

### **What does USA Technologies do?**

USA Technologies provides integrated and turnkey cashless payment, M2M telemetry and consumer engagement services to the self-serve retail market—a market in the early stages of transition from cash and coin, to various forms of electronic payment.

ePort Connect<sup>®</sup>, USA Technologies' flagship service, generates over 85 percent of the company's revenues. ePort Connect was designed to make the transition to cashless easy to implement, manage and scale and was developed over the course of many years using patented technology, proprietary software and technical know-how. The "one-stop shop" PCI-compliant service includes merchant account services, wireless services, account settlement and reconciliation, consumer support services, data reporting, other M2M (Machine-to-Machine) applications and value-added services such as loyalty programs that USA Technologies' customers can use to win and/or retain accounts.

USA Technologies also supports a broad line of cashless acceptance technologies that integrate with its ePort Connect service, including its NFC-ready ePort<sup>®</sup> G-series, ePort Mobile<sup>®</sup> for customers on the go, and QuickConnect, an API Web service for developers that allows for streamlined integration of new point of sale technologies, with the ePort Connect service.

### **What markets does USA Technologies serve?**

USA Technologies leads the cashless movement in the small-ticket, unattended retail market for vending and continues to increase its share of cashless payment services in other vertical markets, including amusement, commercial laundry, car wash, general kiosk applications and taxi and transportation. USA Technologies believes these markets generate an estimated \$120 billion in transactions, representing 13-15 million potential "locations" – or connections – to its ePort Connect service.

### **A brief history of the company**

Founded in 1992, the company exhibited the first ePort (its contactless device) in 2000 at the NAMA National Expo in New Orleans. Over the years, with the support of key industry players such as MasterCard and Visa in addition to innovative marketing programs such as JumpStart, USA Technologies spurred the adoption of cashless in their target market.

Over the last several years, the company has experienced accelerated growth in customers and connections to its ePort Connect service—a comprehensive, one-stop shop service designed to meet the unique needs of its customers in the unattended retail space. USA Technologies' customer base, ranging from large global organizations to small operators, OEMs, or kiosk developers, has quadrupled over the last few years. USA Technologies views these customers—and the estimated 2 million machines that these customers manage that have yet to transition to cashless payment—as its largest opportunity for growth in the years ahead.

Committed to customer innovation and high-quality service, USA Technologies has one of the largest NFC touch points in its market segment with over 50% of its connections NFC-enabled. The company was the first to deliver Two-Tier pricing to the vending space. In addition, USA Technologies' has been leading new consumer engagement services that are expected to bring exciting new opportunities for revenue growth and brand differentiation as they develop their network of connected, automated technologies.

Media Backgrounder

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**What makes your cashless system unique?**

USA Technologies' is the only true "one-stop" offering for the small-ticket unattended market. While many competitors attempt to combine hardware, payment gateway, payment processor, etc. to bring customers a "hassle-free" solution for implementing cashless, a USA Technologies' customer (and their customers) deal with one company—USA Technologies. In summary, USA Technologies offers a reliable and scalable network, quality customer service and continued innovation directed toward optimizing the value of every connection to ePort Connect on behalf of its customers.