terminal from us, or use our GP webpay service to accept payments online, you don't need to do anything as we'll automatically update it before the change comes into effect.

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If you already sell goods and services to international customers or plan to do so - Dynamic Currency Conversion (DCC) service is a great way to give yourself a major edge and make more profit at the same time. DCC offers a new opportunity to welcome international cardholders at your point of sale.

GIVE YOUR INTERNATIONAL CUSTOMERS COMFORT IN PAYING ABROAD

Whether your customers are on holiday or visiting on business, they can be offered a choice to pay in their home currency. "DCC can be a very influential incentive for your clients. They will know exactly how much they have spent in their home currency without having to do any currency conversion. When they return home, they will not be surprised with their card statements," says Petr Savara, Area Sales Manager for Moravia region.

#### NO SET-UP COSTS OR FEES TO GET STARTED

There are no set-up costs or recurring fees for this solution. "We will provide you with everything you need to deliver this great choice to your customers. DCC is fully automated and the POS software does the work for you. The overall payment process is clear and easy for both cashier and cardholder," adds Petr Savara. After the transaction is done, cardholder gets a receipt that shows the sale amount in home currency, the exchange rate and the final amount charged in the currency of the card issuing country. Foreigners on business trips have no problem with accounting re-invoicing according to the exchange rate on the day of the transaction. "Since

September, DCC is also available on GP webpay in eshops," concludes Petr Savara.

"EVERY TIME A CUSTOMER
COMPLETES A PURCHASE IN THEIR
HOME CURRENCY, YOU WILL RECEIVE
A SHARE OF THE DCC REVENUE FROM
US AND WILL SEE THIS IN YOUR
STATEMENT."

#### **BENEFITS TO YOU**

- DCC creates a new, ongoing revenue stream
- Offers you a competitive edge in the marketplace
- No set-up or recurring fees
- Grow your business by attracting international cardholders

#### **BENEFITS TO YOUR CUSTOMER**

- Clear understanding at the point of sale, during actual transaction the exact amount to be charged in the customer's home currency
- Easy to use. The POS software does it all while delivering the usual shopping experience
- Business travelers benefit from easier expense reconciliation
- Today's exchange rates
- The amount quoted at the time of the sale is the exact amount the cardholder will be charged for their purchase
- There are no undisclosed fees associated with DCC





### GP WEBPAY WILL NOW OFFER DCC SERVICE FOR ECOMMERCE

From mid-2017 not only holders of POS terminals can take advantage of DCC, but our ecommerce clients can also benefit from the service enabling their customers to choose currency according to their payment card origin.

#### CLIENTS RECEIVE THE REVENUE FROM DCC

"For every completed transaction when customer purchase the goods or services using DCC, you will receive a share of the DCC revenue from us," emphasizes the main benefit for clients Petr Savara, Area Sales Manager for Moravia region. With DCC revenue, the client has the opportunity to significantly reduce the payment card acceptance costs. "You just activate the service and the system itself will take care of the calculations. Since the transaction amount is already converted into the account currency, the issuing bank no longer applies any additional conversion fees from a foreign currency," adds Petr Savara. In addition success and performance of DCC can be tracked by client in the regular transaction reporting or anytime through Global Payments Merchant Portal.

Moreover, online DCC menu is seamlessly integrated into the existing payment page interface, emphasizing the simplicity and choice clarity during the purchasing process. The receipt that the customer see directly after completing the transaction displays information about the final price, fix rate and payment ID. In addition, it can also be sent to cardholder by email as a proof of the transaction. "Thanks to DCC, your clients will see the recalculated amount in a currency they are familiar with and can make informed decision. The same amount, without any other bank charges, will later appear on their bank account statements," adds Petr Savara.

The system supports more than 20 international currencies and is certified and compliant with relevant Visa and Mastercard regulations. If you are interested in it, please contact your Sales Representative directly or send us an email at salessupport@globalpayments.cz for more information.

For easier understanding, please take a look at the DCC-eligible transaction screenshot from GP webpay

#### CUSTOMERS HAVE NO DOUBT ABOUT THE FINAL PRICE

From cardholder's perspective, the service is particularly useful when there is no clear information on exchange rates between the home currency and local currency of the merchant.

"For example, if a foreign customer decides to buy goods in your eshop, he will directly see the total costs in his own currency. All is done automatically without any need of inserting more information.

Based on the specific card number, the payment gateway called GP webpay will detect cardholder's currency and automatically offer a corresponding currency conversion of the transaction," explains the process Petr Savara.



payment gateway:

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Convenient, simple, secure - it is Global Payments MPOS solution that turns your smart device into a payment terminal and merchant business tool with a single point-of-sale application. Use your phone or tablet to easily accept card payments anywhere!

#### RATED POSITIVELY BY THOSE WHO TRAVEL

MPOS solution supports multiple payment channels. It enables acceptance of payment cards and electronic mobile wallet InCard Masterpass. Designed for small traders, craftsmen, taxi drivers and shops, however there is an increasing demand from insurance companies. "We have really good experience working with insurance agents. For instance, one of our clients, a big insurance company, appreciates the possibility to have the insurance contracts paid immediately which makes the documents valid at the same time. It is convenient solution for the client as well as for agents," says Michal Jareš, Key Account Manager.

#### NEW GLOBAL PAYMENTS MPOS APPLICATION IS NOW AVAILABLE TO DOWNLOAD

For our existing clients, MPOS application was originally provided by Česká spořitelna. When Global Payments entered the Czech market in 2016 and finalized the joint venture, there was a need to migrate the MPOS application as well. "So far we have migrated more than 1,500 MPOS terminals that previously used the MPOS application provided by Česká spořitelna. Our clients were informed about newly created MPOS GPN application and they all can now benefit from improved transactional reporting, operational support and new services that help them to grow their business," says Michal Valenčík, Migration Project Manager. All clients are provided with the access to our online Merchant Portal at www.gpnmerchant.com where they can find more comprehensive and convenient way to view and understand their card payments, including the full details of the transactions in the new pricing structure. "You can easily browse the transactions and monthly statements at any time as well as contact us with any queries about transactions," adds Michal Valenčík.





## ARE YOU INTERESTED IN MPOS? WE ASKED MICHAL JAREŠ, KEY ACCOUNT MANAGER, HOW TO START.

#### What do I need for the beginning?

All you need to start is a smart phone or tablet with MPOS GPN application and our MPOS terminal. You can order it either through Global Payments directly or from mPOS Solutions s.r.o., our supplier of the operational services in cooperation with Aevi CZ s.r.o. Read more about the actual solution at www.mobilniterminal.cz.

Where can I download and install MPOS application? Global Payments application can be simply found by typing the name of it - "MPOS GPN" - into the search field at Google Play application for devices with Android system, or App Store for devices with iOS (Apple) system.

#### How can I get Global Payments MPOS terminal?

There are two options to choose from – the terminal with or without installation and technical assistance. Just contact us by email on salessupport@globalpayments.cz or by phone +420 267 197 744 (lines are open Monday to Friday 9am – 5pm, excluding public holidays) and we will be happy to assist you.

#### How fast is the process?

You will be able to start accepting payment cards very soon. The delivery usually takes one or two working days depending on solution you choose and the general conditions.

#### What types of payment are accepted using MPOS terminals?

We accept Mastercard, Maestro, Visa, Visa Electron, American Express as well as meal vouchers Sodexo Gastro Pass Card and Ticket Restaurant. No matter if it is chip, magnetic stripe or contactless card.

#### Whom shall I contact if I need help?

For queries concerning the payment settlement and other business issues, please contact Global Payments by email on salessupport@globalpayments.cz or by phone +420 267 197 744 (lines are open Mon – Fri 9am – 5pm, excluding public holidays). For queries concerning the functioning of the terminal, please contact our supplier mPOS Solutions, s.r.o. +420 220 770 230.

#### WHY CHOOSING GLOBAL PAYMENTS MPOS SOLUTION?

**Simplicity and Speed** - Transactions through MPOS terminal get processed immediately. The terminal is simply operated by connecting to your smart device.

**Mobility** - Accept cards using MPOS terminal. MPOS terminal uses the mobile phone's signal so no matter where you are currently located.

**Electronic archive of receipts** - You do not need to store the "paper" bills, all transactions are electronically archived and you have an instant overview of them at MPOS GPN application.

**Reduce costs and risks** - Save costs and risks associated with cash payments.

**Modern smart solution** - MPOS application works as a simple POS system, but performs other functions e.g. inventory management and tracking. Payments can be made using all types of payment cards, including contactless, as well as using NFC phones, payment stickers, etc.



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These days it is becoming more common for a business to set up operations in more than just its home country, seeking to do business with consumers across borders. One reason for this is the harmonization of the trading conditions due to regulatory changes. In particular, those surrounding the acceptance of consumer payment cards - regardless of borders. With the new European Union (EU) regulations it has become simpler for providers of acquiring services such as Global Payments to offer harmonized business conditions to merchants for the whole European Economic Area (EEA). This obviously supports cross-border acquiring business.

#### WHAT COULD CENTRAL ACQUIRING MEAN FOR YOUR BUSINESS?

"Central Acquiring" can be defined as the activity of an acquirer which aims to provide acquiring services to businesses based in different EEA country from the acquirer's one. Meaning, you as a business can have your transactions acquired in an EEA country other than the country your company is registered in. With cross-border acquiring, businesses operating in several EEA countries could centralize their card processing activities. "Opening the market for acquiring would bring many advantages to both clients and their customers. Instead of being restricted to different acquirers in each country of

operation, merchants could shop abroad for a single acquirer for all of their countries of operation providing a streamlined consolidated service and better rates due to higher transactions volumes" says Stanislav Šmolík, Country Manager for the Czech Republic..

#### INTERCHANGE FEE REGULATION STIMULATES CROSS-BORDER ACQUIRING

"Historically, the fees for card payments were not very clear to both merchants and acquirers. The EU Interchange Fee Regulation came into force in 2016 setting new rules and making the costs of payments with debit or credit cards more transparent to merchants to allow them to make clear choices. From our merchants' perspective we can say that one of the major goals of this regulation was to stimulate cross-border acquiring," explains Stanislav Šmolík. This was achieved by two factors. Firstly, through the harmonized interchange fees, and secondly, by the elimination of territorial restrictions in licensing agreements. Anticipating the fast changing market developments in Central and Eastern Europe, Global Payments launched its Central Acquiring solution, aiming to help multinational retailers grow their business while streamlining operations in what was a very diverse region.







#### TAKE ADVANTAGE OF THE OFFER IN MANY COUNTRIES

Global Payments is able to offer Central Acquiring for Visa, Mastercard, Union Pay and JCB as well as Diners Club in many countries. Having agreements with all International card schemes and a regional footprint, Global Payments is well positioned to provide centralized card acquiring solutions to multinational merchants in Central Europe. "We offer Central Acquiring solution with tailored pricing, which means we can provide one single contract for online merchants who operate in multiple countries and make transactions in different currencies. By combining transaction volumes you are able to benefit from attractive price," adds Stanislav Šmolík. In addition, administrative costs will be reduced by limiting interaction to one central partner for reporting, reconciliation and funding.

#### CENTRAL ACQUIRING OFFERS TO CLIENTS DISTINCT BENEFITS:

- Better pricing
- Lower implementation costs
- Single point of contact
- One technological platform
- Same level of service level agreement
- One reporting structure
- One multilingual Helpdesk
- New revenue potential

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# 10 REASONS WHY OUR MERCHANT PORTAL SAVES YOUR TIME

In our lives, every hour saved from doing routine tasks is appreciated. Therefore, Global Payments offers an enhanced online Merchant Portal that provides the full overview of your card transactions. It gives fast access to time-sensitive financial information and flexibility not available through paper reporting. All data is updated daily, individual transactions are shown with all corresponding details.

#### 10 ADDED-VALUE SERVICES THAT OUR MERCHANT PORTAL BRINGS TO YOUR DAY-TODAY BUSINESS:

- 1. It provides full overview of your submitted card transactions in .pdf, .xlsx, .xml and .flat formats
- 2. Allows you to view payments for any time range
- 3. Generates summaries for selected payments
- **4.** You can easily follow all transactions that make up a payment
- **5.** It is easy to verify the successful receipt of your transactions
- **6.** You can enjoy convenient search tools in financial data

- 7. There is a wide choice of data sorting criteria by individual payment, transaction date, payment date, location, amount, POS terminals, etc.
- **8.** You can choose to view financials for all or selected locations
- **9.** There is an option to export the financial data to your PC
- Adjust your account to suit your needs and add users that can see various segments of your performance information (store managers, accountants, etc.)

If you are not using Global Payments Merchant Portal yet, try the demo version to get more familiar with its benefits to your business – available at https://oms.test.gpe.cz/mportal/anon/login.xhtml with the following credentials:

Login: testmerchant Password: 111111

Let us remind you that the access to the Merchant Portal is given to every client that has a valid contract with us for payment cards acceptance. The service is free of charge. If you want to know more about the Merchant Portal, please do not hesitate to contact us at salessupport@globalpayments.cz.





#### **MAP OF CONTACTS**



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