



Australian Merchant Acquiring Program

April 2021 Survey – Presentation prepared for eftpos

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Global intelligence + local Insight = Informed decisions



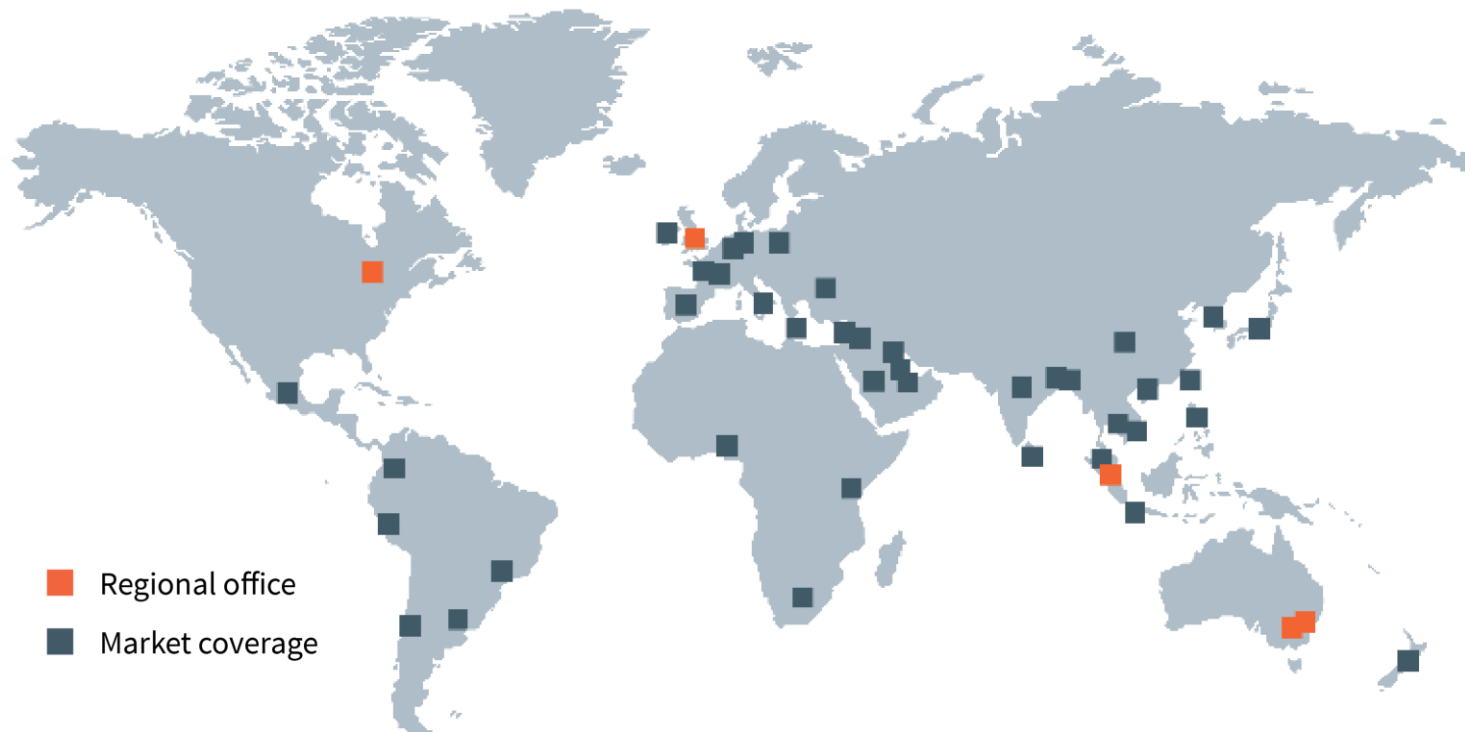
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Active in **48** international markets



Data-driven insights for **informed decisions**

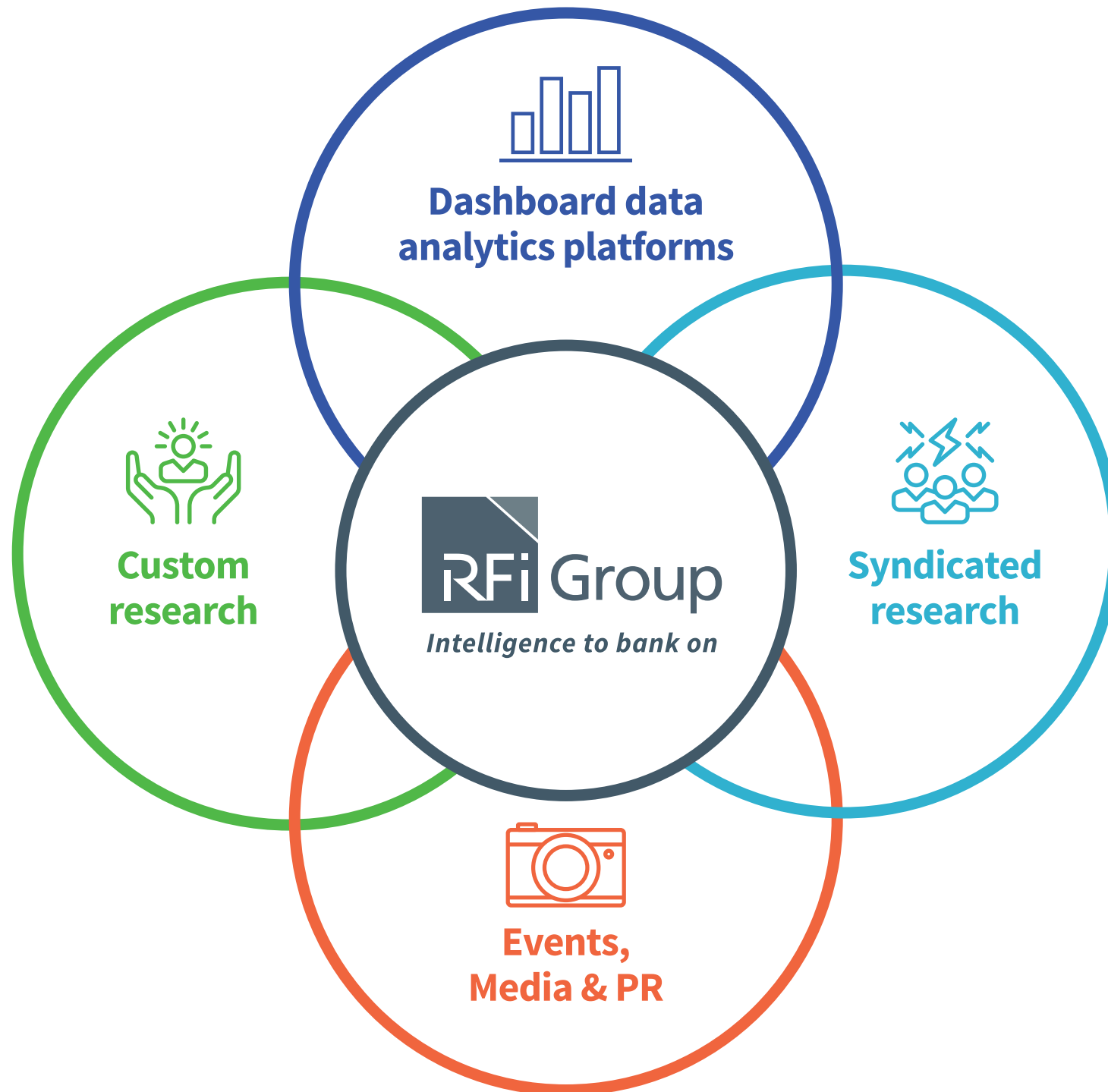


■ Regional office
■ Market coverage

RFi Group's key markets

Argentina	Israel	Qatar
Australia	Italy	Russia
Bangladesh	Japan	Saudi Arabia
Belgium	Kenya	Singapore
Brazil	Korea	South Africa
Canada	Kuwait	Spain
Chile	Lebanon	Sri Lanka
Mainland China	Malaysia	Switzerland
Colombia	Mexico	Taiwan
Egypt	Netherlands	Thailand
France	New Zealand	Turkey
Germany	Nigeria	UAE
Hong Kong SAR	Pakistan	UK
India	Peru	Uruguay
Indonesia	Philippines	USA
Ireland	Poland	Vietnam

What we do and why you should partner with us – our USP



Our blue-chip client base...

Global

N. and Lat. America

UK & Europe

Middle East & Africa

Asia

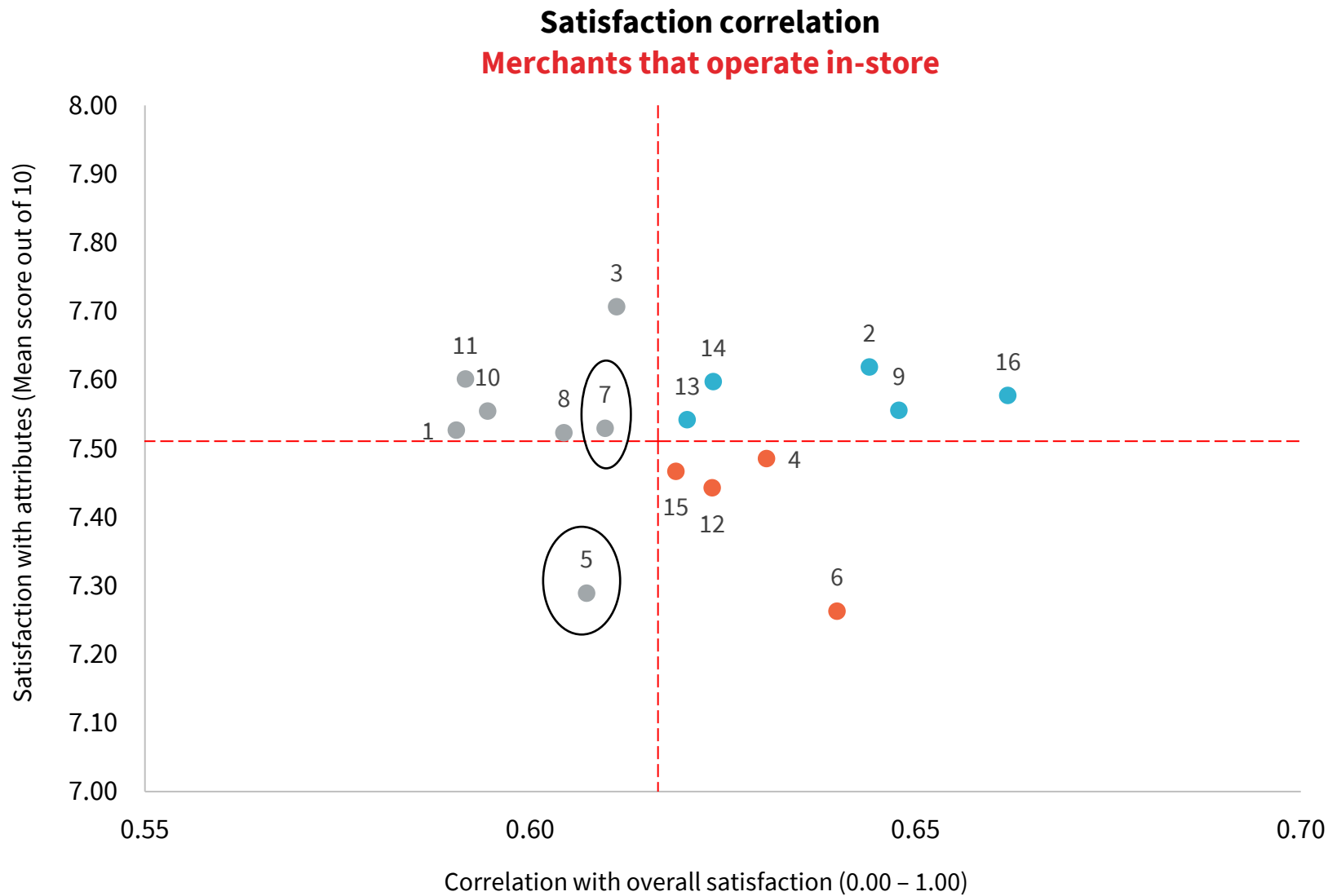
Australia and New Zealand

Technology

Methodology

- Fieldwork for the Australian Merchant Acquiring Program is conducted online bi-annually in:
 - April
 - October
- AMAP April 2021 was in field from 9th April to 12th May
- Respondents are card accepting merchants including owner operators, directors, CEOs, CFOs, partners, finance managers, managing partners and not-for-profit office bearers, with annual revenue greater than \$100,000
- Additionally, this survey was completed by 200 merchants including owner operators, directors, CEOs, CFOs, partners, finance managers, managing partners and not for profit office bearers, with annual revenue less than \$100,000 which can include non-card accepting merchants
- Where appropriate significance testing at the 95% confidence level has been conducted. Significant differences have been marked throughout the report
- Slides marked with an institution's logo in the title indicate slides that are proprietary to that institution

Monthly fees is a major pain point for merchants that accept payments in-store. Merchant service fees is similarly less satisfactory but play a smaller role in driving overall satisfaction



Key:

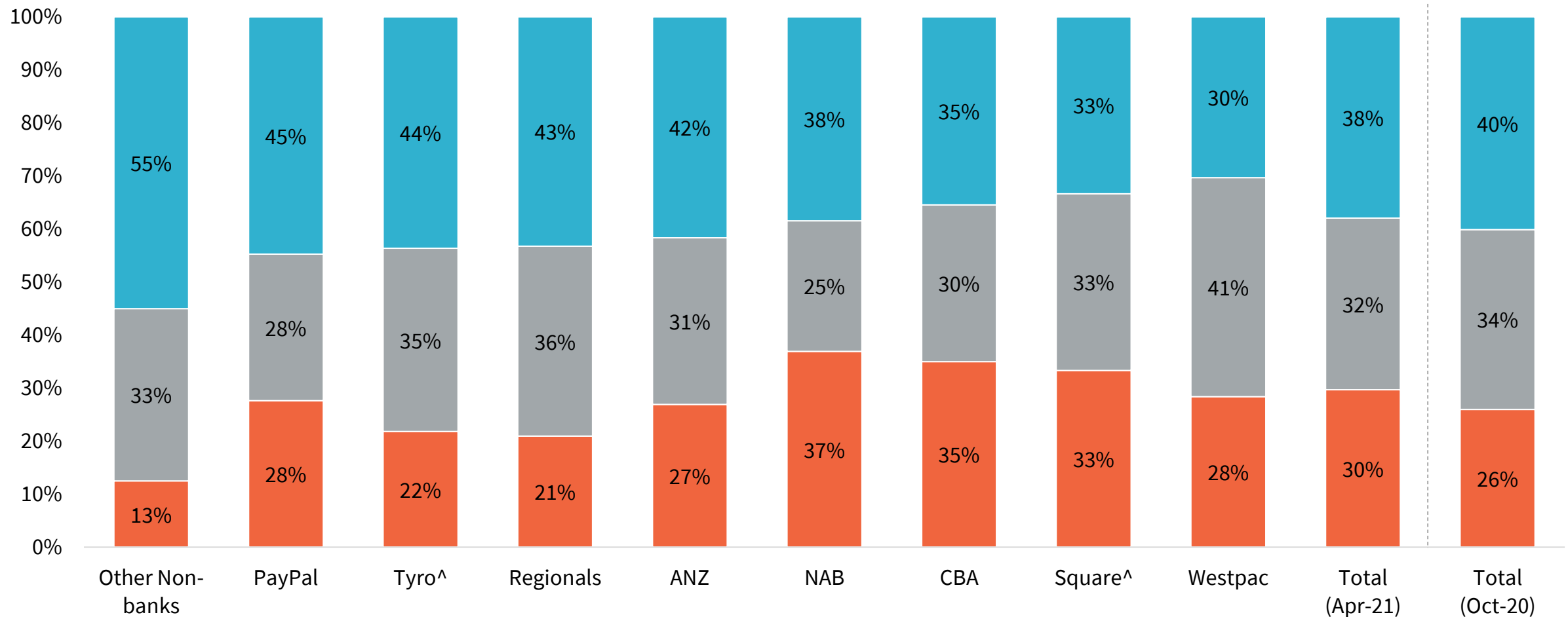
1	The reliability of its network
2	The ease of doing business with them
3	Speed of payment settlement
4	Its terminal maintenance
5	Merchant service fees
6	Monthly fees
7	Explanation/ clarity of pricing structure
8	Reporting capabilities
9	Customer service/ support
10	Assistance with fraud prevention
11	The ability to integrate your EFTPOS/ payment terminal with your point of sale system
12	Flexibility of contracts/ plans offered
13	Features that are available on the EFTPOS/ payment terminals
14	Ease of the application experience
15	Access to self-service help resources
16	Speed at which EFTPOS/ payment terminal issues are resolved

Base: Merchants that operate in-store (Apr-21: n=795)

Positive fee perception has dipped over the last 6 months. Non-bank customers are most likely to agree their transaction fees are fair and competitive

How much do you agree 'the transaction fees the business pays are fair and competitive'?
By main payments acceptance provider

Do not agree (0-5/10) Somewhat agree (6-7/10) Agree (8-10)



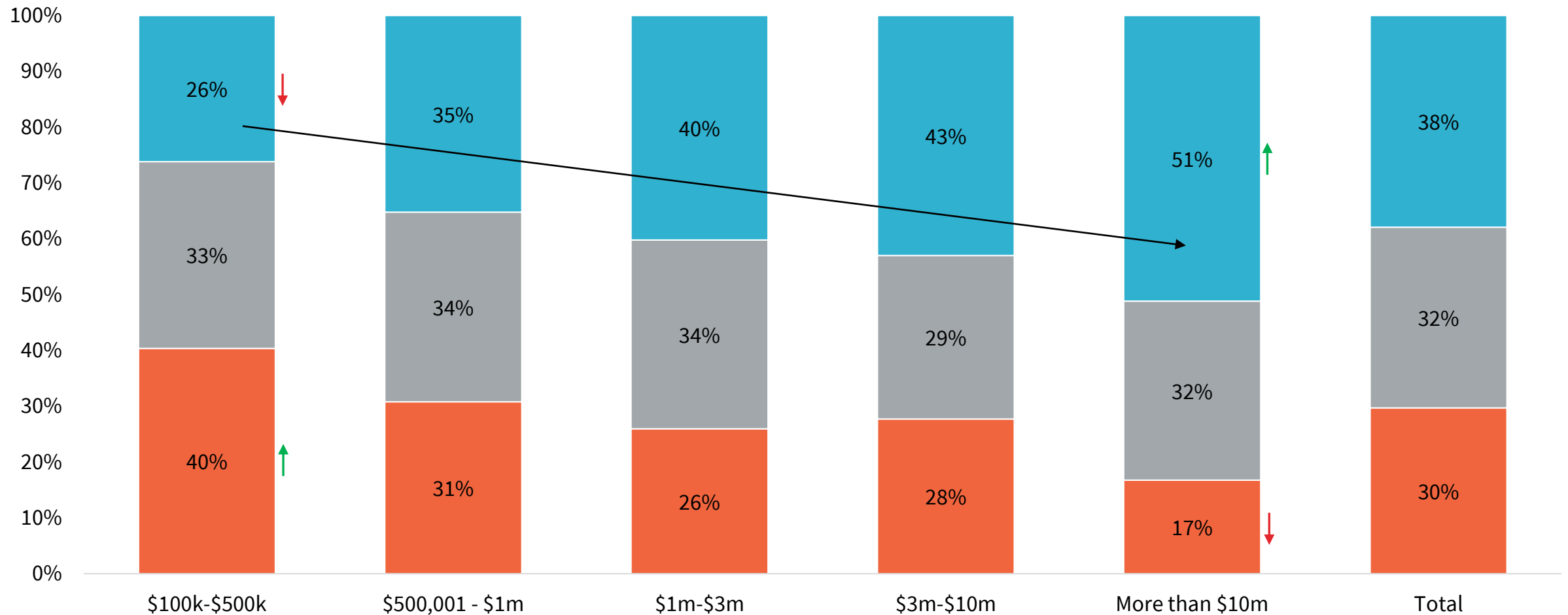
Base: Card accepting merchants (Oct-20: n=977; Apr-21: ANZ: n=156, CBA: n=220, NAB: n=130, Westpac: n=155, Regionals: n=148, Tyro^: n=55, PayPal: n=76, Square^: n=48, Other Non-banks: n=40, Total: n=1,010). Note: ^data aggregated over Oct-20 and Apr-21
Tests of significance were carried out for this question, no differences found

Positive perception of fees increases significantly with turnover

How much do you agree 'the transaction fees the business pays are fair and competitive'?

By turnover

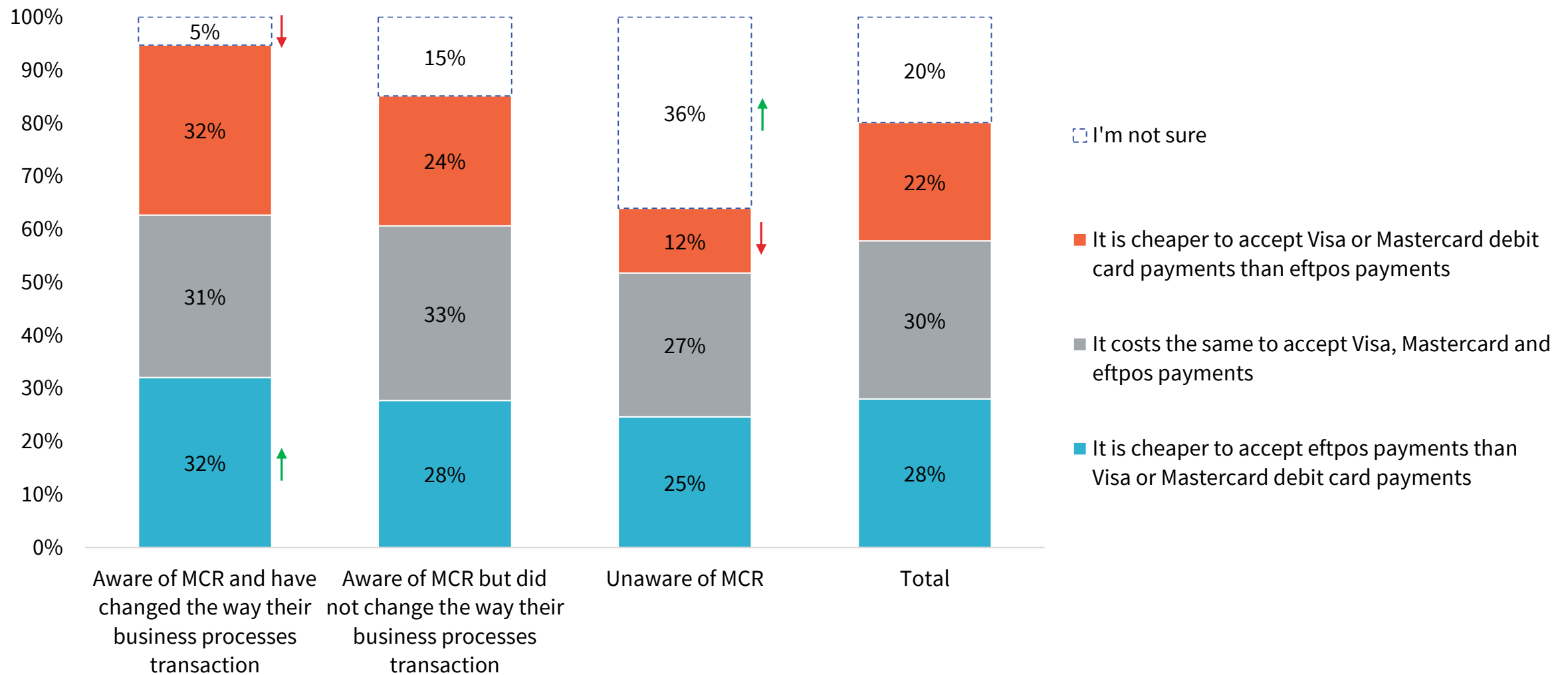
Do not agree (0-5/10) Somewhat agree (6-7/10) Agree (8-10)



Base: Card accepting merchants (Apr-21: \$100k-\$500k: n=260, \$500,001 - \$1m: n=159, \$1m-\$3m: n=204, \$3m-\$10m: n=256, More than \$10m: n=131, Total: n=1,010)
 Tests for significance were carried out for this question, ▲ Significantly higher than Total, ▼ Significantly lower than Total

Merchants who have changed the way their business processes transactions as a result of MCR are equally divided in their cost perception of card payment acceptance

Which of the following statements about the costs associated with accepting card payments is true?
By awareness of merchant choice routing



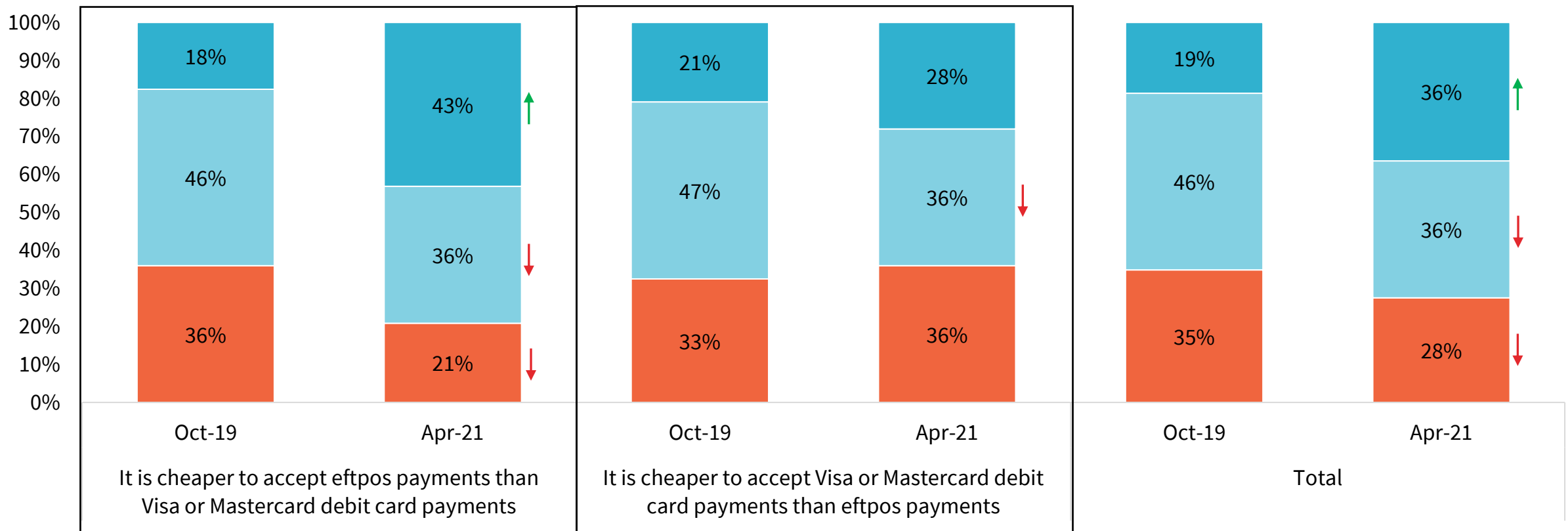
Base: Card accepting merchants (Apr-21: Aware of MCR and have changed the way their business processes transaction: n=359, Aware of MCR but did not change the way their business processes transaction: n=249, Unaware of MCR: n=402, Total: n=1,010)
 Tests for significance were carried out for this question, ▲ Significantly higher than Total, ▼ Significantly lower than Total

Intention to approach their provider regarding payment acceptance cost has increased significantly, primarily driven by merchants who think it is cheaper to accept eftpos

How likely are you to approach your provider in the next 12 months regarding better pricing?

Merchants who believe certain card payments are cheaper to accept
By payment believed to be cheaper

- I intend to approach my provider about the cost of accepting different payments
- I'm considering approaching my provider
- I do not intend to approach my provider about the cost of accepting different payments

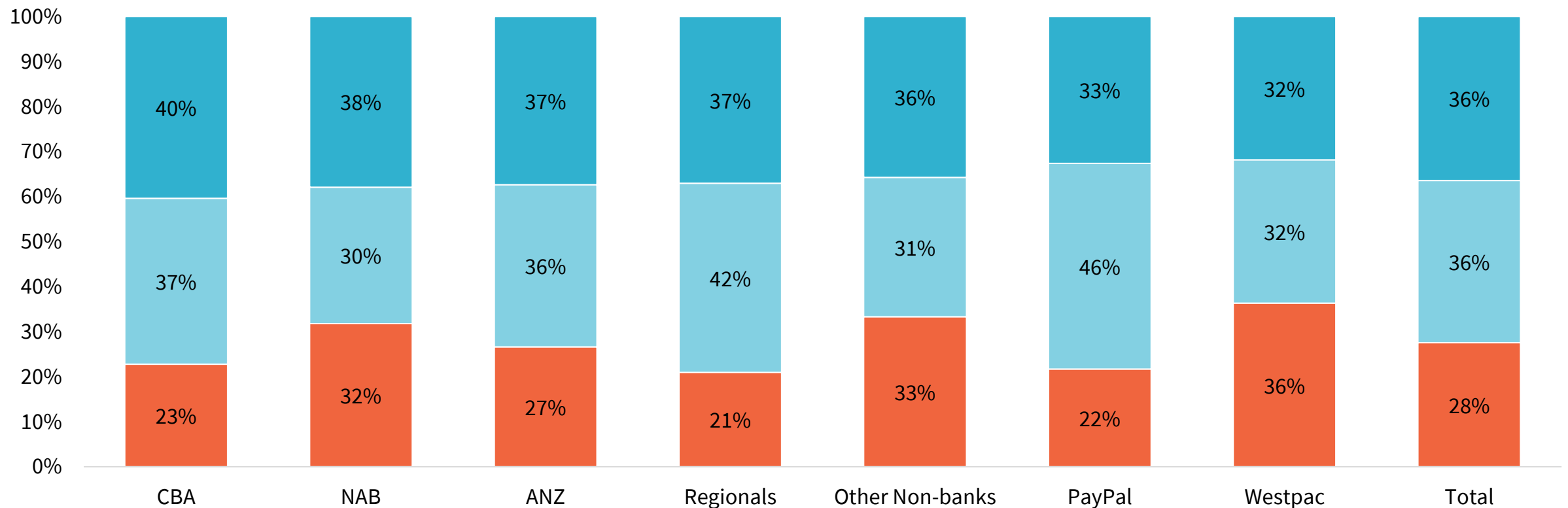


Base: Card accepting merchants who believe certain card payments are cheaper to accept (Oct-19: n=510, Apr-21: It is cheaper to accept eftpos payments than Visa or Mastercard debit card payments: n=283, It is cheaper to accept Visa or Mastercard debit card payments than eftpos payments: n=225, Total: n=508)
 Tests for significance were carried out for this question, ▲ Significantly higher than Oct-19, ▼ Significantly lower than Oct-19

CBA customers are most likely to approach their provider in the next 12 months regarding better pricing

**How likely are you to approach your provider in the next 12 months regarding better pricing?
Merchants who believe certain card payments are cheaper to accept
By main payments acceptance provider**

- I intend to approach my provider about the cost of accepting different payments
- I'm considering approaching my provider
- I do not intend to approach my provider about the cost of accepting different payments



Base: Card accepting merchants who believe certain card payments are cheaper to accept (Apr-21: ANZ: n=75, CBA: n=114, NAB: n=66, Westpac: n=66, Regionals: n=81, PayPal: n=46, Other Non-banks: n=42, Total: n=508)
Tests for significance were carried out for this question, no differences found



Intelligence to bank on

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