



———— Southern New England Independent ————  
 ———— Automobile Dealers Association ————

**MIADA SNEIADA**

Massachusetts Rhode Island Connecticut

**THE ROAD TO A PROFESSIONAL**




**PRIORITY**  
 PAYMENT SYSTEMS LOCAL®

***Automotive Specialists in Payment Processing***





# Who We Are

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Priority (NASDAQ: PRTN) is a payments technology company that **leverages a purpose-built platform** to enable clients to collect, store and send money.

**We deliver value to our partners** by leveraging a native platform to embed payments and banking services into their core business platforms.

Our approach is simple: we handle the complexities of payments and banking **to free our partners** to focus on their core business objectives.

Priority **provides end-to-end operational support**, including risk underwriting, full compliance, and customer service.

## By The Numbers

**4TH LARGEST**  
**MERCHANT ACQUIRER**

**1,200+**  
**ROOFTOPS**

**\$60 BILLION**  
**ANNUAL PROCESSING VOLUME**

# Benefits for Everyone

## WHAT WE DO:

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- ✓ Payment Processing
- ✓ Automotive Banking
- ✓ Floor Planning and Lending
- ✓ Payables & Receivables
- ✓ Cutting Edge Technology
- ✓ Invoice and Text Payment Links
- ✓ Many DMS Integrations Available
- ✓ Payment Compliance

## WHAT YOU GET:

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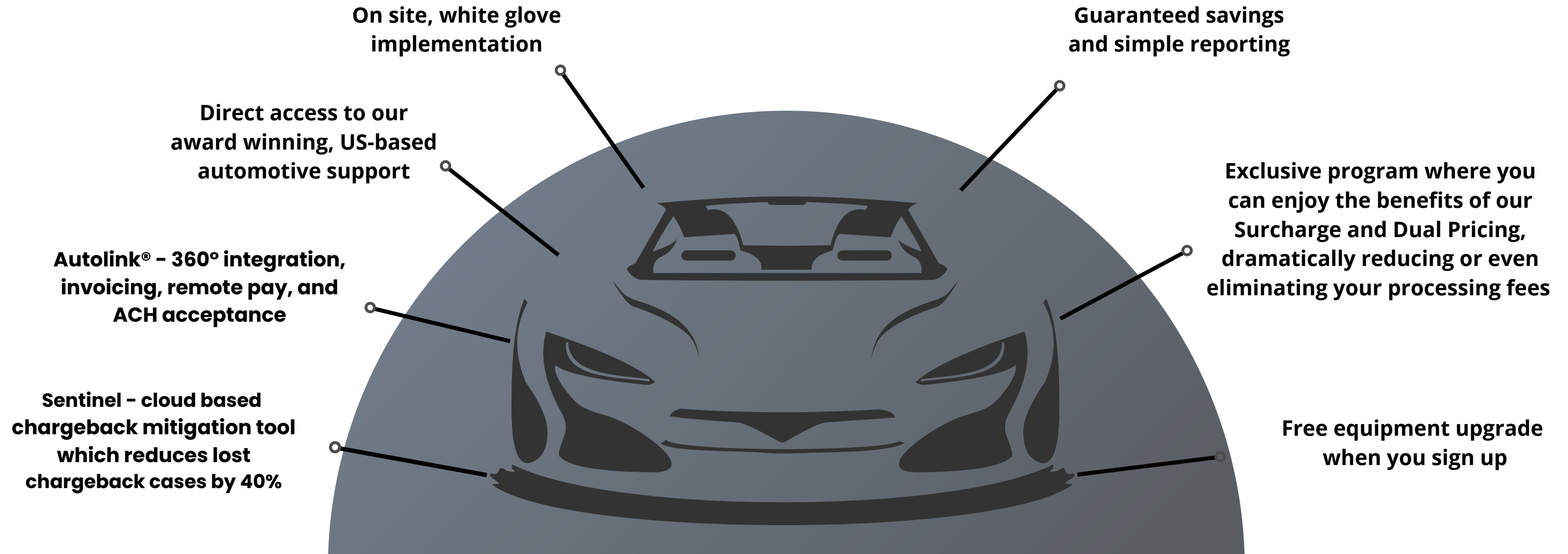
- ✓ Free Terminal Upgrade
- ✓ Expert Installation & Training
- ✓ 24/7 World Class Support
- ✓ FDIC Insured Banking & Lending
- ✓ Instant Access To Capital
- ✓ Same Day & Next Day Funding Available

# AutoLink®

## WHY 1,200+ ROOFTOPS CHOSE US

### OPERATIONAL

### FINANCIAL



Accepting credit card payments with  
 Net Zero® is simple.

**Net Zero® Processing Fees  
 Dual Pricing Program:**

customers are presented with a  
 card and cash price and are subject  
 to the difference depending on their  
 choice.

**Net Zero® Processing Fees  
 Cash Discount Program:**

a cash discount is given to  
 customers when they pay with  
 cash.



**Dual Pricing**

Car Dealership

R. No: Chk000022 Date: 03/04/23

ITEM	Cash Price	Card Price
Oil Change	\$50.00	\$51.50
Tire Rotation	\$50.00	\$51.50

CASH TOTAL \$100.00

CARD TOTAL \$103.00

**True Cash Discount**

Car Dealership

R. No: Chk000022 Date: 03/04/23

ITEM	PRICE
Oil Change	51.50
Tire Rotation	51.50

SUB-TOTAL: \$103.00

CASH DISCOUNT: \$3.00

TOTAL: \$100.00

CASH DISCOUNT: The prices  
 displayed are card prices. The receipt  
 includes a 3% discount for paying  
 with cash.

# The Numbers

## NET ZERO® PRICING REVOLUTION

AutoLink® includes our groundbreaking Net Zero® pricing program. Say goodbye to credit card fees with fully compliant Dual Pricing and Surcharge Programs.

**82%**

Auto groups who switch to Net Zero® saved 82% of their total processing fees.

**\$87,422\***

On average, each rooftop saved \$87,422 on an annual basis.

**1,000+**

More than 1,000 rooftops have chosen us thanks to our fully customizable set up, tailored to your auto group.

# Floor Planning

*Credit facility to work in tandem with your current bank floor planning*

## Attractive Costs compared to Traditional Capital

Net Cost of Capital via Priority Capital Solutions Range from 5-8%

Typical Dealership Savings Averages \$840k per 100 cars

## Fast Underwriting & Implementation

30-45 Day New Credit Underwriting Timeline (All Documents Received)

Be Up & Running Within 24 Hours of Approval, with 24/7 Customer Support

## Compliment Current Card & Finance Options

Utilize Existing Credit Card Programs Alongside Priority Capital

Support for All of Your Business Expenses

*Labor, Parts, Insurance, Commercial Leases, Payroll/Contractors*

## Easily Enhance Your Existing Workflows

Full Reconciliation Report, Domestic & International Payments in Preferred Currency

Safe, Secure, and Compliant Payments and 2-Way Account Sync

~ 2% LESS  
THAN THE  
AVERAGE  
ANNUAL RATE

FLEXIBLE  
REPAYMENT  
TERMS

**THANK YOU**

**PRIORITY**  
PAYMENT SYSTEMS LOCAL<sup>®</sup>

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