

# World's #1 Merchant Acquirer Launches First Data Merchant Solutions in Australia

First Data Corporation launches First Data Merchant Solutions in Australia

Sydney, NOVEMBER 12, 2015 – First Data Corporation, the global leader in commerce-enabling technology and solutions, has today announced the launch of First Data Merchant Solutions to bring differentiated and innovative merchant acquiring solutions to Australian businesses – online, in-store, over-the-phone and on-the-go.

First Data, in alliance with Bankwest, has been providing payment services to more than 11,000 merchants, under the brand name BWA Merchant Services for the past ten years. From today, following the completion of the ten-year partnership, First Data will serve merchants directly via First Data Merchant Solutions in Australia. First Data Corporation is the largest merchant acquirer in the world and has a legacy of more than 30 years of deep industry knowledge and payments experience in Australia.

“In today’s competitive environment, every customer experience counts. Business owners that rely on card acceptance, either physically or online, need a solution that works anytime and every time,” said Sam Itzcovitz, Head of Global Business Solutions of First Data Australia and New Zealand.

“At First Data Merchant Solutions, we are the payments specialists. We have a single-minded focus on payments and how we can support our clients in doing business with their customers. We provide consistently reliable solutions and continue to invest both in our platform, as well as in new product innovation. Our aim is for First Data Merchant Solutions to help small and medium enterprises (SMEs), as well as large retailers, to grow their businesses.”

First Data Merchant Solutions Australia is a principal member of the Visa and MasterCard® networks and one of the first non-bank acquirers to launch since changes to the Banking Act earlier this year.

Consequently, First Data Merchant Solutions is now able to provide merchant acquiring solutions independently and without sponsorship from a bank partner. This allows First Data Merchant Solutions to better leverage First Data Corporation’s global capabilities through a business model 100% focused on providing best-in-class merchant acquiring solutions to its clients and SMEs. It provides greater agility as a business to bring new products to market and work with an even broader range of merchants in the region.

“Australian business owners today need payments and technology solutions that are not only dependable and intuitive, but can futureproof them as their customers’ behaviours change. Whether this is preparing for new payment channels, the peak sales season at Christmas or ensuring uptime during an online sale, First Data Merchant Solutions is dedicated to being with our clients every step of the way and delivering high-quality, secure solutions tailored to business needs.” said Itzcovitz.

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## About First Data Merchant Solutions

First Data Merchant Solutions, previously BWA Merchant Services, is an Australian affiliate of First Data Corporation, which gives it the expertise and capabilities to ensure that its clients’ money moves accurately and securely anytime, anywhere.

From corner shops and boutique outlets to major retailers, First Data Merchant Solutions enables businesses to accept a range of payment types - easily, securely and reliably, whether business is conducted in-store, on the go, by phone, or online. As the payments specialists, our range of products and solutions has helped more than 11,000 merchants in Australia to easily accept debit and credit card payments wherever they do business.

## About First Data

First Data is a global leader in commerce-enabling technology and solutions, serving approximately six million business locations and 4,000 financial

institutions in 118 countries around the world. The company's 23,000 owner-associates are dedicated to helping companies, from start-ups to the world's largest corporations, conduct commerce every day by securing and processing more than 2,300 transactions per second and \$1.9 trillion per year.

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