



“Tap and go” transactions are easier and up to 40% faster¹

The mobile revolution is here. First Data has partnered with Google to introduce Google Wallet, a mobile phone app that turns your customer’s phone into their wallet. Google Wallet makes paying fast, easy, and safe. Soon millions of people will tap, pay, and save as they check out at stores like yours. **Don’t be left behind.**

2011: Mobile Phones and Payments Are Taking the World by Storm!

- 5.3 billion approximate active mobile phone accounts²
- Over 50% of those who have mobile phones will have smart phones³
- Mobile-payment transactions are expected to top 2.2 billion⁴

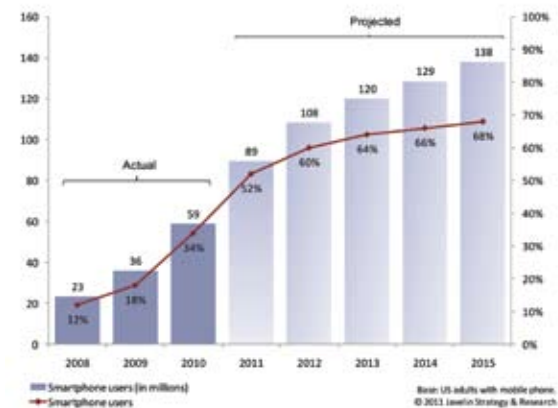
Don’t Be the Last to Join!

- 10,000 Small Merchants in the Google Wallet launch sites (NY, San Francisco, DC, Chicago, and Los Angeles) will be Google Wallet enabled by end of 2011
- Large merchants such as McDonald’s, Starbucks, Office Depot and others have this technology

Google Wallet Benefits Your Business and Customers

- Speed / Convenience / Simplicity- Less time in lines and serve your customers better, with faster, safer, more convenient payment options.
- Cool & Innovative- Attract and drive sales of a higher-income, higher-spending customer. Tapping a phone to pay gets noticed by savvy early adopters.
- Security- No need for physical cards with account numbers. The Wallet is PIN protected.

Smartphone Adoption Curve



¹ Smart Card Alliance “Proximity Mobile Payments: Leveraging NFC and the Contactless Financial Payments Infrastructure”. September 2007

² “Global mobile statistics 2011: all quality mobile marketing research, mobile Web stats, subscribers, ad revenue, usage, trends.” mobiThinking, July 2011

³ Javelin Strategy and Research (2011). Based on all adults with mobile phones. Network Operator Joint Venture Isis, “With the New Mobile Network Operator Joint Venture ISIS, Are Cards and Cash Ready to Go Mobile in 2011?”. January 2011

⁴ First Data analysis of multiple data sources.

Data Genesis Corporation is a registered ISO/MSP of Wells Fargo Bank, N.A., Walnut Creek, CA.

© 2011 First Data Corporation. All rights reserved. All trademarks, service marks, and trade names referenced in this material are the property of their respective owners.

For more information, please contact
Data Genesis at 855-295-8500 or e-mail
info@datagenesis.com.