

PASS OUR **ROYAL**
TREATMENT
ALONG TO YOUR CUSTOMERS

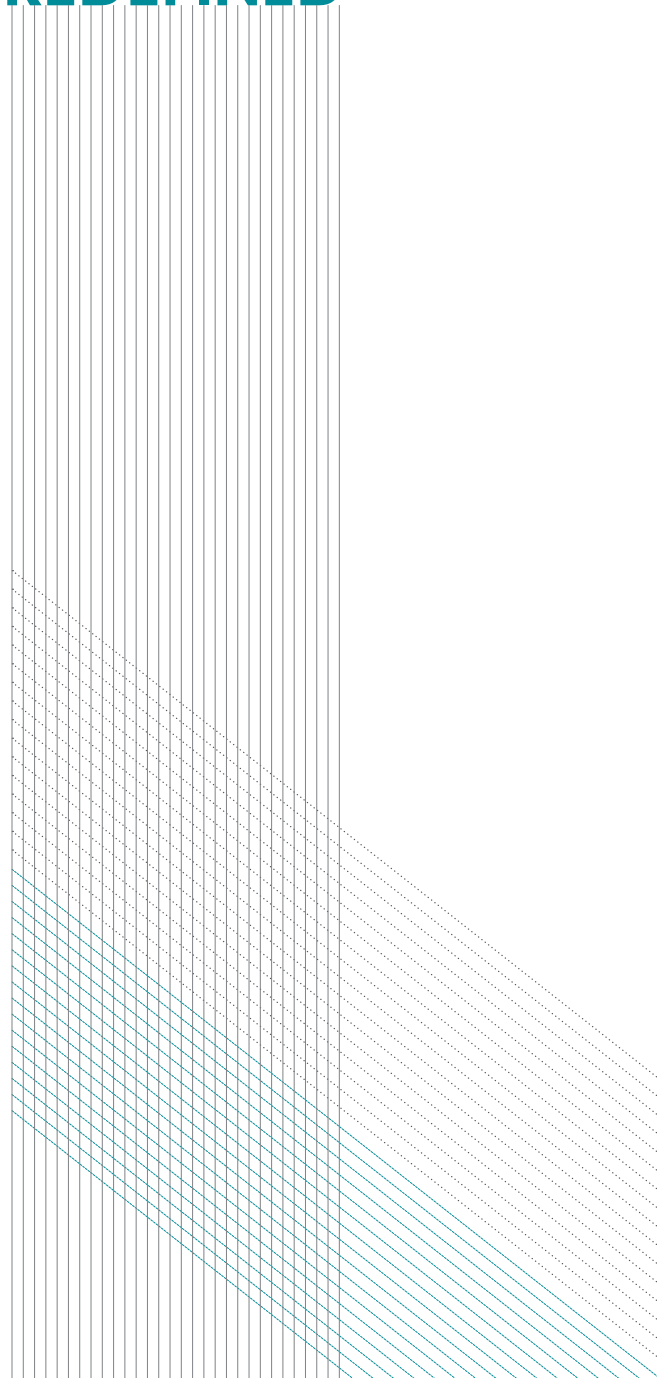
AND COLLECT SOME
EXTRA REVENUE



WHY CYNERGY DATA PAYMENT PROCESSING REDEFINED

Cynergy Data is a merchant services provider with 14 years of payment processing expertise. With a portfolio of nearly 85,000 merchants, Cynergy Data aims to simplify everyday management for all types and sizes of businesses.

Your customers can count on Cynergy Data's advanced technology, friendly customer support and affordable service packages. And you can trust that your clients will get the personal attention they deserve.



SAY HELLO

TO GETTING YOUR FAIR SHARE

When you partner with Cynergy Data, you'll never have to wonder whether you're truly getting your fair share of revenue. In fact, we'll make sure you get more than your fair share—it'll be our way of showing that we value your partnership.

UPFRONT PAYMENTS: when your customers start a Cynergy Data merchant account, you receive cash upfront

ONGOING REVENUE: our revenue-share program is what sets Cynergy Data apart from all the rest

NO THIRD-PARTY HASSLES: we maintain our own back-end clearance network, reserving extra revenue for you

ZERO LIABILITY: we cover liability for bank customers approved for Cynergy Data merchant accounts



VIMAS PLUS

CYNERGYHUB

LUCY GATEWAY

GIFT CARD

PAYROLL

PROSPERITY PLUS

STAY COMPETITIVE

WITH OUR AFFILIATE PROGRAM

To us, you're not just another partner—we're here to offer your business a means to expand. We will work directly with key members of your team to create and implement business development initiatives. Our Affiliate Program will allow your bank to utilize Cynergy Data sales and marketing resources to grow your revenue.

SALES EXPERTISE:

- Our sales specialists will generate and nurture customer referrals for your bank
- We will assign an account executive to your bank

MARKETING EXPERTISE:

- Our design team can collaborate with you in devising vertical strategies and producing co-branded or bank-branded marketing materials
- We will create a bank-branded interface on our VIMAS account management system, providing your bank customers a seamless banking-merchant services experience

KEEP YOUR CUSTOMERS HAPPY

WHEN YOU REFER THEM TO US

We will provide your customers with the best services at the best pricing.

YOUR CUSTOMERS WILL RECEIVE:

- FREE merchant services cost analysis and consultation
- FREE account set up
- FREE 24/7 technical support
- FREE access to our online account management system
- FREE use of our payment gateway



PAYMENT PROCESSING MADE EASY

As a business solutions provider, we make payment processing a snap for you and your customers. We handle customer service and all paperwork for new merchant service accounts.

YOUR CUSTOMERS CAN RELY ON US FOR:

- Great pricing and fast set up
- No hidden fees and “plain English” statements
- Single log-in account management
- Account updates via text and email messages
- Full compliance with the Payment Card Industry Data Security Standard
- Friendly customer and technical support

INTRODUCING SIMPLIFIED SOLUTIONS

We understand the importance of saving time and money. Cynergy Data offers an array of products and services aimed at making the business day more efficient and profitable.

VIMAS PLUS

ONE-STOP ACCOUNT MANAGEMENT

Our online account management system allows your customers to track transactions, submit customer service requests and receive account updates via text and email messages.

CYNERGYHUB

TOTAL BUSINESS SOLUTIONS, ALL IN ONE BOX

For one low monthly fee, your customers can cut costs by bundling their payment processing and payroll management services.

LUCY GATEWAY

E-COMMERCE AND MULTI-LOCATION PROCESSING

Your customers receive free access to our payment gateway, which uses a secured high-speed Internet connection to retrieve transaction approvals.

GIFT CARD

INCREASE CUSTOMER LOYALTY AND BRAND AWARENESS

Customizable gift cards offer your clients a low-cost way to boost their sales and customer loyalty.

PAYROLL

TAKE THE PAY OUT OF PAYROLL

We've partnered with PayChoice®, a leading payroll provider, so that your customers can save up to 50% on services.

PROSPERITY PLUS

FUNDING FOR SMALL BUSINESS

Customers who don't meet your loan requirements may qualify for our flexible alternative funding program.

ABOUT CYNERGY DATA

HISTORY

- Launched in 1995, Cynergy Data has always aimed to provide business owners with excellent customer support and unparalleled merchant services.
- We believe in honest, service-oriented business practices and customer-friendly products and services.
- Cynergy Data manages a portfolio of nearly 85,000 merchants processing in excess of \$10 billion annually.

VISION

- Cynergy Data aims to serve as a comprehensive resource for business owners.
- At Cynergy Data, the overarching goal is to simplify everyday management for all types and sizes of businesses.



AWARDS AND ACCOLADES

2001 **INC. 500:** CYNERGY DATA RANKS #451 ON THE ANNUAL LIST OF FASTEST GROWING PRIVATE COMPANIES IN THE UNITED STATES

2002 **NYC HISPANIC CHAMBER OF COMMERCE:** ENTREPRENEURS OF THE YEAR

2006 **INC. 500:** CYNERGY DATA RANKS #460 ON THE ANNUAL LIST OF FASTEST GROWING PRIVATE COMPANIES IN THE UNITED STATES

INNER CITY 100: CYNERGY DATA RANKS #36 ON INC. 500'S ANNUAL LIST OF FASTEST GROWING PRIVATE COMPANIES BASED IN U.S. CITIES

2007 **INNER CITY 100:** CYNERGY DATA RANKS #27 ON INC. 500'S ANNUAL LIST OF FASTEST GROWING PRIVATE COMPANIES BASED IN U.S. CITIES

PRESIDENT'S CLUB AWARD: DESIGNATED BY FIRST DATA

2008 **INC. 500:** CYNERGY DATA IS INDUCTED INTO THE MAGAZINE'S RANKINGS HALL OF FAME

ERNST & YOUNG ENTREPRENEUR OF THE YEAR: MARCELO PALADINI TAKES THE PRIZE IN THE SERVICES CATEGORY FOR THE NEW YORK METROPOLITAN AREA

MOST INFLUENTIAL ACQUIRER AWARD, TRANSACTION WORLD MAGAZINE: MARCELO PALADINI RECEIVES HONORABLE MENTION FOR HIS VISIONARY APPROACH TO MERCHANT SERVICES





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Cynergy Data, LLC is a registered ISO/MSP of Wells Fargo Bank, N.A., Walnut Creek, CA and Harris N.A., Chicago, IL