



WORLDWIDE MERCHANT ACCOUNT SERVICE

This document describes a highly competitive Merchant Account Service intended for Advanced EFT Corp. licensees to resell to merchants worldwide. The service provides outsourced payment processing solutions for the real time authorization and settlement of credit and debits cards, eChecks (in U.S.) direct debits and direct credits.

SERVICE ADVANTAGES

- **Lowest or Most Optimal Cost to Merchants** – We can achieve this through researching and negotiating with Acquiring Banks in different regions of the world.
- **Extensive Territorial Coverage** – All world regions
- **All Transaction Capture Types** – Card Present (POS swiped), Card-Not-Present (Internet, telephone order, mail order, etc), eCheck (U.S.)

If the account is in the U.S. and Europe, we can give a quote right away. But, negotiations and researches have to be made in other regions.

RESELLING OPPORTUNITIES & INCENTIVES

The incentive is to earn commissions (0.10-0.25% POS swiped and 0.25-0.5% card-not-present) on all credit card sales, debit card sales and direct debits through this service. The nature of the earning opportunity is as follows.

- **Great Earnings** - It pays very high commissions.
- **Recurring Long Term Revenue** - There can be 10 or more years of long term commission on each sale
- **No Fulfillment** - Marketers need to do nothing after the sale.
- **Daily Commission** - Commissions are paid on a daily basis.
- Commission revenues are always increasing.
- There is very low customer attrition rate.

SERVICE CONSIDERATIONS

Merchant Account Service (Processing) is a highly competitive business. However, it can also be very lucrative and profitable because the service fees are based on percentages of sales; so the fees can be much higher. At higher sales volumes, the fees can even be staggering. For example, for a \$500 hotel bill, the fee can amount to between \$12.50 to \$20.00.

In analyzing the profit and market opportunities in M, the following general observations and strategies may be appropriate.

- The fees consist of gateway fees and Acquiring Bank's Discount Rates, which are the most volatile and can fluctuate wildly.



- If you can save a little fee percentage for a merchant and make a little percentage for yourself at the same time, he can save a lot of money, and you can make a lot of money.
- In many parts of the world, the Merchant discount fees are set high by the monopolizing regional banks.
- In many parts of the world, many merchants do not accept credit cards even if they do qualify for M because of the high fees.
- However, accepting bankcards for retail businesses can increase sales by an astounding 50 to 400%.
- Visa and MasterCard have interchange fees and the acquiring banks have different Discount Rates. Then there is about \$0.20-0.35 is for the gateway costs.
- The merchant paid Discount Rates can fluctuate greatly depending on: the region, Acquiring Bank's revenue goals, type of products sold, degree of perceived risks, whether the credit card is present at transaction time and who are the Acquiring Banks.
- Discount rates for Card Present transactions (such as cards swiped in credit card terminals during transactions) can vary between 2.0% to 5%.
- "Card not Present" transactions (such as telephone orders and Internet Web transactions) Discount Rates can vary between 2.5% and 8%. Not all banks currently support Internet merchant accounts.
- Most merchants sign-up for the service without extensive evaluation of their options.

SERVICE CHARACTERISTICS

This payment systems support all major credit cards including the Verified-by-Visa and MasterCardSecureCode systems. The services are suitable for merchants processing payments through any channel including POS, Internet/ Web, Interactive TV, Unattended Payment Terminal, Call Centers and IVR.

This is a top-tier Merchant Account Services with quality service level and flexibility. This guarantees merchants a maximum of processing reliability especially in peak hours to ensure an unobstructed payment service to the customers everywhere and at all times.

In addition to the technical connection to the Acquiring Bank, the service provides a highly developed administration tool including: Real time statistics, break downs to single transaction, live processing monitoring, downloadable statements and cash flow management.