

# First Data Fact Sheet

## Overview

First Data is a global technology and payments processing leader, serving more than 6 million merchant locations, thousands of card issuers and millions of consumers worldwide. Whether the choice of payment is a gift card, a credit or debit card or a check, First Data securely processes the transaction and harnesses the power of the data to deliver intelligence and insight for its customers.

Financial institutions, large and small businesses as well as government agencies rely on First Data to empower them to build stronger, more profitable customer relationships as commerce continues to transform.

Today, data is the new currency. Advances in processing technology enable us to learn from each transaction. And by harnessing the power of that data, we help our customers grow their businesses and take advantage of new market opportunities.

Our innovations in secure infrastructure, intelligence and insight empower our customers to move beyond electronic payments to embrace data-driven commerce, which incorporates data intelligently into every transaction.

First Data's strategic focus is on delivering innovations in prepaid, eCommerce and mobile payments solutions. First Data also provides payment processing solutions such as fraud protection and authentication solutions, check guarantee and verification services and point-of-sale (POS) devices and service.

## Executive Committee:

- **Joe W. Forehand**, Chairman and Interim CEO
- **Peter Boucher**, EVP, Human Resources
- **Kevin M. Kern**, EVP and Chief Technology Officer, Global Operations & Technology
- **John Elkins**, EVP, Chief Marketing Officer
- **Ed Labry**, President, Retail and Alliance Services
- **David Money**, EVP, General Counsel
- **Kevin J. Schultz**, President, Financial Services
- **Ray Winborne**, EVP, Acting Chief Financial Officer

## Major US Offices:

- Atlanta
- Denver
- Omaha, Nebraska

## Major International Offices:

- Buenos Aires, Argentina
- London
- Singapore

## 2009 Performance

Revenues	\$9.3 billion
U.S. Payment Transaction Dollar Volume	\$1.25 trillion
Worldwide Merchant Locations:	6 million
Number of employees	25,000

# First Data Fact Sheet

## First Data Chronology

### 1964

TeleCheck is founded, providing check verification and collection services to merchants and financial institutions.

### 1976

First Data becomes the first processor of Visa and MasterCard bank-issued credit cards.

### 1980

American Express buys 80 percent of First Data Resources (the remaining 20 percent was purchased in five percent increments each subsequent year until June 1983).

### 1991

First Data begins card processing operations in the U.K.

### 1992

First Data spins off from American Express and holds an IPO (NYSE: FDC).

Ric Duques is named CEO.

The STAR Network is created.

First Data begins Electronic Funds Transfer (EFT) processing operations in Australia.

### 1994

First Data provides card-issuing processing services in Mexico.

### 1995

First Data merges with First Financial Management Corporation, owner of Western Union Financial Services, Inc.

ValueLink introduces its stored-value gift card program.

### 1996

First Data Merchant Services forms as a result of the merger between Card Establishment Services and National Bancard Corp.

First Data divests MoneyGram.

### 1998

TeleCheck introduces its Electronic Check Acceptance (ECA) service.

### 2001

First Data expands its presence in the European market.

First Data acquires TASQ Technology, a provider of POS devices.

First Data also acquires VisionPLUS, a global processing platform from PaySys International.

### 2002

Charlie Fote becomes CEO.

### 2003

First Data acquires TeleCash Kommunikations-Service GmbH, a Germany-based provider of POS terminals.

### 2004

First Data merges with Concord EFS. The new combined entity offers greater choice, voice and innovation to the payments industry.

First Data acquires Cashcard Australia Limited and First Data Hellas in Greece.

### 2005

First Data completes acquisition of FineoBank's credit card processing unit.

First Data acquires EuroProcessing International, gaining a significant foothold in Central and Eastern Europe, and Austrian Payment Systems Services GmbH, a leading processor of cashless, card-based payment transactions.

First Data enters Korea with the acquisition of KMPS.

First Data forms merchant alliances with International Card Services (Dutch market), BankWest (Australia) and Citibank.

Ric Duques returns as CEO and chairman.

# First Data Fact Sheet

## 2006

First Data announces plans to separate Western Union into an independent, publicly traded company through a tax-free spinoff.

First Data and Standard Chartered Bank team up to launch Merchant Services, a merchant alliance serving markets throughout Asia Pacific.

First Data International completes acquisition of GZS expanding its position in the German market, and Argencard, a leading payment processor in Argentina and Uruguay.

First Data completes successful spinoff of Western Union.

## 2007

First Data announces agreement to be acquired by KKR.

Michael D. Capellas is named CEO and chairman.

Merger agreement with KKR closes in September, and First Data becomes a private equity company.

## 2008

First Data continues its global growth by opening an office in Pakistan, forming AIB Merchant Services with Allied Irish Bank and entering the Polish market by making an agreement with Allianz Bank.

First Data and EUFISERV form Trionis, enabling greater access to ATMs, POS terminals and card accounts for consumers in Europe.

GO-Tag, First Data's contactless payment technology, premieres during the Democratic National Convention in Denver.

First Data and JPMorgan Chase announce the dissolution of Chase Paymentech Solutions.

## 2009

First Data and WestLB launch First Merchant Solutions to provide card acceptance for retailers in Germany and across Europe.

First Data and Bank of America form Banc of America Merchant Services, an alliance to deliver next-generation payments solutions to merchants ranging from small businesses to commercial and corporate clients worldwide.

## 2010

First Data and ICICI Bank, India's largest private sector bank, form a merchant acquiring alliance named ICICI Merchant Services.

Joe W. Forehand becomes chairman and interim CEO.

## Awards and Rankings

### Fortune Rankings:

In 2010, First Data made a significant jump in the FORTUNE 500 list, ranking 250 compared to 295 in 2009.

For four years running, First Data has been ranked No. 1 in the Financial Data Services category of the FORTUNE 500 list (2007-2010).

### Global Finance Ranking:

Global Finance ranks First Data as the "Best Electronic Commerce Provider" in its annual Best Treasury and Cash Management Banks and Providers Awards 2007.

### Awards:

Walmart and Starbucks, two of First Data's top customers, receive 2010 Paybefore Awards for their innovative payroll and prepaid products.

Giftex awards First Data the 2009 Giftex Prepay Innovation Award for the GO-Tag™ solution.

First Data's GO-Tag solution places second at the 2009 CTIA E-Tech Awards for Mobile Applications & Widgets – Mobile Payments.

The International Card Manufacturers Association (ICMA) recognizes First Data at the 2009 Élan Awards, selecting the GO-Tag solution as a finalist for Best Other Secure Card Design award as well as a People's Choice award.

First Data is named McDonald's U.S. Technology Supplier of the Year for 2008.

## Media Contact

Elizabeth Grice  
Tel: +303-967-8526  
elizabeth.grice@firstdata.com