



The Role of the Payment Processor in the Emerging Mobile Payments Ecosystem

September 2011

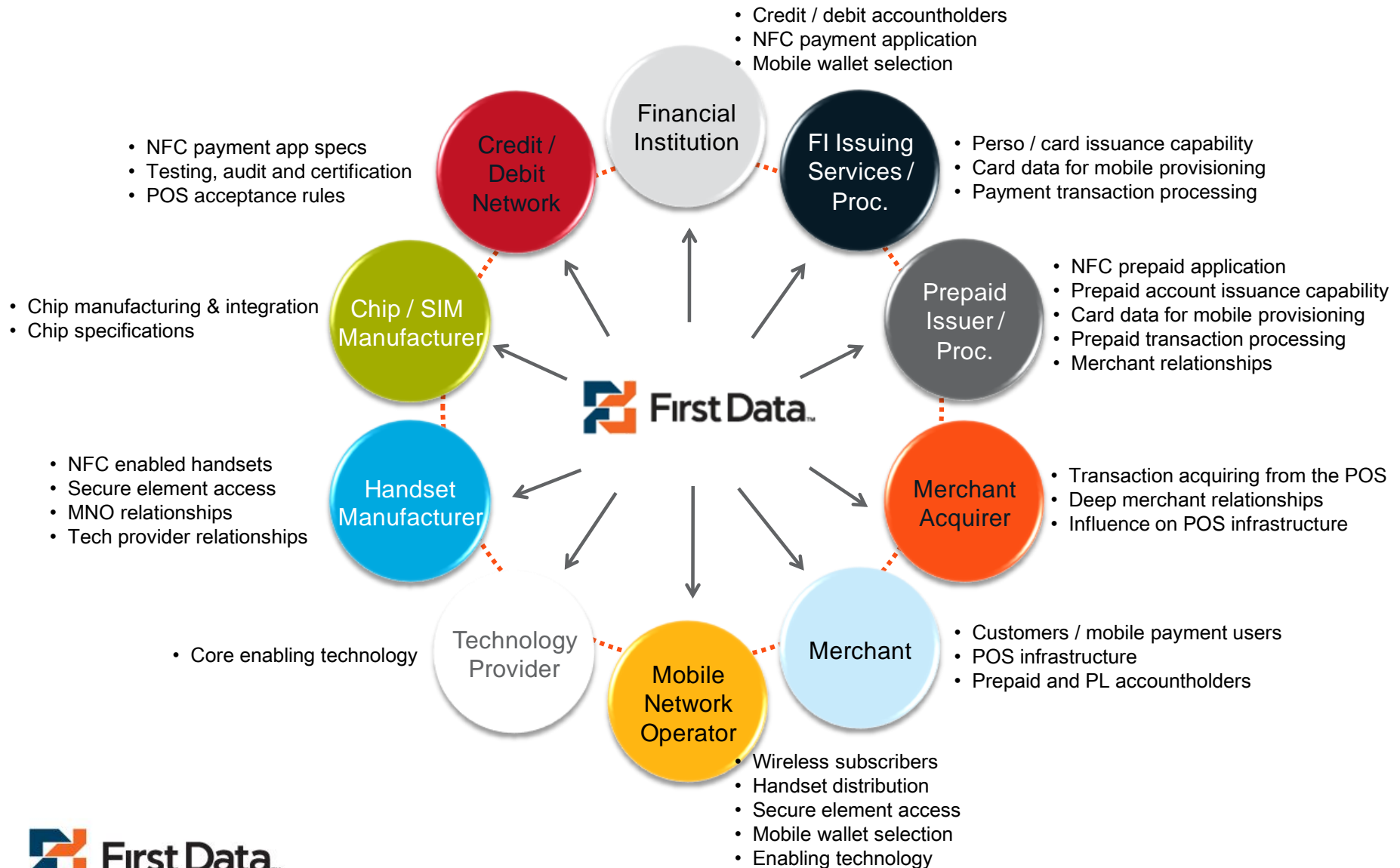
Mobile Commerce Point of Arrival

Leather wallet replaced with Electronic Wallet.....but so much more.....
Shifts commerce to anywhere, anytime, and personalized (1:1)



Creates opportunity for all stakeholders and new payment-related services.
The mobile acts as a payment and interactive marketing device.

An (Even More) Complex Ecosystem



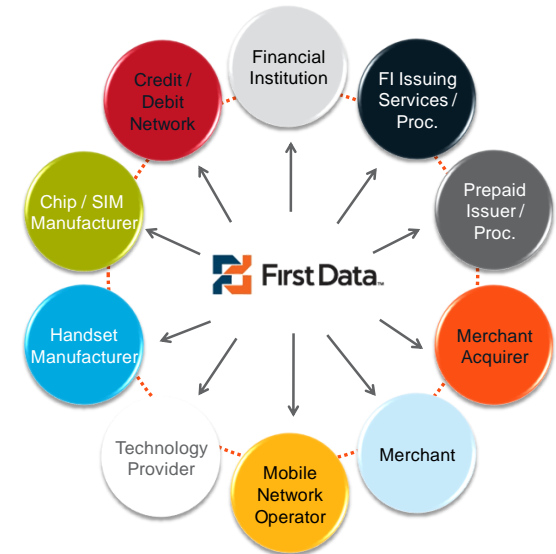
First Data Plays a Critical Role in Coordinating the Ecosystem

First Data provides:

- Payment expertise
- POS reach
- Technology integration and hosting
- Robust networks
- Security
- Cross-entity management

Leveraging:

- Deep relationships with industry stakeholders
- Neutrality
- Secure, reliable access to data
- Account lifecycle management
- Compliance to myriad, complex industry regulations
- Industry-compliant facilities
- Access to and influence over merchant point-of-sale



Introducing Google Wallet

Make your phone your wallet

A fast way
to pay

Tap to pay with
Citi® MasterCard® or the
Google Prepaid Card.



A Revolutionary Partnership

Google, First Data, Citi, and MasterCard collaborated to bring the latest innovation in commerce to life...together, they launch Google Wallet to millions of tech savvy consumers and merchants



- Lead Merchant Acquirer
 - TSM/OTA Services
- Merchant POS / contactless readers
- Prepaid "card" (by Money Network)
 - Merchant marketing funding
 - Welcome kit fulfillment



Creating Efficiencies in the Market



The TSM's role is to:

Shield stakeholders from ecosystem complexity

SE Owners need not be payments experts

SPs need not be chip / handset / mobile network experts

Aggregate Service Providers

Single point of vertical market integration for SE Owners

Aggregate broader ecosystem

Facilitation of all required relationships to make ecosystem work

Minimize relationship complexity

SE Owner has one relationship with TSM, not numerous individual SP relationships

SP has one relationship with TSM, not numerous individual SE Owner relationships

TSM builds partnerships to enable end-to-end processes

Creating Market Efficiencies (continued)

The TSM's role is to:

Maintain neutrality in ecosystem

No bias towards specific SPs, account types, SE owners, chip types, handsets, etc.

Positioned to service all stakeholders without conflict of interest

Minimize capital investment for stakeholders

TSM invests in specialized technology on behalf of customers in ecosystem

All stakeholders benefit from TSM's economies of scale

Ensure security, reliability and operational excellence

High standards in payments industry

