

SMBanking/**FORWARD**

GROW

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Fitech Payments



# Why we are here

Fitech exists to provide  
**expertise and strategy**  
**for FI's delivering**  
**relevance & competitiveness**  
**in payments.**

# The Problem

**“My customers aren’t  
using Square...they are  
riding on a tractor.”**

-Classic Banker

**“All of your customers  
are using Square...”**

-Classic Salesguy

# The Truth

Bankers tend to focus  
on deposits & loans...  
Fintechs know this and  
exploit it by focusing on UX

## FI #1

**\$3B** in Assets in TX

**42** Locations

**10,500**

Commercial DDA's

Bank servicing **<2%**  
of their DDA's  
on Merchant

Fintechs service  
**>30%** of the  
Bank's DDA's

## FI #2

**\$1B** in Assets in PA

**12** Locations

**1,500**

Commercial DDA's

Bank servicing **<3%**  
of their DDA's  
on Merchant

Fintechs service  
**>30%** of the  
Bank's DDA's

## FI #3

**\$11B** in Assets in OK

**80** Locations

**36K**

Commercial DDA's

Bank servicing **<4%**  
of their DDA's  
on Merchant

Fintech's serviced  
**>40%** of the  
Bank's DDA's

## Why does this matter?

### FI #1

Bank earned  
**\$156K/year**

Fintechs earned  
\$498K/month -  
**\$5.9M/year**

### FI #2

Bank earned  
**\$10k/year**

Fintechs earned  
\$85K/month -  
**\$1M/year**

### FI #3

Bank earned  
**\$1M/year**

Fintechs earned  
\$2.3M/month -  
**\$28M/year**

# Straight out of Square's Q2 Shareholder Report

**Square Banking** includes Square Savings, Square Checking, and Square Loans.

Square, Inc. is a financial services company, not a bank. Banking services are provided by Square Financial Services, Inc., a Square subsidiary, or Sutton Bank, Members FDIC.

1. In a 2020 survey of 2,200 sellers conducted by Square, we found that the Square Debit Card was the first business debit card for more than 50% of those sellers.

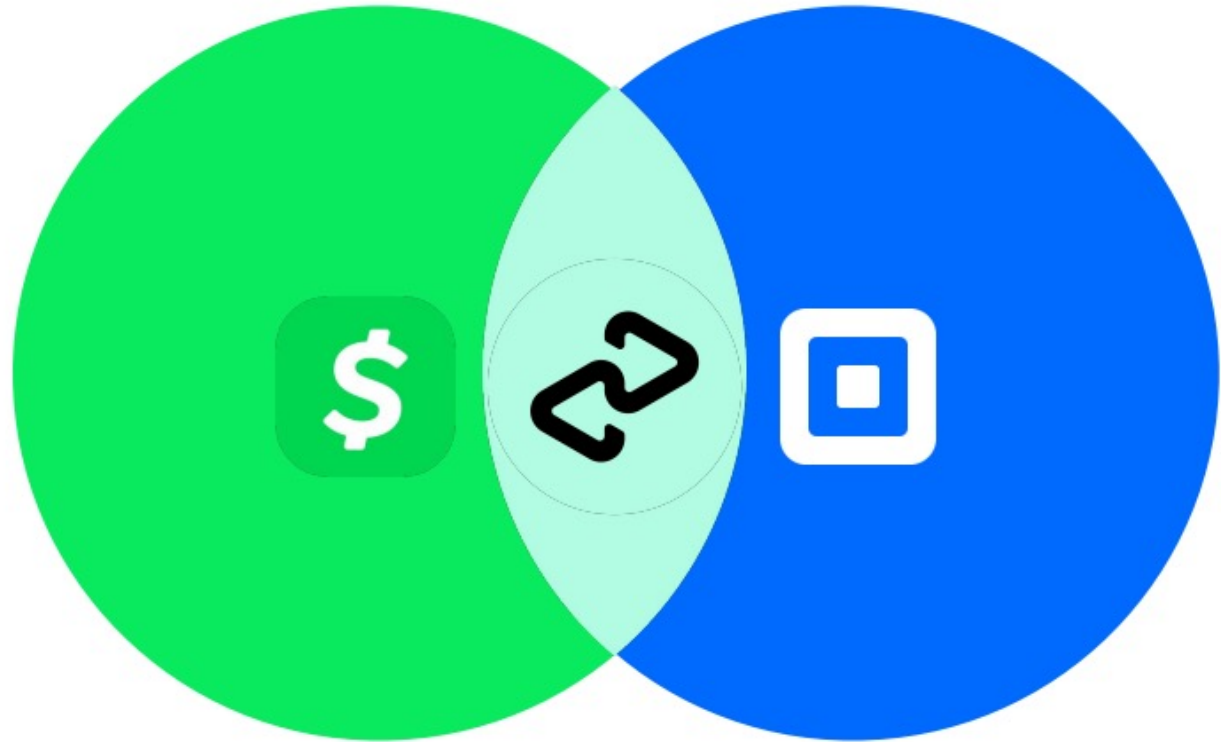
**Square Savings** brings more fair, accessible financial services to small business owners by removing the friction from setting aside funds, enabling sellers to effortlessly save a percentage of every Square sale they make. This account offers a 0.50% annual percentage yield, and has no minimum deposits, balance requirements, or account fees. These terms are subject to change.

Square provides processing for more merchant outlets than Chase, Wells Fargo, Bank of America, Citi Bank, and PNC all **COMBINED**

– Nilson Report March 2020

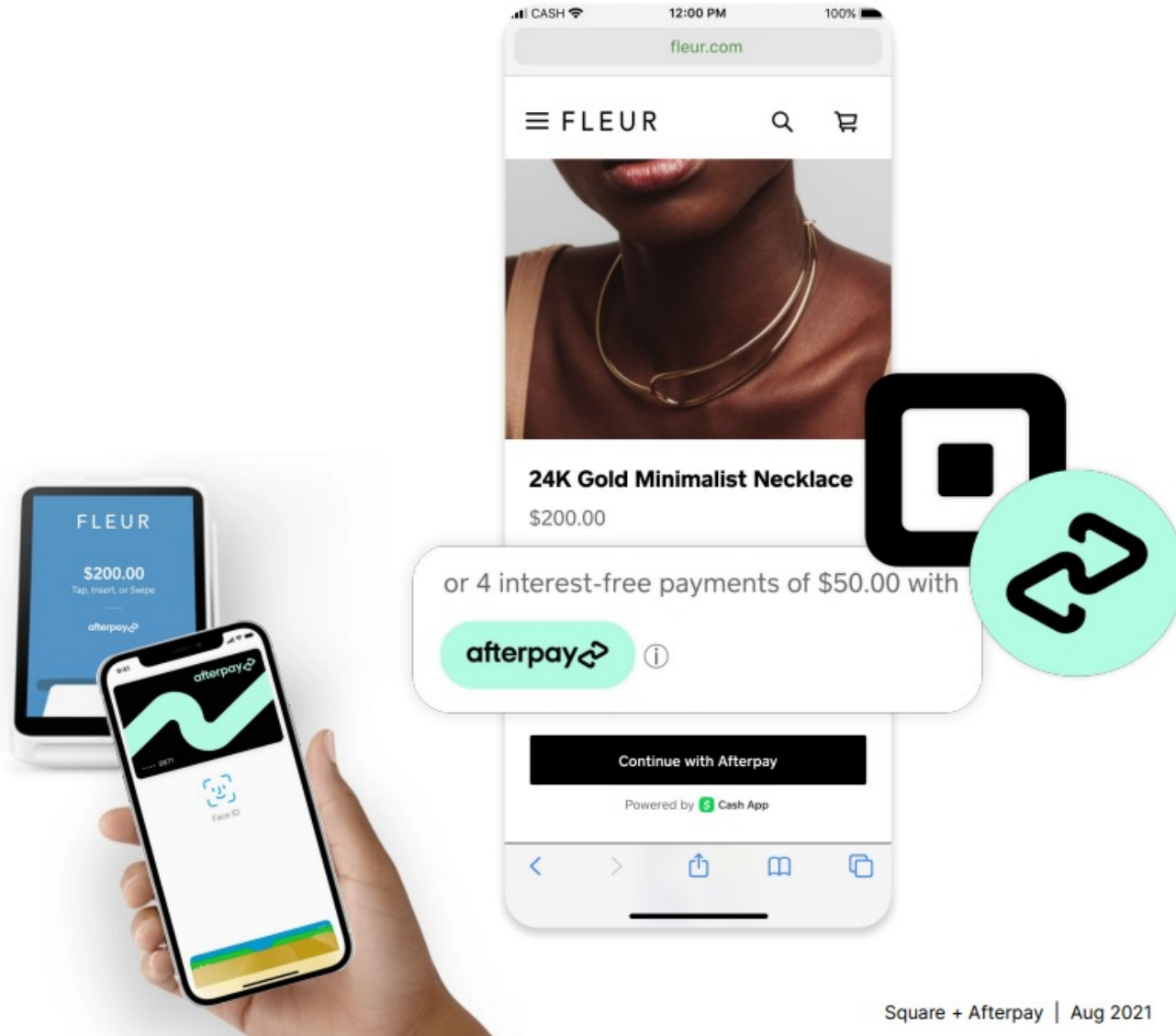
## Afterpay builds connections between Seller and Cash App

Afterpay will be integrated into Seller and Cash App, strengthening the connection between these ecosystems and helping drive more commerce between merchants and consumers



# Afterpay integrates into Seller

Afterpay will be integrated into Square's online and in-person checkout solutions, strengthening Square's omnichannel platform

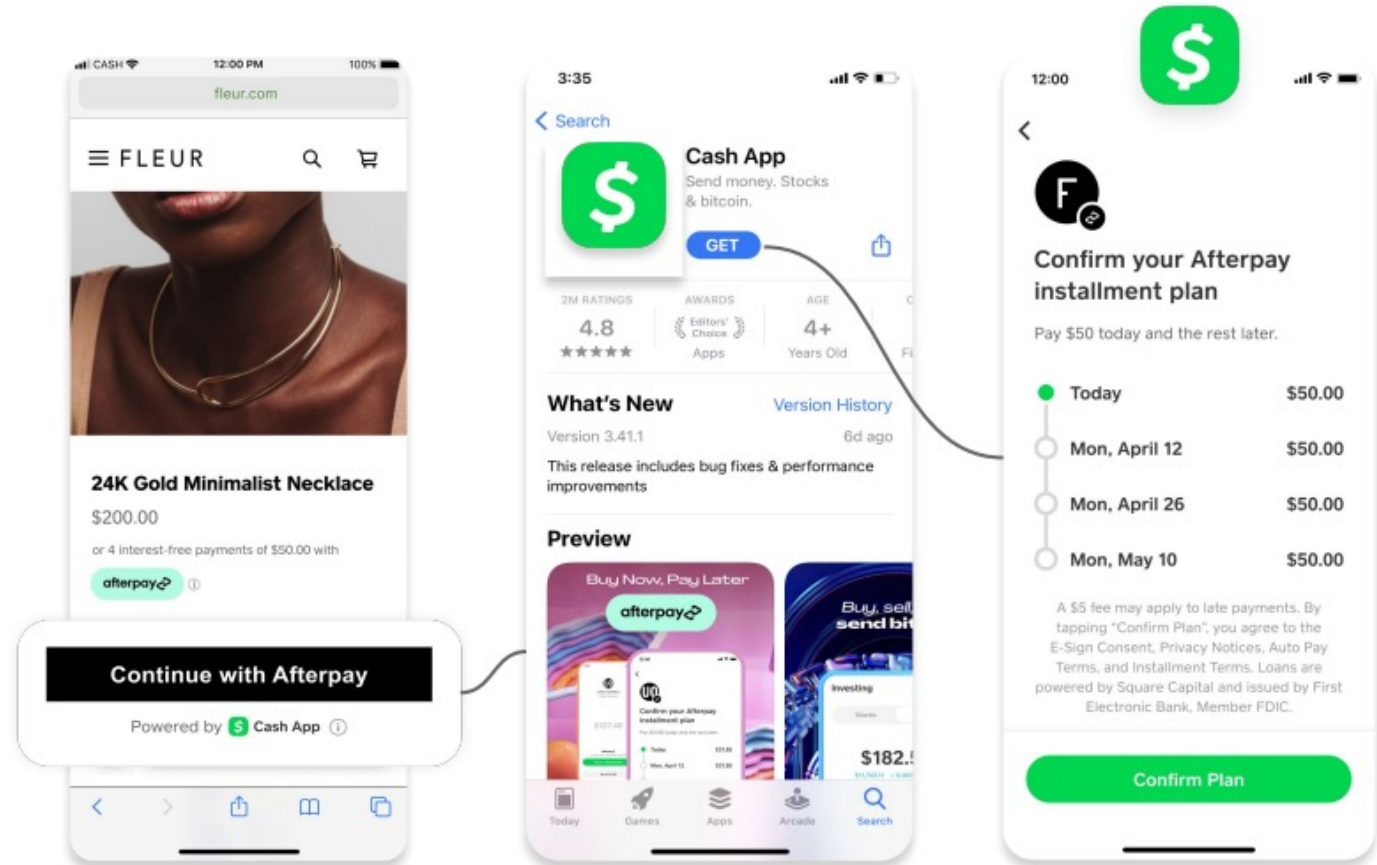


Illustrative merchant and product images pictured.

Square + Afterpay | Aug 2021

# Afterpay integrates into Cash App

Afterpay consumers will be able to manage their installments and repayments directly within Cash App, helping to drive repeat engagement

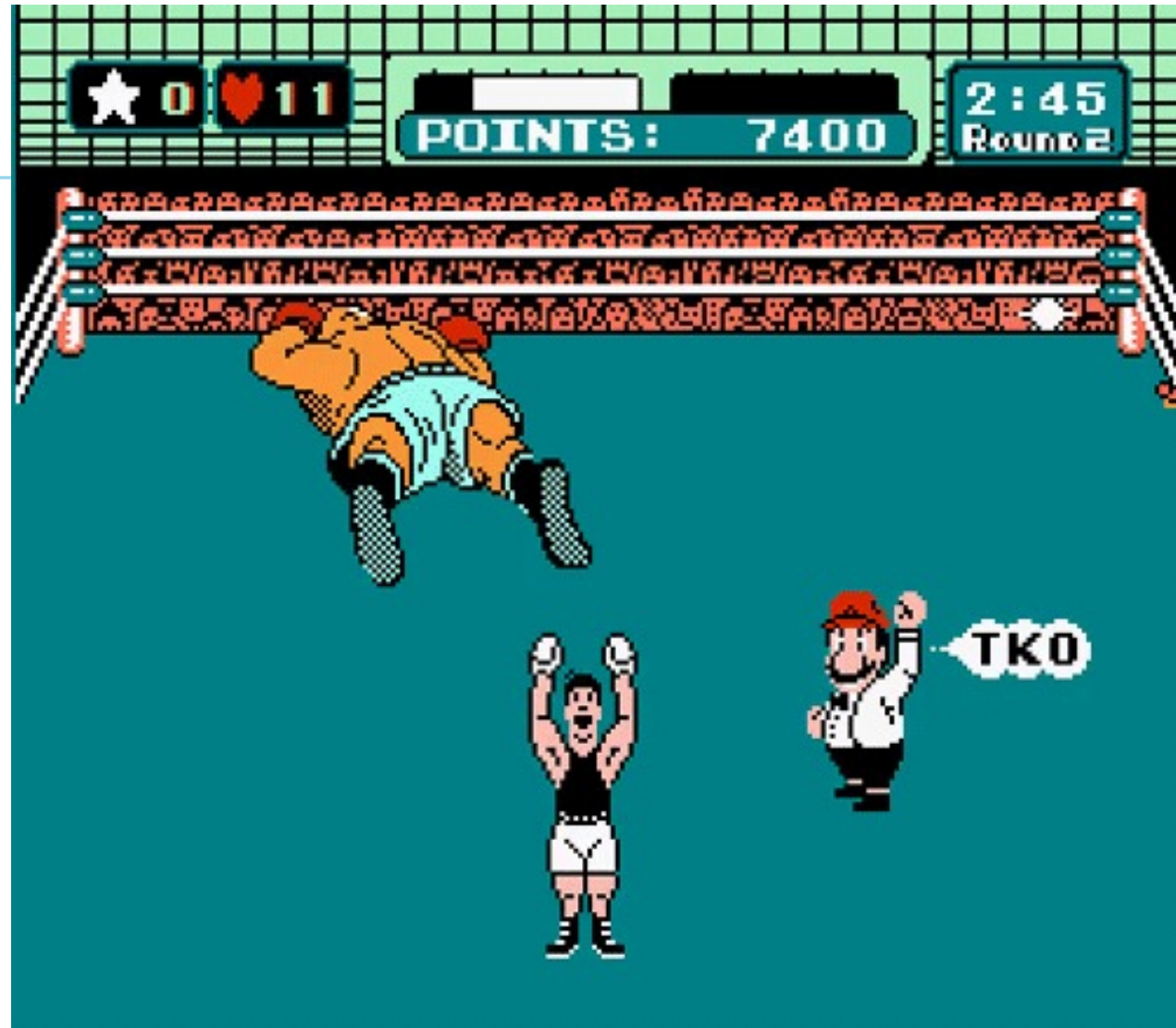


Illustrative seller and product images pictured.

Square + Afterpay | Aug 2021

# The Solution

Put the  
Gloves On



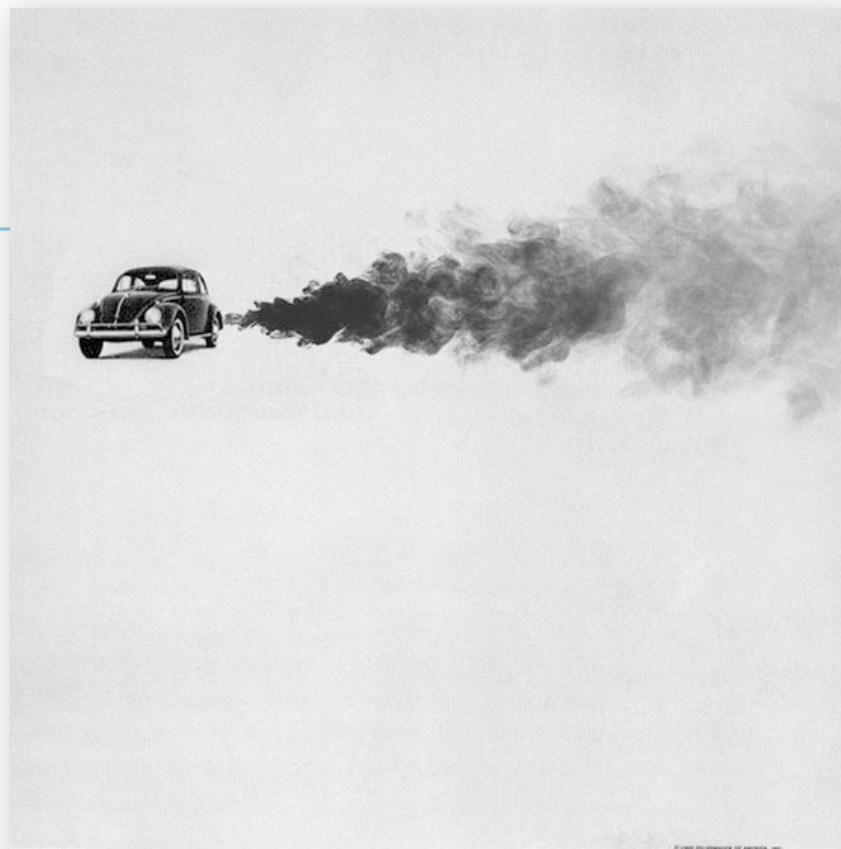
## Reach & Teach



“Marketing...gives us the opportunity to **take data and truly leverage it properly** to launch a series of campaigns at the right time, then measure those campaigns **to make sure we are best serving our clients** and we are getting the return on our investment that we need.”

– Jay Farner | CEO, Rocket Mortgage

# Start Small




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## Think small. Destroy big.

Our little car isn't so much of a novelty any more.  
A couple of dozen college kids don't try to squeeze inside it.  
The guy at the gas station doesn't ask where the gas goes.  
Nobody even stares at our shape.  
In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.  
Or using five pints of oil instead of five quarts.  
Or never needing anti-freeze.  
Or racking up 40,000 miles on a set of tires.  
That's because once you get used to

some of our economies, you don't even think about them any more.  
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.  
Or trade in your old VW for a new one.  
Think it over.





**DATA**

Industry's deepest consumer and business data lakes



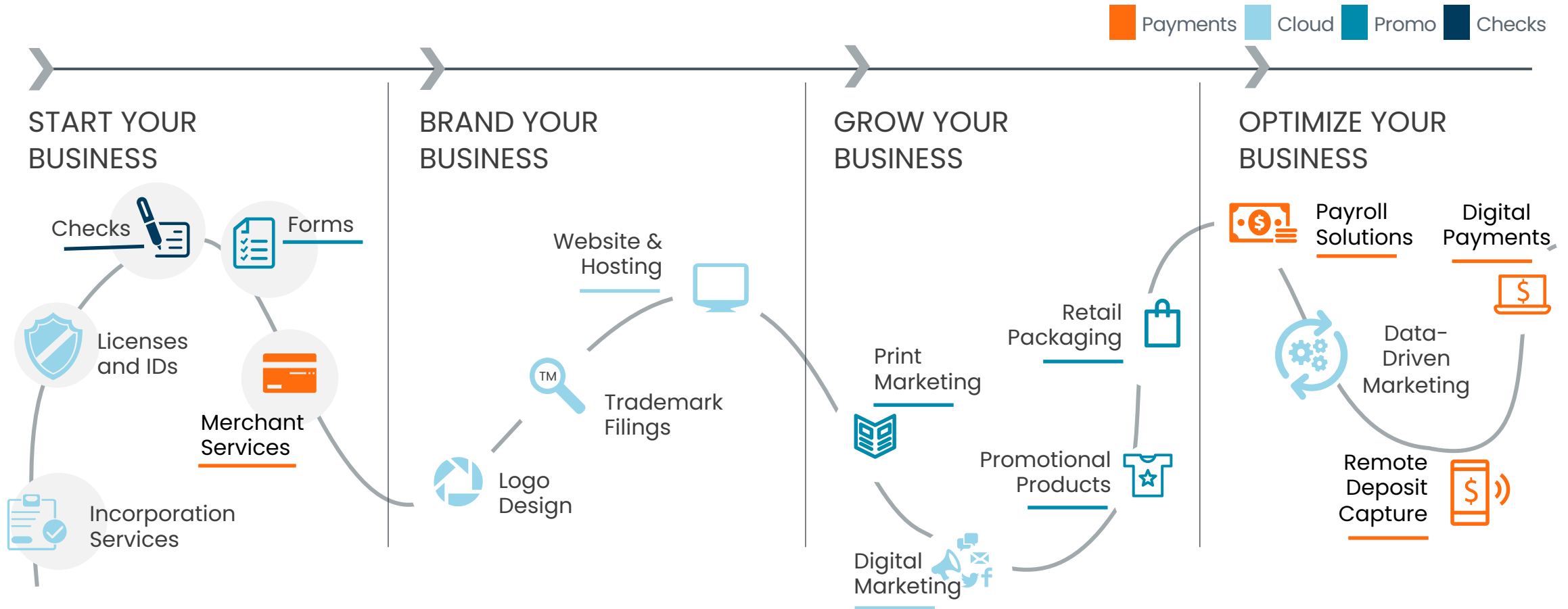
**MARKETING**

Proven campaign design, data-driven creative, AI-powered targeting and multi-channel attribution



**Deluxe**  
Payment Advisory Services

# Uniquely Powering Companies Through Lifecycle



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#SMBForward