




**PAYMENT  
LOGISTICS®**

We power your payments strategy.



Payment Logistics is a privately held, family owned and operated payments company, run by brothers Dustin Niglio, CEO and Britton Niglio, CFO.

- Founded in 2003
- Headquartered in La Jolla, California
- Billions in annual processing volume
- Established partnership channels consisting of ISVs, VARs, ISOs and MLS



### Our core competencies:

- I. **Full liability merchant acquirer** sponsored by Wells Fargo Bank where we maintain a unique and dedicated BIN and ICA. We underwrite and manage merchant account risk, provide 24/7 merchant support and perform all portfolio maintenance functions in-house.
- II. **Payment technology and gateway provider** that enables integrated payments in POS systems, ecommerce and mobile applications. Our proprietary technology addresses the payment challenges of our time by removing POS applications from the scope of QIR and PA-DSS compliance, minimizing a merchant or service provider's scope of PCI DSS compliance, providing connectivity to the major processing networks and enabling support for EMV, NFC and other emerging payment technologies.
- III. **Payment technology innovator** that develops novel ways to make payments more efficient and convenient for merchants and their patrons while optimizing total spend and driving repeat business.

Our go-to-market strategy centers on the formation of a variety of value-added partnerships designed around our core competencies as an innovative merchant account, payment technology and payment gateway provider.

#### Partnership Benefits:

- Focus on core competencies
- Build marketable asset & brand awareness
- Improve EMV adoption rates & merchant stickiness
- Eliminate payment card industry compliance challenges
- Gain competitive advantages with leading edge technology
- Grow revenue & better align interests with customer outcomes



Be the  
**Payments  
Provider**

Your brand. Our technology,  
infrastructure and support.

Leading Edge Payment Technology

In-house Marketing, Sales & Support

Industry Leading Revenue Sharing





The easiest way to order and pay.



Advanced mobile\* technology that enables merchants to ***digitally connect with every customer.***

\*no app download required

## Your Marketplace Differentiator

Empower your merchants to digitally engage every patron with technology that maximizes operational efficiency while driving top line revenue growth. Learn more at <https://why.pay.link>

- A **win-win** for merchants and customers.
- A decisive **competitive** advantage.
- A door opener and **deal closer**.

Incentivize repeat business

Increase guest consumption

Reduce employee turnover

Measure guest satisfaction

Manage staff performance

Meet guest expectations

Process secure payments

Bridge service gaps

Turn tables faster



PayLink Sales Brochure



## No App Download Required

PayLink eliminates the friction of an app download by connecting merchants to patrons through a simple text message.

## Enhance Guest Experiences

PayLink empowers guests with a convenient option to add items to their order and checkout when they're ready.

## Increase Average Ticket Size

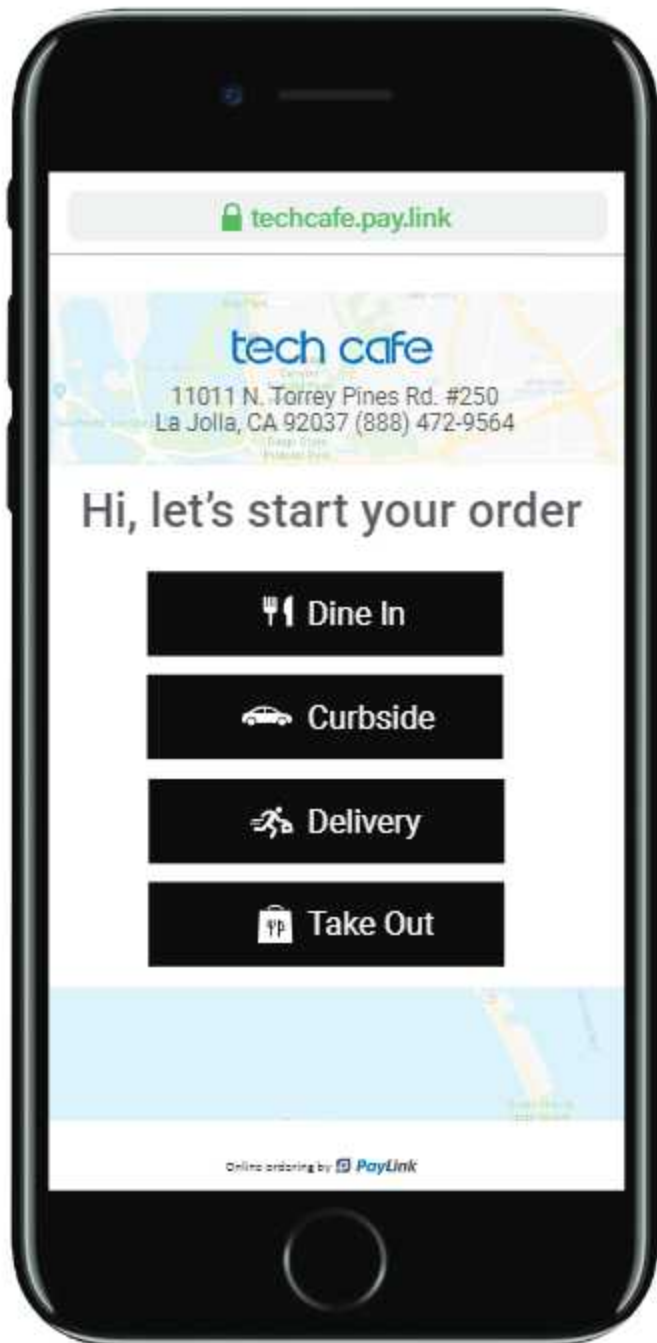
PayLink maximizes guest spend with reorder prompts, suggestive upsells and order at the table capabilities.

## Improve Efficiency

PayLink streamlines operations by digitally connecting patrons and staff to an advanced mobile commerce platform.

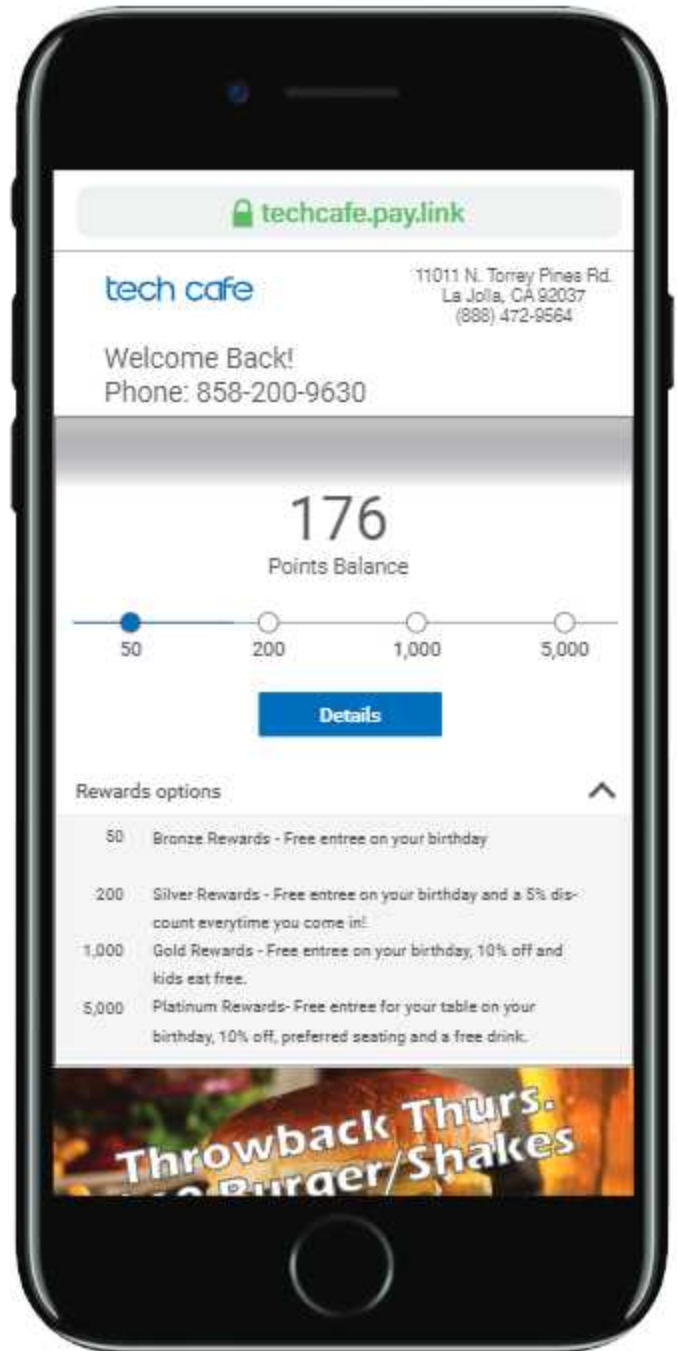


# Online Ordering



# Order & Checkout at the Table

# Ratings that Alert



# Automated Loyalty Enrollment

## Your brand. Our technology, infrastructure and support.

Let us do the heavy lifting and help you build your brand while you focus on your core competencies. With Payment Logistics you can be the payments provider without the overhead.

### We do the heavy lifting

- Marketing & Proposal Creation
- Deal Closing & Account Onboarding
- Deployment, Implementation & Training
- PCI Compliance & Remediation
- 24/7/365 Technical Support
- QIR Qualification



### Money matters

- 100% Transparency
- Lifetime Residual Ownership
- Industry Leading True Revenue Sharing
- Integrated POS Support & SASS Billing
- No PCI Non-Compliance Fee
- No Hidden or Junk Fees

## Differentiating Capabilities

In addition to our robust payment solutions, our partners gain competitive advantages in the marketplace with our API driven payment technology.



### Order Online, Order Ahead, Order at the Table & Mobile Self-Checkout

Facilitates commerce, optimizes revenue and improves guest experience. Available with Paygistix Connect and PayLink.

### SMS Text Message Receipts

Promotes customer engagement, loyalty enrollment, merchant ratings, customized promotions, A/B testing and more. Available with Paygistix Client, Paygistix Cloud, Paygistix Connect, Paygistix Pay at the Table and PayLink.



### Payment Kiosk & IoT Connectivity Solutions

Promotes rapid innovative solution development for the modern age. Available with Paygistix Client, Paygistix Cloud, Paygistix Connect and PayLink.

### Dynamic Table-Side Ordering & Pay at the Table

Speeds table turns, gathers real-time performance ratings with instant notifications to staff and more. Available with Paygistix Pay at the Table and PayLink.

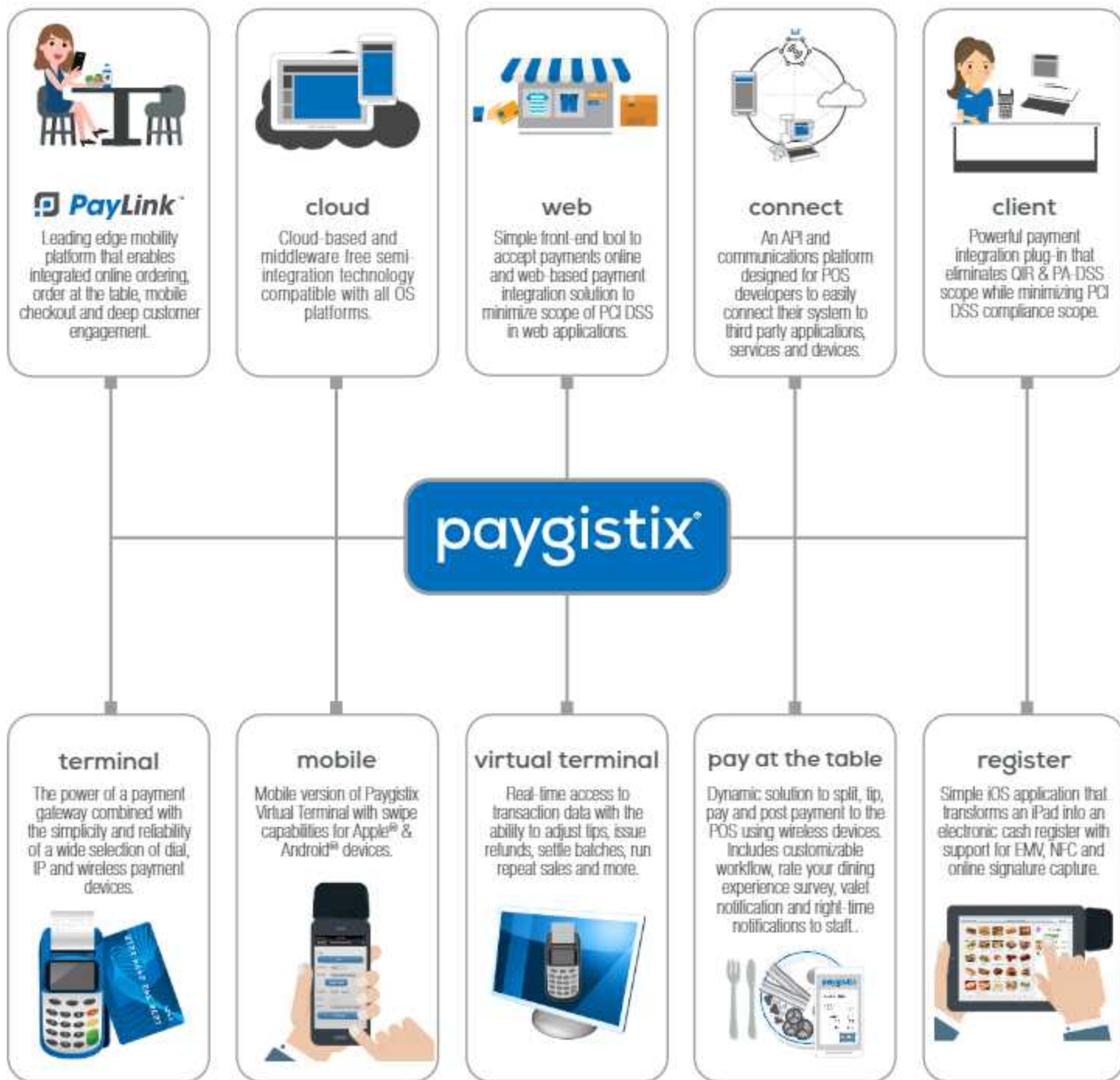


### Payment Device Estate Management

Remote communications with payment devices including the ability to reboot, update, send commands, manage local IPs in DHCP mode and more. Available with Paygistix Client and Paygistix Connect.

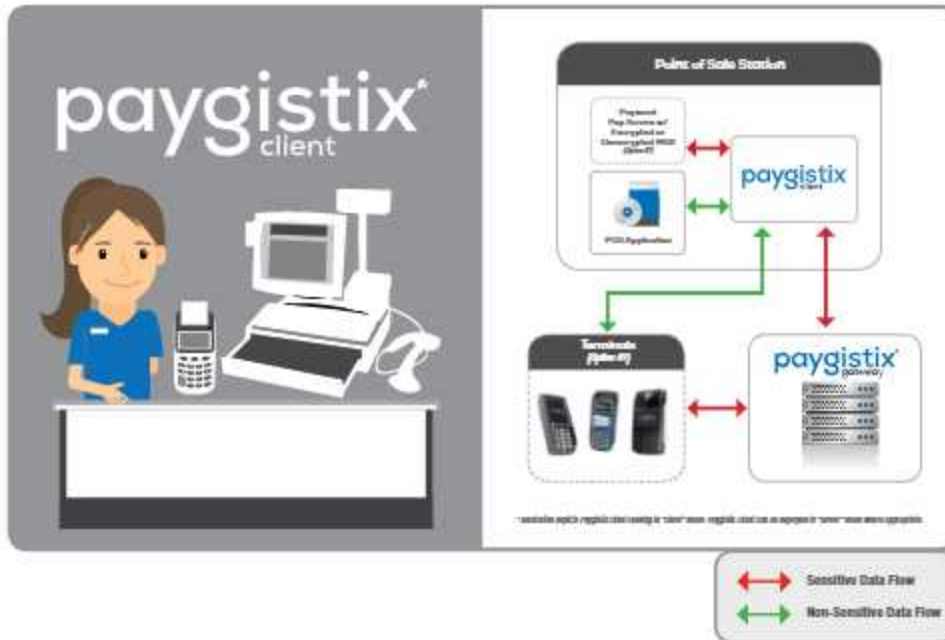
## Paygistix Ecosystem

At the heart of our payment technology is the Paygistix EMV Gateway, our PCI DSS level 1 validated transaction processing switch which supports dial, IP and wireless connectivity and connects to several major processing networks.



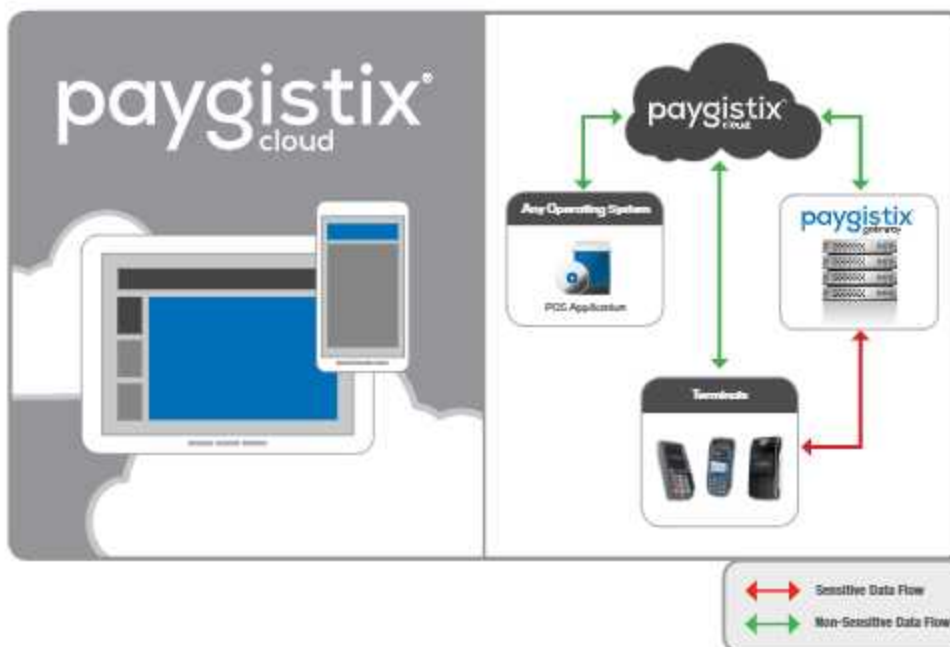
## client

Our flagship semi-integration EMV solution for traditional POS systems. Powerful payment integration plug-in eliminates PA-DSS and QIR scope while minimizing PCI DSS compliance scope to the equivalent of a standalone payment device.



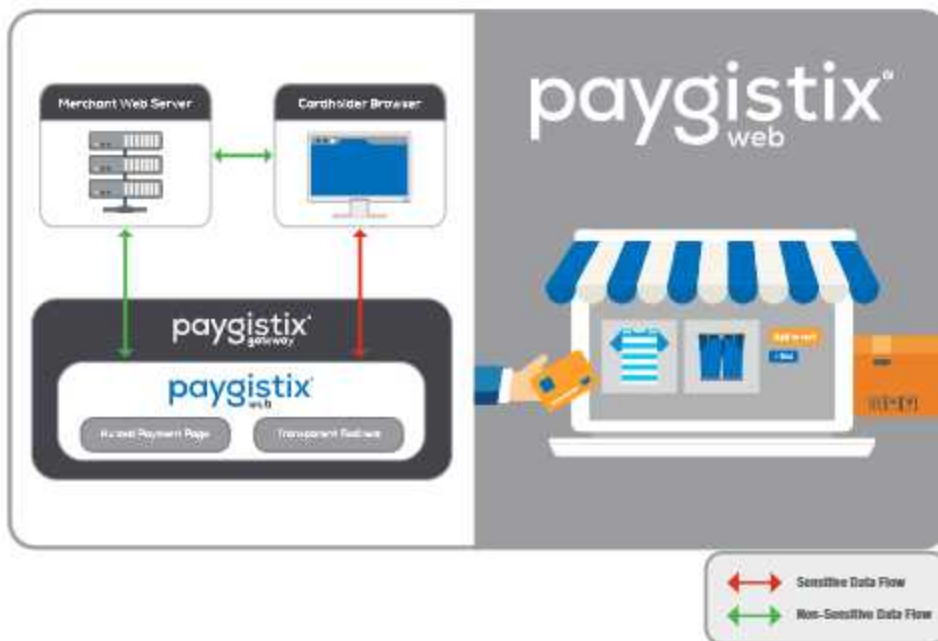
## cloud

A purely web based semi-integration technology (no middleware whatsoever) that's compatible with just about any OS platform and provides POS application developers with instant support for a variety of EMV payment devices and capabilities.



## web

Powerful web-based payment integration solution to remove web applications from the scope of PCI DSS compliance. Point and click code generator for simple website integration or in-depth API for advanced shopping cart integration. Mobile optimized for maximum versatility.



## connect

An API and communications platform designed for POS developers to easily connect their system to third party applications, services and devices. Our unique scripting language and connectivity protocols provide a simple way to elegantly connect disparate systems with ease. As the Paygistic Connect ecosystem expands, the opportunity for innovation grows exponentially. **What will you connect?**





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