

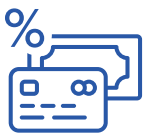


ConsumerChoice Info Guide



Put the choice in the hands of the consumer.

ConsumerChoice is a true cash-discount, dual-pricing solution. It shows both a card price, which includes the cost of payment processing, and a discounted cash price (or ACH price for card-not-present transactions), giving consumers a clear choice while helping merchants achieve meaningful savings.



Card-present transactions

The terminal displays both a card price and a discounted cash price.



Card-not-present transactions

Consumers are presented with a card price and a discounted ACH price.

- ✓ Card pricing options is consistent across all card brands. The difference between the cash/ACH price and the card price is not to exceed 4%. The card price applies to all card types, including credit and debit.
- ✓ Receipts will show only the total sale amount (no separate line item for the difference).
- ✓ ConsumerChoice includes signage to notify customers of pricing options.
- ✓ Compatible in every state except CT and MA.



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