



# WHITE LABEL PAYMENTS PLATFORM

## PRODUCT LAUNCH PRESS KIT

June 21, 2017



A first in the payments industry and exclusive to financial institution (FI) partners, Payfirma has launched a fully white labelled version of their industry-leading payments platform, PayHQ. PayHQ is a cloud-based system that allows merchants to easily accept payments seven different ways, track transactions, and access payment analytics and reports. And now FIs can merge their brand power with Payfirma's technology engine to offer a holistic set of financial services for their business members.

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# THE OPPORTUNITY

## FOR A WHITE LABEL PAYMENTS SOLUTION

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After years of providing merchant services to one of the strongest banks in Canada, Payfirma recognized a gap in the market, whereby financial institutions were offering a fractured set of services – often from competing financial institutions.

### THE PROBLEM

To respond to changing business and customer demands, financial institutions have to provide more seamless, value-added, and cost-effective solutions to their members. But while they have capital, reputation, regulatory experience, and customer loyalty, FIs don't have the ability to rapidly innovate due to legacy infrastructure and regulations. To move quickly, they need to partner with fintech companies to bring new products and services to market.

With respect to payments technology, a big problem for many FIs is that the payments technology used by their clients is often the product of another bank or financial services company. This means that every time a member processes payments, they engage with a different institution, resulting in a disconnected brand experience. And the risk persists for the merchant to consolidate their services elsewhere, resulting in lost business for the primary FI.

### THE SOLUTION

Payfirma's white label solution provides innovative payments technology in a platform that can quickly be re-branded by the financial institution to create a single, seamless experience for merchants.

FIs that partner with Payfirma get an industry-leading technology engine, offered by the brand that their members know and trust.

# PRESS RELEASE

## FOR IMMEDIATE RELEASE

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### **Payfirma Launches White Label Payment Platform for Financial Institutions**

The company's award-winning omnichannel payment technology, PayHQ, puts merchant services in the hands and brands of financial institutions

VANCOUVER, Canada – JUNE 21, 2017 – Payfirma Corp., today announced the launch of the company's white label payment processing platform, PayHQ. The cloud-based technology enables financial institutions to fully rebrand Payfirma's platform and launch their own merchant services platform with their branding and marketing.

As payment technology rapidly evolves and consumers seek multiple ways to pay for goods and services, financial institutions have struggled to offer solutions to their business customers. Instead of referring customers to legacy payment processors, they are now partnering or collaborating with nimble financial technology startups like Payfirma.

Financial institutions, now recognizing that merchant services have become core to increasing customer deposits, are white labelling Payfirma's PayHQ technology and offering the latest in payment acceptance solutions to their customers. Additionally, financial institutions can use real-time payment data in PayHQ to offer loans or equipment financing, further deepening their relationship with their customers.

"Collaboration with banks and financial institutions has been pivotal to Payfirma's growth and product development," said Michael Gokturk, CEO of Payfirma. "By working with our bank partners, we are able to offer our solutions to more customers, banks are able to offer the best payment technology, and ultimately our mutual customer benefits by increasing their sales and lowering their costs."

PayHQ enables small to medium-sized businesses to accept credit and debit cards from their customers on mobile devices, on their websites, and in-stores – all from a single account. The platform also bundles in commonly-used tools such as electronic invoicing, recurring/subscription payments, and credit card tokenization through its PCI-compliant technology.

"CWB's launch of PayHQ has been a great experience," said Keith Hughes, senior vice president of sales and marketing at Canadian Western Bank. "Payfirma's professional and knowledgeable team has enabled us to offer an innovative merchant services solution that is user-friendly and consistent with our brand. Their interactive training sessions were very well received by our employees who are now prepared and excited to offer this service to our business clients."

In addition to the partnership with Canadian Western Bank, Payfirma has announced three new financial institution partnerships in 2017 and has been working with one of Canada's largest banks, CIBC, since 2014. With their white label payments platform, Payfirma will continue to collaborate with banks and financial institutions to bring innovative technology and a better end user experience to both merchants and consumers.

**About Payfirma**

Payfirma is an award-winning payments company providing powerful payments technology for credit unions, banks, and other financial institutions across North America from one single source. We help our financial institution partners with innovative payments technology, increased revenue, and dedicated support that our partners and their members can count on. Visit us at [payfirma.com](http://payfirma.com) for more information.

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# PRODUCT FACT SHEET

## WHITE LABEL PAYMENTS PLATFORM

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<b>PRODUCT</b>	A white label version of Payfirma's payment processing platform, PayHQ.
<b>PAYHQ</b>	<ul style="list-style-type: none"><li>• Members can seamlessly accept payments via Recurring Billing, Invoicing, and Web Terminal.</li><li>• Every transaction processed through the platform is encrypted, access is always tokenized, and credit card information is safely stored in the Customer Vault for easy billing.</li><li>• Reporting tools give members both a holistic view of payments data as well as clarity into each payment channel, empowering members to run a smarter business.</li></ul>
<b>WHITE LABEL OPTIONS</b>	Financial institutions can upload their logos, colors, and themes to fully white label Payfirma's payments platform to create a more cohesive member experience.
<b>AVAILABILITY</b>	Any financial institution that partners with Payfirma can merge their brand with the industry-leading technology engine.

The white label payments platform enables financial institutions to offer an additional financial service to business clients with a more trusted and consistent experience, while members get frictionless payment processing from a brand they trust.

For more info [payfirma.com/partners/white-label-platform](https://payfirma.com/partners/white-label-platform)

# IMAGES

DOWNLOADABLE & READY TO USE



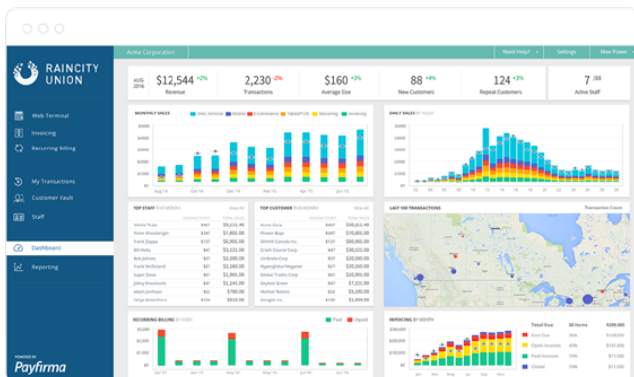
## PAYFIRMA WHITE LABEL PRODUCT SUITE

[Click here to download](#)



## PAYFIRMA WHITE LABEL DISPLAY

[Click here to download](#)



## PAYFIRMA PAYHQ DASHBOARD

[Click here to download](#)

# COMPANY FACT SHEET

FOUNDED 2010 • HEADQUARTERS VANCOUVER, BC



## WHAT PAYFIRMA DOES

Payfirma provides payment processing technology and services that make it easy for merchants to get paid and get insight into their business - all from one convenient platform.

## WAYS TO GET PAID

1. Mobile Payments
2. Traditional Terminals
3. Recurring Billing
4. Invoicing
5. API Integration
6. eCommerce
7. Web/Virtual Terminal

## OTHER PRODUCTS

- PayHQ
- Banking integration
- Dashboard
- Customer Vault
- Reporting

## CENTRAL 1 MASTER AGREEMENT

Payfirma has a Master Pricing Agreement with Central 1, the main financial facility and trade association for B.C. and Ontario credit unions serving over 3.3 million members. Credit unions that partner with Payfirma will be able to leverage the operational scale and buying power of all the credit unions who have partnered with Payfirma for increased revenue share, reduced member pricing, and credit union and member-centric product development.

## AWARDS



**Fintech Company of the Year 2015**  
Digital Finance Institute



**Customer Service Excellence, Mobile Category**  
Frost & Sullivan

## PARTNERED WITH





## QUOTES



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Canadian Western Bank

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**- Keith Hughes, SVP Sales and Marketing of Canadian Western Bank**

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Payfirma

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“Payfirma’s white label payments platform was built to cater to our financial institution partners, and at its core, it provides an amazing experience. From the banks and credit unions who get a reliable revenue stream and access to extensive payments data through our partner program, to their business members who enjoy a uniform banking and payments system, it’s beneficial for all.”

**- Kalle Radage, President of Payfirma**



“Today’s consumers want simple solutions from businesses they trust. With the white label payments platform from Payfirma, merchants get seven easy ways to get paid, from the financial institution they already have established confidence in.”

**- Robin Jones, CMO of Payfirma**