

# Referral Partner Presentation

## PayCard Program



# Agenda

- Elan Background
- PayCard Product & Uses
- Features and Benefits
- Operational
- Implementation
- MoneyPass Surcharge Free ATM Network
- Pricing

# Elan Background



ATM Driving

Wholly owned subsidiary of U S Bank



EFT Networks



MoneyPass  
Surcharge-Free  
ATM Network

Prepaid Cards

EFT Industry  
Leader in  
Products &  
Technology



ATM Maintenance &  
Ownership



Card Processing

## Introduction - Elan

Elan customers include some of the largest Financial Institutions, Retailers, Corporations, and ISOs in the US



MANPOWER

A D computer *Your Payroll Experts*

ZIONS BANK®  
We Haven't Forgotten Who Keeps Us In Business®

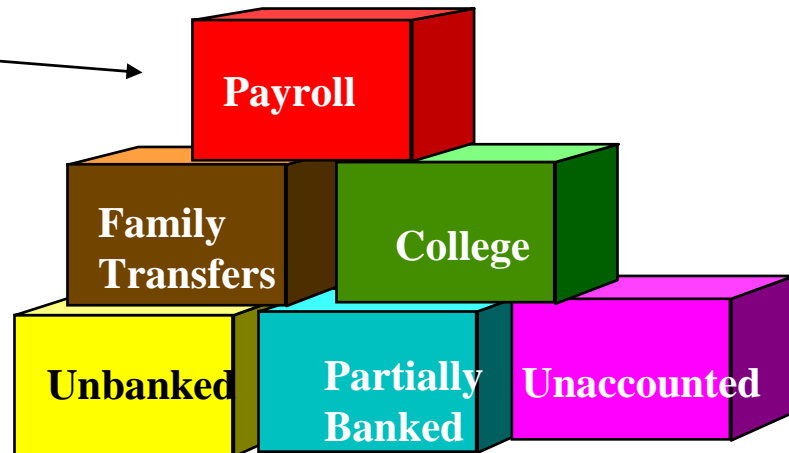
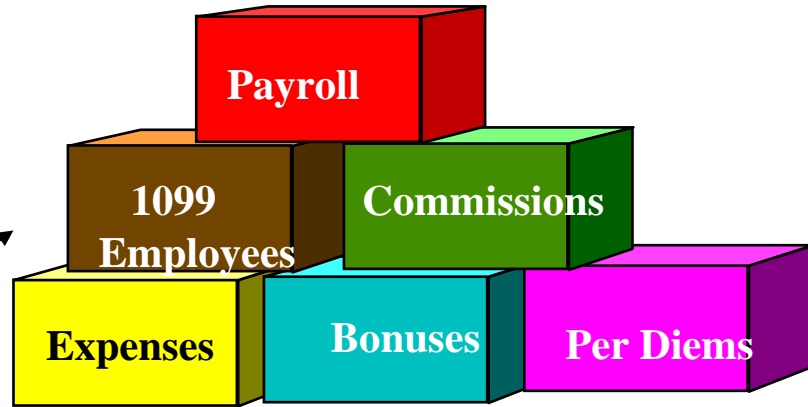


## PayCard Product

- Primary benefit to Business Owner / Employer is Paper Paycheck Replacement
  - PayCard is basically a “checkless” checking account
  - Primary PayCard target is “Unbanked” & “Underserved”
  - “Partially Banked” provide significant opportunity
  - “Check requestors” will respond as required
  - MasterCard or Visa Branded
  - ATM and POS access via National Association networks and MoneyPass
  - Dedicated web-site for employees/cardholders for balance inquiries, statements, transaction inquiries

# PayCard Uses

- Potential uses and benefits for both Employers and Employees are greater than most believe



## Business Owner / Employer Benefits

- **Reduce costs** by converting paper checks to plastic
  - Distribution / Reconciliation
  - Replacement
  - Lost / Stolen
  - Fraud
  - Escheatment
- **Saves time** preparing payroll and eliminates stop payment and check re-issue for lost/stolen/destroyed checks
- **Enhances** efficiency and safety

# Cardholder Features and Benefits

<u>Cardholder Features</u>	<u>Cardholder Benefits</u>
<ul style="list-style-type: none"> <li>• MasterCard or Visa Branded for POS signature transactions</li> </ul>	<ul style="list-style-type: none"> <li>• Access to millions of merchants worldwide</li> </ul>
<ul style="list-style-type: none"> <li>• MasterCard or Visa/Plus Branded for ATM access</li> </ul>	<ul style="list-style-type: none"> <li>• Access to millions of ATM's worldwide</li> </ul>
<ul style="list-style-type: none"> <li>• MoneyPass ATM Network</li> </ul>	<ul style="list-style-type: none"> <li>• Surcharge-free access to over 10,000 ATM's in the US</li> </ul>
<ul style="list-style-type: none"> <li>• Re-loadable by cardholder from their bank account via ACH</li> </ul>	<ul style="list-style-type: none"> <li>• Increased safety and security vs. carrying cash</li> </ul>
<ul style="list-style-type: none"> <li>• MasterCard or Interlink Branded for PIN POS transactions</li> </ul>	<ul style="list-style-type: none"> <li>• MasterCard: PIN access to merchants worldwide</li> <li>• Interlink: PIN access to US merchants only</li> </ul>
<ul style="list-style-type: none"> <li>• No annual or Monthly fees</li> </ul>	<ul style="list-style-type: none"> <li>• Savings over other card programs</li> </ul>
<ul style="list-style-type: none"> <li>• No minimum balance</li> </ul>	<ul style="list-style-type: none"> <li>• No fees for amount loaded</li> </ul>
<ul style="list-style-type: none"> <li>• Card will only spend amount loaded</li> </ul>	<ul style="list-style-type: none"> <li>• No overdraft fees</li> </ul>



## Operational

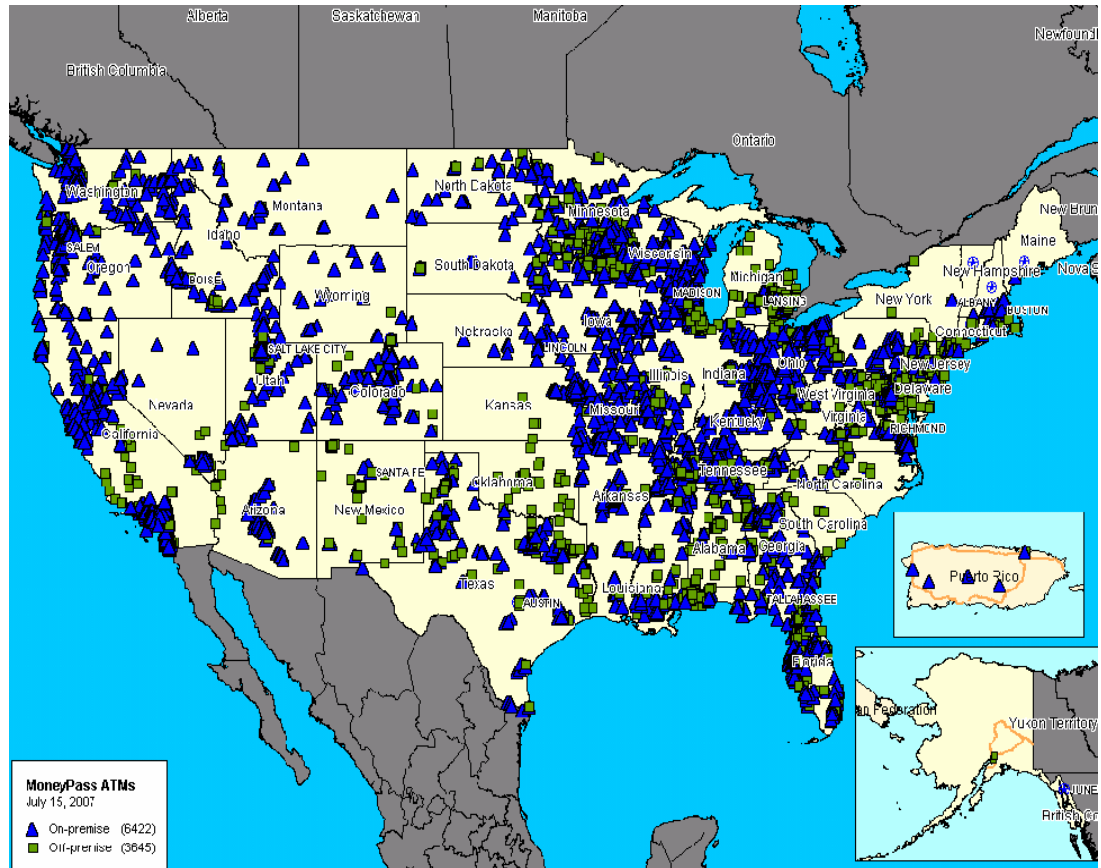
- Elan **PayCard** is a Complete Product that can be implemented on a Turnkey Basis
- Uses Employer's Existing Direct Deposit Capability or a funding account can be set up at US Bank
- Supports instant issue, personalized and mailed options, or a combination
- Choice of standard card design or fully customized cards
- Accepted at ATM and POS locations
- Account-to-Card and Card-to-Card transfers are supported
- Internet based information access for cardholders
- Extensive Information Access & Service for employees to obtain balances, transaction information, statements, and transfers via ATM, Internet, Voice Response Unit, or Live Operator

# Implementation

- The Elan product is easy to implement and use, and the amount of training required is minimal, but thorough
- Extensive enrollment support is provided to obtain a high level of enrollment
  - Simple enrollment process designed to meet Company's needs
  - Customized, easy to use enrollment forms that can be integrated into existing process
  - Materials and Usage Guides for using the card at ATMs, POS, and use of website
  - All materials are multilingual
- Dedicated Prepaid Account Manager
- Multi-language Customer Service provided 24x7x365

# MoneyPass ATM Network

- All PayCard cardholders have access to the MoneyPass surcharge free ATM Network.
- Over 12,000+ ATMs located nationwide
- Nearest MoneyPass ATM locations can be found using the ATM locator on the MoneyPass web-site [www.moneypass.com](http://www.moneypass.com)



## MoneyPass ATM Count by State

State	Total	State	Total	State	Total	State	Total
AK	2	ID	132	MT	57	PR	8
AL	151	IL	455	NC	46	RI	18
AR	91	IN	120	ND	82	SC	117
AZ	129	KS	40	NE	66	SD	42
CA	835	KY	188	NH	0	TN	329
CO	413	LA	98	NJ	50	TX	335
CT	18	MA	109	NM	78	UT	253
DC	37	MD	393	NV	249	VT	0
DE	2	ME	9	NY	84	VA	454
FL	919	MI	699	OH	504	WA	286
GA	340	MN	767	OK	22	WI	486
HI	1	MO	563	OR	408	WV	58
IA	126	MS	134	PA	511	WY	48

# Referral Partner Pricing & Revenue Share

## Participation requirements - *Set-up Fee*

Item	Fee
1. Implementation (Set-up)	\$2,000
2. Card Fee	\$2.50 per card*

\* Typically paid by Employer. Elan *may* waive fee based on business usage & circumstance

\*\* Custom cards are also available for additional cost which will be quoted; and with a 5,000 card minimum.

## Participation requirements - *Minimum*

- Partner agrees to have a minimum 300 funded cards by month 7 (after program launch).
- Revenue Share begins when 300 funded card level attained.
- Partner will be given 6 month “ramp-up” period to reach the 300 card minimum
  - In month 7, if the minimum is not reached, Partner will be charged \$6.50 per card on any outstanding minimums.

*\*\* Example: In month 7, there have only been 250 cards funded. This would not meet the 300 card minimum.  $300 - 250 = 50$  (outstanding balance).  $50 \times \$6.50 = \$325.00$ . Partner would be billed \$325.*

This monthly analysis continues only until Partner Program reaches 300 funded cards. <sup>13</sup>

# Referral Partner Pricing & Revenue Share

## Participation benefit- *Revenue Share*

Transaction	Revenue Share
ATM Withdrawal	\$ .15
PIN-based POS transaction	\$ .03
Signature-based POS transaction (Earned Interchange*)	20%
Collected Dormancy Fee	25%

\*Interchange means the fees received by Elan as Issuing bank from transactions at merchants in connection with processing an Elan-issued Prepaid Card Transaction.

# Cardholder Fee Schedule

Cardholder Costs	Price	Items Covered
<b>Free Services</b>	\$ -	Purchases and Cash Back at POS, Internet Statements and Balance Inquiries, Transaction Inquiries, Customer Service. No Monthly or Annual Fees.
Electronic Transactions	\$ 0.50	ATM Inquiries and Declines, Internet, ACH, and VRU Transfers, VRU Balance Inquiries
ATM Withdrawals	\$ 1.50	Domestic ATM Withdrawals
Live Operator Telephone Support	\$ 2.00	Balance Inquiries, Transfers
Optional Transactions	\$ 4.00	International ATM Withdrawals, Branch Cash Withdrawals, Replacement Cards, Paper Statements, Check Issuance, Account Dormancy

## Why Elan PayCard?

- Elan is one of the few Prepaid service providers who performs all of their Prepaid processing in-house
- Elan provides Prepaid services at the lowest cost in the market
- Elan provides Prepaid services to Cardholders at the lowest cost
- Elan's Prepaid Cards all bear the MoneyPass logo, and are surcharge-free when used at MoneyPass ATMs - the fastest growing surcharge free network in the country
- Elan's Prepaid Card service can be delivered as a completely turnkey service
- Elan has an unequalled level of experience and track record in the creation and management of leading payment services
- Processing a consumer's money is a serious business and should be performed by a highly qualified processor with the best technology and know how...Elan



## Conclusions / Next Steps



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