**Agenda**

**REGISTRATION AND BREAKFAST**
7:00 AM–8:00 AM  
FREEDOM HALL

**GENERAL SESSION**
8:00 AM–9:50 AM  
BOARDROOM

**Welcome**
Peter Poillon, Senior Vice President, Investor Relations

**Company Overview**
Frank Bisignano, Chairman and Chief Executive Officer

**Spotlight on Growth: Clover Platform**
Guy Chiarello, President

**Spotlight on Growth: Bank Digitization and eCommerce**
Dan Charron, Executive Vice President, Head of Global Business Solutions

**Spotlight on Growth: ISV and Agent**
Jeff Shanahan, Executive Vice President, Co-Head of GBS North America

**Spotlight on Growth: STAR and Fraud Solutions**
Barry McCarthy, Executive Vice President, Head of Network and Security Solutions

**BREAK**
9:50 AM–10:10 AM  
FREEDOM HALL FOYER

**GENERAL SESSION**
10:10 AM–12:00 PM  
BOARDROOM

**Spotlight on Growth: Issuer APIs and Adjacent Markets**
Andrew Gelb, Executive Vice President, Head of Global Financial Solutions

**Spotlight on Growth: Brazil and Argentina**
Gustavo Marin, Executive Vice President, Head of Latin America Region

**Spotlight on Growth: India**
Ivo Distelbrink, Executive Vice President, Head of Asia Pacific Region

**Financial Overview**
Himanshu Patel, Executive Vice President, Chief Financial Officer

**Q & A**

**LUNCH AND SOLUTIONS SHOWCASE**
12:00 PM–2:00 PM  
FREEDOM HALL
Welcome

Peter Poillon
Senior Vice President,
Investor Relations

First Data
Safe Harbor

› Statements in this presentation regarding First Data Corporation’s business which are not historical facts are “forward-looking statements.”

› All forward-looking statements are inherently uncertain as they are based on various expectations and assumptions concerning future events and they are subject to numerous known and unknown risks and uncertainties which could cause actual events or results to differ materially from those projected.

› Please refer to the Company’s meaningful cautionary statements contained in the appendix of this presentation for a more detailed list of risks and uncertainties.

› Reconciliation to Non-GAAP measures and description of usefulness are provided in the Appendix of this presentation, or as part of our Financial Results Press Releases which can be found at investor.firstdata.com.

› Note: All growth percentages and margin comparisons included in this presentation are year-over-year unless otherwise stated.
First Data

Frank Bisignano
Chairman and Chief Executive Officer

First Data
Unrivaled scale and capabilities

Over 100 Countries with First Data Clients

Most Complete Array of Solutions in the Industry

- 93B transactions processed annually, approximately 3,000 per second
- Engaged by nearly all of the top 50 Fortune 500 companies
- $2.4T in global payment volume
- Process 4 out of 10 transactions at the point-of-sale in the US
- Leader in eCommerce
- 1B+ card accounts on file globally
- Process for 5 of the top 7 U.S. private label cards and 25 of the top 50 U.S. general purpose credit issuers
- 121M STAR cards issued, with a network of 3,000+ Financial Institutions
# Technology innovation: the fabric of First Data

<table>
<thead>
<tr>
<th>Product</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Clover Mini</strong></td>
<td>Real time Trxn &amp; Mgmt Reporting for Merchants</td>
</tr>
<tr>
<td><strong>Clover Go</strong></td>
<td>Partner Mgmt Tool</td>
</tr>
<tr>
<td><strong>Clover Flex</strong></td>
<td>Cloud Based Device Integration for ISVs</td>
</tr>
<tr>
<td><strong>Clover Station 2.0</strong></td>
<td>B2C Digital Gifting</td>
</tr>
<tr>
<td><strong>Data Analytics</strong></td>
<td>Fraud AI Learning</td>
</tr>
<tr>
<td><strong>VisionPlus 10</strong></td>
<td>Tokenization &amp; Encryption</td>
</tr>
<tr>
<td><strong>Star</strong></td>
<td>PIN-less &amp; Signature</td>
</tr>
<tr>
<td><strong>GFS APIs &amp; Microservices</strong></td>
<td>POS Lending</td>
</tr>
<tr>
<td><strong>Local Payments – Cross Border Solution</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Global PFAC - Single Integration Interface</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Card-not-Present Payments Solutions</strong></td>
<td></td>
</tr>
</tbody>
</table>

- **Significant technology investment and unmatched global capabilities**
- **Driven by deep understanding of trends and customer needs**
- **Broad portfolio of differentiated, cutting-edge solutions**
Executing against our commitments

Enter the ISV business
Invest in eCommerce solutions
Revitalize/transform SMB Direct
Add new STAR transaction types
Enter adjacent markets in GFS
Continue to win large merchant and FI deals globally
Further scale Clover platform
Grow security and fraud solutions
Expand internationally
Increase free cash flow
Pay down debt to approach 4X by end of ’19
Historical revenue & EBITDA

2017 Total Segment Revenue

- NSS ~20%
- GFS ~20%
- GBS ~60%

$8.2B

Segment Revenue Growth

- 2014: 4%
- 2015: 5%
- 2016: 4%
- 2017: 4%
- Q1'18: 5%

Segment EBITDA Growth

- 2014: 10%
- 2015: 5%
- 2016: 9%
- 2017: 6%
- Q1'18: 10%

Free Cash Flow ($B)

- 2014: 0.2
- 2015: 1.2 (0.1)
- 2016: 1.4
- 2017: 1.5
- Q1'18 LTM: 1.5

1. 2017 segment revenue reflects New Reporting Standards (see Form 8-K filed on April 16, 2018).
2. 2014-2017 segment revenue and segment EBITDA growth are shown on an organic constant currency basis prior to adoption of the New Reporting Standards.
3. Q1’18 segment revenue and segment EBITDA growth are shown on an organic constant currency basis and reflect adoption of the New Reporting Standards.
Global Business Solutions

2017 GBS Segment Revenue

- North America 78%
- EMEA 13%
- LATAM 6%
- APAC 3%

$5.1B

Segment Revenue Growth

- 2014: 4%
- 2015: 4%
- 2016: 2%
- 2017: 4%
- Q1’18: 7%

Segment EBITDA Growth

- 2014: 4%
- 2015: 2%
- 2016: 6%
- 2017: 5%
- Q1’18: 10%

#1 Global Acquirer

$2.4T in Processed Volume

1. 2017 GBS segment revenue reflects New Reporting Standards (see Form 8-K filed on April 16, 2018).
2. 2014-2017 GBS segment revenue and segment EBITDA growth are shown on an organic constant currency basis prior to adoption of the New Reporting Standards.
3. Q1’18 GBS segment revenue and segment EBITDA growth are shown on an organic constant currency basis and reflect adoption of the New Reporting Standards.
Global Financial Solutions

2017 GFS Segment Revenue

$1.6B

- North America 59%
- EMEA 27%
- LATAM 9%
- APAC 5%

Segment Revenue Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>9%</td>
</tr>
<tr>
<td>2015</td>
<td>6%</td>
</tr>
<tr>
<td>2016</td>
<td>10%</td>
</tr>
<tr>
<td>2017</td>
<td>3%</td>
</tr>
<tr>
<td>Q1'18</td>
<td>1%</td>
</tr>
</tbody>
</table>

Segment EBITDA Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>32%</td>
</tr>
<tr>
<td>2015</td>
<td>8%</td>
</tr>
<tr>
<td>2016</td>
<td>21%</td>
</tr>
<tr>
<td>2017</td>
<td>8%</td>
</tr>
<tr>
<td>Q1'18</td>
<td>6%</td>
</tr>
</tbody>
</table>

#1 Global Issuer Processor

1B+ Accounts

1,300+ Financial Institutions

1. 2017 GFS segment revenue reflects New Reporting Standards (see Form 8-K filed on April 16, 2018).
2. 2014-2017 GFS segment revenue and segment EBITDA growth are shown on a organic constant currency basis prior to adoption of the New Reporting Standards.
3. Q1’18 GFS segment revenue and segment EBITDA growth are shown on a organic constant currency basis and reflect adoption of the New Reporting Standards.
Network & Security Solutions

2017 NSS Segment Revenue

- EFT Solutions 33%
- Security & Fraud Solutions 31%
- Stored Value 23%
- Other 13%

$1.5B

Segment Revenue Growth

- 2014: 1%
- 2015: 7%
- 2016: 1%
- 2017: 4%
- Q1’18: 7%

Segment EBITDA Growth

- 2014: 11%
- 2015: 5%
- 2016: 4%
- 2017: 9%
- Q1’18: 13%

#3 U.S. Debit Network

Leader in Prepaid

Leader in Security & Fraud

1. 2017 NSS segment revenue reflects New Reporting Standards (see Form 8-K filed on April 16, 2018).
2. 2014-2017 NSS segment revenue and segment EBITDA growth are shown on an organic constant currency basis prior to adoption of the New Reporting Standards.
3. Q1’18 NSS segment revenue and segment EBITDA growth are shown on an organic constant currency basis and reflect adoption of the New Reporting Standards.
Sizable International Business

- 2017 Segment Revenue: $8.2B
- International: ~22%
- Domestic: ~78%

Sustained Strong Segment Revenue Growth

- 2014: 11%
- 2015: 8%
- 2016: 13%
- 2017: 14%
- Q1 2018: 13%

~$1.8B Total Revenue

100+ Countries

~22% of Revenue

1. 2017 international segment revenue reflects New Reporting Standards (see Form 8-K filed on April 16, 2018).
2. 2014-2017 international segment revenue growth is shown on an organic constant currency basis prior to adoption of the New Reporting Standards.
3. Q1’18 international segment revenue growth is shown on an organic constant currency basis and reflects adoption of the New Reporting Standards.
Global footprint poised for growth

GBS Forecasted Purchase Volume Growth (2017 to 2021 CAGR)

1. 2017 segment revenue reflects New Reporting Standards (see Form 8-K filed on April 16, 2018).
2. Source IMF, World Bank, Nilson, and Bernstein.

Card penetration rates as a % of total addressable spend

GFS

North America 78%
EMEA 13%
APAC 3%
LATAM 6%
$5.1B

North America 59%
EMEA 27%
APAC 5%
LATAM 9%
$1.6B

Global
US
Europe
APAC
LATAM

10%
8%
12%
12%
10%

Global
US
Europe
APAC
LATAM

42%
59%
41%
30%
43%

58%
59%
70%
57%
77%
## Rapidly growing businesses

<table>
<thead>
<tr>
<th>Business / Product</th>
<th>Recent growth</th>
<th>Driven by technology innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clover</td>
<td>50%+ GPV</td>
<td>✅</td>
</tr>
<tr>
<td>eCommerce</td>
<td>Double digit</td>
<td>✅</td>
</tr>
<tr>
<td>International</td>
<td>Double digit</td>
<td>✅</td>
</tr>
<tr>
<td>ISV and Agent</td>
<td>Double digit</td>
<td>✅</td>
</tr>
<tr>
<td>STAR</td>
<td>Mid-single digit</td>
<td>✅</td>
</tr>
<tr>
<td>Security &amp; Fraud</td>
<td>Double digit</td>
<td>✅</td>
</tr>
</tbody>
</table>

Significant growth driven by recent technology investments

Unless otherwise noted, growth represents annualized revenue growth as of Q1'18 shown in constant currency.
Key takeaways

First Data is a technology innovator…

with a history of strong execution…

and significant amount of high growth revenue…

with strategic capital allocation opportunities
Today’s speakers

Frank Bisignano  
Chairman and CEO

Jeff Shanahan  
EVP, Co-Head of GBS North America

Gustavo Marin  
EVP, Head of LATAM

Guy Chiarello  
President

Barry McCarthy  
EVP, Head of NSS

Ivo Distelbrink  
EVP, Head of APAC

Dan Charron  
EVP, Head of GBS

Andrew Gelb  
EVP, Head of GFS

Himanshu Patel  
EVP, CFO
Spotlight on Growth: Clover Platform

Guy Chiarello
President

First Data
Clover thesis:
We are in the business of helping our clients grow their business

Software is (still) “eating the world”
Point of sale is becoming critical real estate
Experiences drive more engaged merchants
Clover value proposition

- For merchants
  - Intuitive and easy-to-use software
  - Enterprise-grade analytics and insights
  - Comprehensive integrated hardware suite
  - Established developer community enabling leading apps for business owners

- For developers
  - Open architecture
  - Scalable and modular platform
  - Established merchant base
  - Access to First Data’s industry-leading distribution channels
Open platform architecture

Clover App Market Categories

- Analytics and insights
- Employee management
- Inventory
- Accounting
- CRM and marketing
- Loyalty and rewards
- Gift cards
- Web and mobile ordering

- 350+ APPS
- 1,000+ DEVELOPERS
- 2M+ APP DOWNLOADS
- 30+ ISV & ENTERPRISE INTEGRATIONS
Vertically integrated hardware

**Clover Station 2**
- Fully-integrated EMV
- Larger 14” display & 8-core, state-of-the-art processor
- Printer with customer-facing display & contactless payments
- Fingerprint reader for employee login

**Clover Hardware Suite**
- Clover Mini
- Clover Flex
- Clover Go

**Clover All Over**
Clover snapshot: fastest growing at-scale provider

Payment Volume for Cloud-Based POS Providers

<table>
<thead>
<tr>
<th>Peer 1</th>
<th>Peer 2</th>
<th>Peer 3</th>
<th>Peer 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>$58B</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Peers include Lightspeed, Square, TouchBistro, and Upserve. Clover and Peer 1 data is Q1’18 annualized. All other peer data is as of 2017.

Source: Publicly available disclosures and marketing materials.

Clover Annual GPV mix by SMB size, volume growth, and unique cards processed as of Q1’18.

Annual GPV Mix by SMB size

- < $125K processed annually: 12%
- $125K-$500K processed annually: 35%
- $500K+ processed annually: 53%
- ~90% of Clover merchants process >$125K annually

50%+ Volume growth

270M+ Unique cards processed

International opportunity
Clover growth strategy

1. Extending our lead
   - Accelerated investment in product

2. Expanding our reach
   - Opening up new distribution channels

- Tripled our engineering staff in recent years
- Faster product release cycles
- Active business development pipeline
Extending our lead

1. Maturing Clover as an omni-channel platform
2. Increasing merchant engagement
3. Deepening partnerships with app developers
4. Investing in the full service restaurant (FSR) vertical
Expanding our reach

1. International expansion
2. Bank partner digital sign-up
3. Accelerating ISV capabilities
Clover international expansion

Clover expanding to four new countries in 2018; more planned for 2019 and beyond

2016 Launches
- United Kingdom
- Ireland

2018 Launches
- Germany
- Austria
- Canada
- Argentina

2019 Launches
- To be announced
Launching a bank partner-branded, online shopping and sign-up experience for Clover

1. Discover & buy

   Integrated, partner-branded site and merchant services catalog

2. Apply & get approved

   Real-time credit decision engine
Clover accelerating ISV capabilities

The Clover Platform provides ISVs with multiple integration options

Fully Integrated
- Clover provides the operating system and hardware for third-party software

Semi-Integrated
- Clover provides payment capability via a connection to a PC-based solution
Key takeaways

1. Scaled SMB platform
   - Leading player in quick service restaurants and retail
   - Taking share in upper end of SMB
   - Significant interest from developers

2. Investing to extend lead
   - Maturing Clover as an omni-channel platform
   - Deepening partnerships with app developers
   - Investing in the FSR vertical

3. Expanding distribution
   - Entering four new countries in 2018 with more to come
   - Launching bank partner-branded digital sign-up
   - Accelerating ISV capabilities
Spotlight on Growth: Bank Digitization and eCommerce

Dan Charron
Executive Vice President, Head of Global Business Solutions

First Data
Bank and retail distribution channels

<table>
<thead>
<tr>
<th>Referral Partners</th>
<th>Alliance Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>SunTrust</td>
<td>Bank of America</td>
</tr>
<tr>
<td>Citi</td>
<td>Wells Fargo</td>
</tr>
<tr>
<td>Sicredi</td>
<td>Huntington</td>
</tr>
<tr>
<td>verizon</td>
<td>BBVA Compass</td>
</tr>
<tr>
<td>BANCOOB</td>
<td>Santander</td>
</tr>
<tr>
<td>Crefisa</td>
<td>PNC</td>
</tr>
<tr>
<td>Sam's Club</td>
<td>Lloyds Bank</td>
</tr>
<tr>
<td>KeyBank</td>
<td>EMS</td>
</tr>
<tr>
<td>Zions Bank</td>
<td>ICICI Merchant Services</td>
</tr>
</tbody>
</table>

1,500 Distribution Partners

+ thousands of other leading bank and retail partners around the globe
Extending the reach of our partners

The digital opportunity

› Reach new types of clients
› Penetrate deeper into existing base
› Transform application process
› Deliver approval in minutes

Digital sign-up for new clients
  › In-branch
  › In-store

Existing, digital-only clients

Prospects searching online

Extending First Data’s Distribution Network
Digitizing the SMB lifecycle

1. **Discover & buy**
   - Integrated, partner-branded site and merchant services catalog

2. **Apply & get approved**
   - Real-time credit decision engine

3. **Get service**
   - Merchant self-service and dashboard
Discover & buy

New merchant sales platform

1. APIs allow integration into any digital property

2. Attractive, intuitive shopping experience

3. Includes Clover ecosystem and more
Apply & get approved

1. Simple and fast application process

2. Conditional approval capabilities

3. Instant decisions with higher approval rates
Get service

1. Anywhere, anytime, any way

2. Simple interface with actionable intelligence

3. Library of value-added services

Upgraded dashboard
Solution showcase

Bank of America

Wells Fargo

PNC

BBVA Compass
Our partners have powerful digital brands

Millions of potential clients

Millions of digital visitors

6M+ Business banking accounts

100M+ Annual small business visits

Source: Leading FI partners, Alexa Website Rankings
## Creates clear differentiation

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Digitized SMB enrollment experience</th>
<th>Leading POS platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Data</td>
<td><img src="blue-circle.png" alt="Blue Circle" /></td>
<td><img src="blue-circle.png" alt="Blue Circle" /></td>
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<tr>
<td>Technology disruptors</td>
<td><img src="gray-circle.png" alt="Gray Circle" /></td>
<td><img src="gray-circle.png" alt="Gray Circle" /></td>
</tr>
<tr>
<td>Traditional acquirers</td>
<td><img src="gray-circle.png" alt="Gray Circle" /></td>
<td><img src="gray-circle.png" alt="Gray Circle" /></td>
</tr>
</tbody>
</table>
Driving clear benefits

1. Expands addressable market
   › New sales opportunities
   › More accounts

2. Transforms the merchant experience
   › Greater productivity
   › More revenue

3. Lowers cost to acquire and serve
   › Lower cost to acquire
   › Higher retention
Future opportunities

- Extend to Retail Partners
  - Verizon
  - Restaurant Depot
  - Sam's Club

- Go International
  - Lloyds Bank
  - Merchant Services
  - ICICI Merchant Services

- Cross-sell Software Services
  - Yelp
  - ShopKeep
  - CareCloud
  - Springboard RETAIL
## Growth strategy

1. **Extend our single platform**
   - Dozens of countries and hundreds of payment methods
   - Recent expansion into India, Mexico, Australia, and China

2. **Win with differentiated solutions**
   - Optimized routing, disbursements, and mobile payments
   - Driving higher-margin, value-added service revenues

3. **Focus on high-growth sectors**
   - Marketplaces, on-demand platforms, and aggregators
   - Winning clients such as Lyft and Yapstone
Single platform for cross-border commerce

Global reach

50+ Countries

250+ Payment methods

First Data

ONE PLATFORM
ONE CONNECTION
ONE CONTRACT
Solutions focused on our clients’ needs

1. Maximize global reach
   - Global processing
   - Local payment types
   - Hundreds of currencies
   - FI partnerships

2. Lower cost of acceptance
   - In-country rates
   - Optimized routing
   - Fraud tools
   - Global support

3. Grow revenue
   - Digital disbursements
   - Payment facilitator
   - Mobile applications
   - Authorization optimization
Our differentiated solutions

- Optimized online transaction routing
  - Optimized across network cost and authorization rates

- Digital disbursements
  - Instant digital payouts to consumers and businesses

- Mobile applications
  - Payments services for mobile apps: order ahead, connected car
Focused on high-growth sectors

- On-demand platforms
  - Lyft

- Marketplaces
  - Mercado Libre

- Aggregators
  - Yapstone
Key takeaways

1. Digital enrollment
   - Investments in new technology
   - Extends reach of our partners
   - Leverages our unique capabilities

2. eCommerce & mobile payments
   - One platform, one connection, one contract
   - Differentiated solutions
   - Capturing share in high-growth sectors
Spotlight on Growth: ISV and Agent

Jeff Shanahan
Executive Vice President,
Co-Head of GBS North America
Highlighted today

› Platform summary | Distribution partners and merchants

› Agent channel overview

› ISV channel overview

› Growth opportunities | Roadmap
Reseller platform

**AGENT**

**Partner management system**
- Automated underwriting & boarding
- Customer management
- Product enrollment
- Commission processing
- Device deployment
- Advanced support ticketing
- Risk monitoring
- Portfolio analytics

---

**LEAD SUBMISSION**

---

**MERCHANT ACTIVATION**

**Merchant portal**
- Virtual & retail terminal
- Mobile app
- Real-time reporting

**Integrated payments**
- Gateway
- Developer-friendly APIs
- Bolt P2PE

**Payment security**
- P2PE
- Tokenization

---

**MERCHANT ACQUIRING**

---

**Annual volume, annual revenue, and growth percentages as of Q1’18.**

$65B+
Annual payment volume

~20%
YoY growth

~$0.5B
Annual revenue

~15%
YoY growth
Agent channel 101

Overview

› Network of independent contractors
› Resellers of our product and services
› First Data owns the merchant contract and pays revenue share
› Go to market under First Data brand
› First Data controls pricing to the merchant

Overview

4,000+ Agents
~140,000 Active merchants

$60B+ Annual payment volume ~$0.4B Annual revenue

15%+ Payment volume growth 10%+ Revenue growth

Annual volume, annual revenue, and growth percentages as of Q1’18.
ISV market overview

10,000+ ISVs
+ Many yet to integrate payments
= Large addressable market

Fast growing market
› Double-digit growth
› Significant number of ISVs have yet to integrate payments
› Many ISVs that integrate payments have yet to monetize payments

Excellent lifetime economics
› Low merchant churn
› Revenue share to ISVs is low because of low competition from acquirers

Source: The Strawhecker Group
Our philosophy on the ISV market

Retail Industry
Software Company
Merchant
Merchant
Retail Industry
Software Company
Merchant
Merchant
Retail Industry
Software Company
Merchant
Merchant
Healthcare Industry
Software Company
Merchant
Merchant
Niche Industry
Software Company
Merchant
Merchant
One-to-many relationship
Our rapidly growing ISV distribution channel

20+ ISVs signed per month

~$50M Annual revenue

$5B+ Annual payment volume

50%+ Volume & revenue growth

First Data

cardconnect.

BluePay

Annual volume, annual revenue, and growth percentages as of Q1’18.
ISV growth strategies

**Short-term objectives**

- Integrate Bolt and CardPointe with Clover
- Power U.S. ISVs to serve international markets
- Offer instant enrollment

**Medium-term objectives**

- Establish local presence in international markets
- Generate referrals back to ISV partners
Key takeaways

1. Rapidly taking share
   - ISV channel
   - Agent channel

2. Strong existing capabilities
   - CardConnect
   - BluePay
   - CoPilot
   - CardPointe
   - BOLT

3. Key strategies to drive growth
   - Robust technical roadmap
   - International expansion
   - ISV referral engine
Spotlight on Growth: STAR and Fraud Solutions

Barry McCarthy
Executive Vice President, Head of Network and Security Solutions

First Data
NSS: Value-added services helping clients succeed
Spotlighted growth opportunities

STAR expansion

Security & Fraud Solutions
Driving growth

› Any transaction
› Any time
› Any channel

› Securely
› Efficiently
› Maximizing choice
STAR already a First Data success story

Participating Cards

+33%
U.S. debit market

$4.5B+
Debit network revenues

60%+
Margins

Source: Market sizing per Federal Reserve Board 2015 Interchange Study and First Data internal estimates
<table>
<thead>
<tr>
<th>PIN &amp; PIN-less Debit (single message)</th>
<th>Signature Debit (dual message)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATM protocol adopted for POS</td>
<td>Credit card protocol adopted for debit</td>
</tr>
<tr>
<td>One message (authorization + settlement)</td>
<td>Two messages (authorization, then settlement)</td>
</tr>
<tr>
<td>Historically required a physical PIN pad</td>
<td>Historically authenticated with signature</td>
</tr>
</tbody>
</table>

- **Domestic debit networks**
  - Card present

- **Global networks**
  - All transactions, all channels
STAR new use cases

1. Recurring payments
   - Card on file

2. Pre-auth and split shipment
   - Online commerce

3. Mobile apps
   - Internet of things

4. T&E
   - Lodging
Now a full service debit network

- PIN
- PIN-less
- Signature
PIN-less success

Rate of growth

40%

Already 10% of STAR volume

Issuer adoption: 70%

Merchant adoption: <10%

STAR is uniquely positioned to win
2017 Key milestone
› First live transaction

2018 Acceleration
› Walmart went live in March
› Expect to follow PIN-less adoption curve
› Significant sales, implementation, and execution work to deliver
Significant growth opportunity

Large addressable market

- Signature debit
- PIN debit
- PIN & PIN-less debit

$4.5B+ revenue market

Opportunity to grow share

- 8 Other Networks
- MasterCard
- Visa
- PIN & PIN-less debit

Our goals to win

- Expand leadership in PIN
- Expand rapidly in PIN-less
- Challenge the incumbents
- Compete for all transactions

Grow overall market share from 7% to 10%

Source: Market sizing per Federal Reserve Board 2015 Interchange Study and First Data internal estimates
STAR
Positioned for growth

Goal:
Drive growth of new transaction types

1. Merchant PIN-less penetration
2. Merchant signature adoption
3. Issuer signature adoption
Keeping commerce safe

State-of-the-art solutions for merchants, FIs, and cardholders
Real threat with massive risk

9,198,580,293
Data records lost or stolen since 2013

Equifax Says Cyberattack May Have Affected 143 Million in the U.S.

Chili’s Is the Latest Place to Be Hit With a Data Breach. Here’s What You Should Know.

Saks, Lord & Taylor Hit With Data Breach. Millions of credit cards exposed by hackers...

Impact

Every day 5,034,800
Every hour 209,783
Every minute 3,496
Every second 58

Source: Breach Live Index, December 2017
Security & Fraud suite and opportunity

Based on 2017 revenue results; excludes TeleCheck.

~$270M business growing mid-teens
Security & Fraud opportunity

EMV
EMV has shifted fraud online, but POS threats remain

Digital
Mobile is accelerating the risk

Impact
Losses and prevention costs continue to increase

Source: First Data internal estimates

Multi-billion dollar revenue market
## Fraud Detect superior capabilities

| Fraud Detect                                                                 | Rest of the market                              |
|                                                                            |                                                |
| › Machine learning                                                        | › Static parameters                             |
| › Artificial intelligence                                                 | › Reliant on humans                             |
| › 93B transactions annually                                               | › Narrow datasets                              |
| › Global visibility                                                       |                                                |
| › Cybersecurity experts                                                   | › Limited experience                            |
| › Managed algorithms                                                       |                                                |
Fraud Detect winning formula

- Machine learning and artificial intelligence
- Largest payment data set
- Proprietary data science and cyber-experts
- Significant fraud reduction
Success story: new mobile app for large global merchant

First Data engaged

- Velocity controls
- Device fingerprinting
- Initial rulesets and machine learning
- Advanced machine learning

33% 32%
Key wins

- Sonic
- ExxonMobil
- Taco Bell
- Ford
Security & Fraud positioned for growth

Goal:
Become the market leader

1. Increase penetration of existing clients
2. Win new clients
3. Grow internationally
Key takeaways

1. **STAR**
   - Differentiated signature debit network
   - Expanded addressable market
   - Investments paying off

2. **Security & Fraud**
   - Comprehensive solution suite
   - Cutting-edge technology
   - Proven client success stories
Spotlight on Growth: Issuer APIs and Adjacent Markets

Andrew Gelb
Executive Vice President, Head of Global Financial Solutions

First Data
Our broad solution set is a competitive advantage

Single platform for all product types…

Credit
Debit
Retail
Commercial
Loans
Prepaid

…across the entire account lifecycle

Credit decisioning
Card personalization
Account processing
Customer communications
Loyalty
Risk & fraud
Service & operations
Industry dynamics are creating additional opportunities

<table>
<thead>
<tr>
<th>Trends Impacting FIs</th>
<th>First Data Strategic Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digitization</td>
<td>Enabling APIs and microservices</td>
</tr>
<tr>
<td>Globalization</td>
<td>Addressing the international market more broadly</td>
</tr>
<tr>
<td>Product diversification</td>
<td>Extending beyond core card processing</td>
</tr>
</tbody>
</table>
Digital tools are a fundamental differentiator

APIs

Developer portal

Global applications
We have already delivered key digital solutions

FI Developer Portal launched in 2017

575 APIs available to developers

Loyalty & Customer Service applications built from microservices
The benefits of digital tools are significant

**Impact of digital architecture**

- Faster deployment of solutions
- Direct consumer engagement
- Extensive configurability
- Global applicability

**Benefits to our business**

- Enables faster revenue realization
- Creates a new revenue stream
- Embeds our solutions with clients
- Eases integration with emerging partners
Most comprehensive global processing footprint

Accounts as of year end 2017 include total credit and retail accounts, which represent outsourced processing and managed service accounts. Debit excluded from North America totals.
Our global processing strategy has been deliberate

- Continuing to build scale on existing processing platforms
- Establishing new processing centers in growth areas
- Selectively selling licensing solutions
Product diversification creates substantial opportunity

U.S. Unsecured Loan Market

- Personal Loans: 15%
- Credit Cards: 32%
- Education Loans: 53%

U.S. Outstanding Unsecured Debt

$2.6 Trillion

U.S. Consumer Unsecured Debt Outstanding

- Education Loans
- Credit Cards
- Personal Loans

Sources: Center for Microeconomic Data; Q1 2018 U.S. Household Debt and Credit Report
Becoming the primary technology provider for Navient’s education loans

Foundation for a seamless, digital next-generation solution

Competing for new loan portfolios

Impact to Our Business

Education Loan Processing Market Share

Current: <5%

Post-Close: 20%+

Internal First Data and Navient estimates; market share based on balances outstanding.
Growing momentum in personal loan space

Impact to Our Business

First Data Personal Loan Accounts

- Deepening relationships with existing card processing clients
- Attracting new FIs with consumer finance capabilities
- Developing non-FI relationships
- Executing on global roadmap

![Graph showing growth in personal loan accounts from 2014 to 2017](chart)
Demonstrated success with increased market share

$125M+ of annualized revenue won since the beginning of 2017
Key takeaways

1. **Digitization**
   - Transformation to APIs and microservices
   - New opportunities for First Data and our clients

2. **Globalization**
   - Leading global processing franchise
   - Significant untapped global opportunity

3. **Product diversification**
   - Growth in education and personal loans
   - Large new markets for expansion
Spotlight on Growth: Brazil and Argentina

Gustavo Marin
Executive Vice President, Head of Latin America Region

First Data
LATAM revenue

Country Revenue

- Brazil
- Argentina
- Others

2015
2016
2017

CAGR 44%
$438M

Segment Revenue

- GFS
- GBS

2015
2016
2017

CAGR 44%
$438M

2017 LATAM segment revenue reflects adoption of the New Reporting Standards (see Form 8-K filed on April 16, 2018). LATAM segment revenue growth CAGR is shown on a constant currency basis, prior to the adoption of the New Reporting Standards.
LATAM GBS business momentum

GBS Revenue

- CAGR 57%
- $300M

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>0.5M</td>
<td>0.8M</td>
<td>1.0M</td>
</tr>
<tr>
<td>CAGR</td>
<td>57%</td>
<td>41%</td>
<td>58%</td>
</tr>
</tbody>
</table>

Merchants

- CAGR 41%

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merchants</td>
<td>0.5M</td>
<td>0.8M</td>
<td>1.0M</td>
</tr>
</tbody>
</table>

Transactions

- CAGR 58%

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transactions</td>
<td>460M</td>
<td>790M</td>
<td>1,160M</td>
</tr>
</tbody>
</table>

2017 LATAM GBS segment revenue reflects adoption of the New Reporting Standards (see Form 8-K filed on April 16, 2018). LATAM GBS segment revenue growth CAGR is shown on a constant currency basis, prior to the adoption of the New Reporting Standards.
LATAM GFS business momentum

GFS Revenue
- CAGR 25%
- 2015: $138M
- 2016
- 2017

Accounts
- 2015: 19M
- 2016: 25M
- 2017: 29M

Transactions
- 2015: 360M
- 2016: 590M
- 2017: 880M

2017 LATAM GFS segment revenue reflects adoption of the New Reporting Standards (see Form 8-K filed on April 16, 2018). LATAM GFS segment revenue growth CAGR is shown on a constant currency basis, prior to the adoption of the New Reporting Standards.
Brazil GBS growth opportunities

- Our unique formula: empower our partners
  - Sicredi 1,611 branches
  - Sicoob/Bancoob 2.7K branches
  - BIN First Data

- New partnerships live in 2018
  - Sicredi 1,611 branches
  - Crefisa 1,030 branches

Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$130M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAGR</td>
<td>267%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Transactions

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Data – BIN</td>
<td>49M</td>
<td>157M</td>
<td>246M</td>
</tr>
<tr>
<td>Bancoob</td>
<td>6M</td>
<td>64M</td>
<td>191M</td>
</tr>
<tr>
<td>Total</td>
<td>56M</td>
<td>220M</td>
<td>437M</td>
</tr>
</tbody>
</table>

Market share

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018F</th>
<th>2019F</th>
<th>2020F</th>
<th>2021F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sicredi</td>
<td>3%</td>
<td>4%</td>
<td>6%</td>
<td>7%</td>
<td>8%</td>
</tr>
</tbody>
</table>

2017 Brazil GBS segment revenue reflects adoption of the New Reporting Standards (see Form 8-K filed on April 16, 2018). Brazil GBS segment revenue growth CAGR is shown on a constant currency basis, prior to the adoption of the New Reporting Standards.
Brazil GFS growth opportunities

- Introducing issuing processing services in 2019
- New Global FI Developer Portal will accelerate time to market
- Strategic collaborations with issuers on digital transformation leveraging VisionPLUS 10

Issued Cards in Brazil

467M Cards

In-house VisionPLUS processing

Sources: Banco Central do Brasil; First Data internal estimates
Argentina GBS growth opportunities

- Robust 33% growth, but historically hampered by exclusivity
- Profound changes in the market will create new opportunities
- First Data obtained a Visa license on June 1
- Multi-acquirer market opens in Q4 2018

Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$124M</td>
</tr>
</tbody>
</table>

Acquiring share

- First Data 33%
- Prisma 57%
- Naranja 7%
- Others 21%

Point of sale terminal share

- Prisma 56%
- First Data 44%

2017 Argentina GBS segment revenue reflects adoption of the New Reporting Standards (see Form 8-K filed on April 16, 2018). Argentina GBS segment revenue growth CAGR is shown on a constant currency basis, prior to the adoption of the New Reporting Standards. Sources: Banco Central de Argentina; First Data internal estimates.
Argentina GFS growth opportunities

- Steady growth despite prohibition from processing Visa cards
- PRISMA client exclusivity ends fully in 2022
- VisionPLUS 10 will provide the most differentiated and digitally enabled platform for all card types and loans

Revenue

- CAGR 44%
- $46M

Share of accounts

- First Data (MC) 29%
- Prisma (Visa) 71%

2017 Argentina GFS segment revenue reflects adoption of the New Reporting Standards (see Form 8-K filed on April 16, 2018). Argentina GFS segment revenue growth CAGR is shown on a constant currency basis, prior to the adoption of the New Reporting Standards. Sources: Banco Central de Argentina; First Data internal estimates.
Latin America is rich with opportunities

**Mexico**
- FDC is the only non-bank acquirer
- Launch VisionPLUS 10 services

**Colombia**
- Strong banking partnerships
- FDC is the largest issuer processor

**Chile**
- Acquiring market opening

**Argentina**
- 2H 2018 multi-acquiring market opening

**Central America & Caribbean**
- VisionPLUS 10 global upgrade
- Issuer product solution diversification

**Brazil**
- Bank partnerships
- Launch VisionPLUS 10

**Uruguay**
- 2019 multi-acquiring market opening
Key takeaways

1. Brazil opportunities
   - Leveraging new bank partnerships to take share in acquiring
   - Greenfield opportunity in issuer processing

2. Argentina market opening
   - End of network exclusivity opens up market in acquiring and issuer processing
   - Differentiated solution in VisionPLUS 10

3. Well positioned for growth
   - Upcoming deregulation in additional markets creates opportunities
   - First Data’s regional footprint and unique assets are in high demand

Well positioned for growth

Brazil opportunities

Argentina market opening

Well positioned for growth

First Data
Spotlight on Growth: India

Ivo Distelbrink
Executive Vice President, Head of Asia Pacific Region
2017 APAC segment revenue reflects adoption of the New Reporting Standards (see Form 8-K filed on April 16, 2018).

APAC segment revenue growth CAGR is shown on a constant currency basis, prior to the adoption of the New Reporting Standards.
India overview

Segment Revenue

- **GBS**
  - 2015: $335M
  - 2016: $616M
  - 2017: $994M
  - CAGR 72%

- **GFS**
  - 2015: $163K
  - 2016: $185K
  - 2017: $278K
  - CAGR 31%

- **$55M** (Common in 2017)
  - CAGR 22%

Merchants

- 2015: 163K
- 2016: 185K
- 2017: 278K
- CAGR 31%

Acquiring Transactions

- 2015: 335M
- 2016: 616M
- 2017: 994M
- CAGR 72%

Accounts

- 2015: 11M
- 2016: 13M
- 2017: 16M
- CAGR 21%

2017 India segment revenue reflects adoption of the New Reporting Standards (see Form 8-K filed on April 16, 2018). India segment revenue growth CAGR is shown on a constant currency basis, prior to the adoption of the New Reporting Standards.
India spotlight

Government commitment to digitize

New GFS processing hub

Mobile payment stack for merchants
India payments market

A compelling opportunity driven by several long-term trends

Large, early-stage market
Government policies driving digitization
Mobile-centric consumers & merchants

Cash (90%+ of consumer expenditures)
Cards (Visa, MC, RuPay) (~$140B Payments volume)
Digital wallets (PPIs) (~$15B Payments volume)
Real-time payments (UPI, IMPS) (~$130B Payments volume)
ACH (~$135B Payments volume)

Market stats

$1T+
Digital payments market (2023E)

60%+
Card payments growth (2017)

2x
Growth in POS terminals (post de-monetization)

Sources: Reserve Bank of India; National Payments Corporation of India; Credit Suisse
GFS India processing hub

Market stats

~35M (25% YoY)
Credit cards (2017)

~840M (10% YoY)
Debit cards (2017)

$400M+
Processing revenue pool (2020E)

First Data domestic VisionPLUS hub is a key differentiator

Accounts

- SBI Card
- HDFC Bank
- YES BANK
- kotak Mahindra Bank
- RBL Bank

Debit, switching, and ATM driving

Unsecured loans processing

Cross-sell opportunities

Sources: Reserve Bank of India; First Data internal estimates
# GBS India today

## Key merchants and partners

<table>
<thead>
<tr>
<th>Partner</th>
<th>Partner</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro</td>
<td>Paytm</td>
<td>Ezetap</td>
</tr>
<tr>
<td>Razorpay</td>
<td>BillDesk</td>
<td>Pine Labs</td>
</tr>
<tr>
<td>Jet Airways</td>
<td>Air India</td>
<td>PhonePe</td>
</tr>
<tr>
<td>Reliance</td>
<td>MobiKwik</td>
<td>Flipkart</td>
</tr>
<tr>
<td>Sodexo</td>
<td>D Mart</td>
<td></td>
</tr>
</tbody>
</table>
GBS India digital stack

- Merchant mobile app
- Digital boarding
- P2P / C2B payments
- Value-added services
- Mobile devices
- eCommerce
APAC: Growth opportunities across markets

India
- Leading merchant acquirer
- Issuer processing hub

Southeast Asia
- Footprint across Singapore, Malaysia, Vietnam, Thailand, Philippines, Indonesia

Korea
- Top-tier switching provider

Greater China
- Strong merchant acquiring share in Hong Kong
- Issuer processing hub in Shanghai

Australia and New Zealand
- Key switching provider
- Issuer processing hub
Key takeaways

1️⃣ Strong secular growth
   - Early innings of electronic payment adoption
   - Significant total addressable market
   - Government & technology catalyzing growth

2️⃣ Uniquely positioned
   - Top-tier acquirer with leading market share
   - In-country issuer processing hub
   - Innovative, technology-driven solutions
Financial Overview

Himanshu Patel
Executive Vice President,
Chief Financial Officer

First Data
Highlighted today

› Growth Opportunities

› Guidance

› Capital Structure
### Powerful financial attributes

<table>
<thead>
<tr>
<th>Feature</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversified revenue base</td>
<td>Low customer and vertical concentration risk</td>
</tr>
<tr>
<td>Recurring revenue stream</td>
<td>Majority of revenue under multi-year contracts</td>
</tr>
<tr>
<td>Capacity to scale</td>
<td>Ability to add large incremental volume at a low cost</td>
</tr>
<tr>
<td>Strong cash flow conversion</td>
<td>High margins, low capex/working capital</td>
</tr>
<tr>
<td></td>
<td>~$4.6B U.S. federal tax NOL at 12/31/17</td>
</tr>
<tr>
<td>Sizable fast-growing revenue base</td>
<td>$3B+ in revenue growing 10%+</td>
</tr>
<tr>
<td>Increasing capital allocation flexibility</td>
<td>Multiple opportunities to create value as leverage declines</td>
</tr>
</tbody>
</table>

NOL balance per 2017 10-K
Spotlights on growth across First Data

GBS
- Take share in ISV channel
- Transform bank channel via digital sign-up
- Expand Clover and eCommerce

GFS
- Win additional global mandates
- Drive innovation in digital
- Expand to adjacent markets

NSS
- Grow STAR PIN-less and Signature
- Deliver robust fraud solutions

International
- Build on strong momentum in LATAM
- Expand market-leading franchise in India
Portfolio optimization: increasing revenue growth

Recent Divestitures

~$0.6B Proceeds
- Central & Eastern Europe / Greece
- Baltics
- Australian ATM

Recent Acquisitions

~$1.6B Deployed
- CardConnect
- BluePay
- Acculynk

+60bps revenue growth
Simplified tech stack
Investing in growth divesting low growth businesses

1. Reflects significant transactions that have been signed or closed since the end of 2015.
2. The revenue growth rate reflects the estimated impact of the transactions on full-year 2017 growth.
Rapidly growing businesses

2017 Segment Revenue

$8.2B

Fast Growing
- International
- eCommerce
- ISV and Agent
- STAR
- Security and Fraud

$3B+ of fast growing businesses
~40% of total segment revenue
Growing 10%+

2017 Segment Revenue reflects the New Reporting Standards, including the modified retrospective application of ASC 606 (see Form 8-K filed on April 16, 2018).
## Reaffirming 2018 guidance

<table>
<thead>
<tr>
<th>Segment Revenue Growth</th>
<th>Segment EBITDA Growth</th>
<th>Adjusted EPS</th>
<th>Free Cash Flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-5% – Organic</td>
<td>6.5-8.5% – Organic</td>
<td>$1.42-1.47</td>
<td>$1.4B+</td>
</tr>
<tr>
<td>6-7% – Reported</td>
<td>8-10% – Reported</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Key Assumptions:**
1. Excludes impact from divestitures that have not yet closed
2. Assumes 25% adjusted effective tax rate
3. Organic growth is defined as reported growth adjusted for the following: (1) excludes the impacts of year-over-year currency rate changes in the current period; (2) excludes the results of significant divestitures in the prior year period; (3) includes the results of significant acquisitions in the prior year period; and (4) is adjusted to retrospectively apply the New Reporting Standards to the prior year period
## Medium-term guidance: 2019-2021

<table>
<thead>
<tr>
<th>Segment Revenue Growth</th>
<th>Segment EBITDA Growth</th>
<th>Adjusted EPS Growth</th>
<th>Free Cash Flow</th>
<th>Leverage Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-single digit</td>
<td>Mid-to-high single digit</td>
<td>Low-double digit to mid-teens</td>
<td>$5B+ cumulative 2019-2021</td>
<td>3.5 – 4.0x</td>
</tr>
</tbody>
</table>

**Key Assumptions:**
1. Assumes current macro economic environment continues.
3. Segment revenue and Segment EBITDA represent organic constant currency growth, defined as constant currency adjusted for acquisitions and divestitures in all periods.
Rapidly improving capital structure

Net Leverage

- 2013: 10.0x
- 2014: 7.8x
- 2015: 7.1x
- 2016: 6.3x
- Q1 2018: 5.8x
- 2019: ~4x

Cash Interest Expense

- 2013: $1.8B
- 2014: $1.7B
- 2015: $1.8B
- 2016: $1.0B
- 2017: $0.9B

Interest Coverage

- 2013: 1.3x
- 2014: 1.5x
- 2015: 1.8x
- 2016: 2.7x
- 2017: 3.3x

Free Cash Flow

- 2013: $0.1B
- 2014: $0.2B
- 2015: -$0.1B
- 2016: $1.2B
- 2017: $1.4B

1. Net leverage defined as net debt to Segment EBITDA. Q1 2018 LTM Segment EBITDA is proforma for full year trailing net impact of major acquisitions and divestitures, and is adjusted retrospectively for the adoption of the New Reporting Standards (see Form 8-K filed on April 16, 2018). 2. 2013 – 2017 net leverage and interest coverage are shown as reported in those periods (prior to adoption of the New Reporting Standards). 3. Interest coverage defined as Segment EBITDA to book interest expense. 4. See Appendix for reconciliation of Free Cash Flow and Net Leverage to the comparable GAAP equivalent.
Factors influencing our view on leverage

**Medium-term leverage target: 3.5 – 4.0x**

- Multiple expansion opportunity likely diminishes as leverage nears 4.0x
- This range is likely at or near investment grade
- Rapidly approaching leverage of peers
- Durable and stable business model supports a reasonable level of debt

### Leverage vs. Peers

<table>
<thead>
<tr>
<th>Year</th>
<th>First Data</th>
<th>Peer 1</th>
<th>Peer 2</th>
<th>Peer 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 YE low-5x</td>
<td>5.8x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019 YE low-4x</td>
<td>4.5x</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Target</th>
<th>3.5-4.0x</th>
</tr>
</thead>
</table>

1. Leverage is defined as net debt to segment EBITDA. See reconciliation of total borrowings to net debt in the Appendix.
2. Peer group consists of Worldpay, Global Payments, and TSYS. Peer group leverage ratios derived from 3/31/18 public company filings and adjusted to (1) align with First Data’s definition of leverage and (2) the estimated proforma impact of closed acquisitions and divestitures.
Capital allocation framework

Above 4x Leverage

Primarily focused on debt reduction

Below 4x Leverage

Return capital to shareholders

Further debt reduction

Acquisitions

Leverage is defined as net debt to segment EBITDA
Investment thesis

Strong Revenue Growth
- Relentless focus on technology innovation
- Unmatched distribution
- Scaled international business

Powerful Cash Generation
- Inherent operating leverage
- Capital-light business
- Sizable NOL

Strategic Capital Allocation
- Debt reduction
- Return capital to shareholders
- M&A

Maximizing Shareholder Returns
First Data is a technology innovator…

with a history of strong execution…

and significant amount of high growth revenue…

with strategic capital allocation opportunities
Q&A
Non-GAAP Reconciliation: Cash Flow from Operations to Free Cash Flow

<table>
<thead>
<tr>
<th></th>
<th>Year ended December 31,</th>
<th>Three months ended March 31,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2014</td>
</tr>
<tr>
<td>Net cash provided by operating activities&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>$715</td>
<td>$1,035</td>
</tr>
<tr>
<td>Capital expenditures</td>
<td>(379)</td>
<td>(567)</td>
</tr>
<tr>
<td>Distributions and dividends paid to noncontrolling interests, redeemable noncontrolling interest, and other&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>(224)</td>
<td>(266)</td>
</tr>
<tr>
<td>Free cash flow</td>
<td>$112</td>
<td>$202</td>
</tr>
</tbody>
</table>

1. The year ended December 31, 2016 includes a $123 million reclassification related to settlement activities to conform certain international joint ventures to our global policies, which increased “Cash and cash equivalents” and decreased “Accounts receivable” in our consolidated balance sheet.
## Non-GAAP Reconciliation: Total Borrowings to Net Debt

<table>
<thead>
<tr>
<th></th>
<th>As of December 31,</th>
<th>As of March 31,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2014</td>
</tr>
<tr>
<td>Total Long-term borrowings</td>
<td>$24,255</td>
<td>$20,697</td>
</tr>
<tr>
<td>Total Short-term and current portion of long-term borrowings</td>
<td>146</td>
<td>161</td>
</tr>
<tr>
<td><strong>Total borrowings</strong></td>
<td>24,401</td>
<td>20,858</td>
</tr>
<tr>
<td>Unamortized discount and unamortized deferred financing costs</td>
<td>563</td>
<td>226</td>
</tr>
<tr>
<td><strong>Total borrowings at par</strong></td>
<td>24,964</td>
<td>21,084</td>
</tr>
<tr>
<td>Less: Settlement lines of credit and other arrangements</td>
<td>(69)</td>
<td>(68)</td>
</tr>
<tr>
<td><strong>Gross debt</strong></td>
<td>24,895</td>
<td>21,016</td>
</tr>
<tr>
<td>Less: Cash and cash equivalents</td>
<td>(431)</td>
<td>(358)</td>
</tr>
<tr>
<td><strong>Net debt</strong></td>
<td>$24,464</td>
<td>$20,648</td>
</tr>
<tr>
<td>Trailing twelve months total segment EBITDA</td>
<td>2,449</td>
<td>2,663</td>
</tr>
<tr>
<td>Leverage Ratio</td>
<td>10.0x</td>
<td>7.8x</td>
</tr>
</tbody>
</table>

---

1. 2013 Long term borrowings includes Senior unsecured PIK notes held by First Data Holdings Inc. The notes were paid off during 2014.
2. 2017 and Q1'18 segment EBITDA shown on a proforma basis for full year trailing net impact of major acquisitions and divestitures in the quarter the transaction was consummated and adjusted retrospectively for the adoption of the New Reporting Standards.
## Non-GAAP Reconciliation: 2018 Guidance

### Consolidated Revenue to Total Segment Revenue

<table>
<thead>
<tr>
<th>FY 2018 vs FY 2017</th>
<th>~20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consolidated revenue (at reported rates) 2018 at ASC 606 vs. 2017 at ASC 605</td>
<td>~6 – 7%</td>
</tr>
<tr>
<td>Adjustments</td>
<td>~6 – 7%</td>
</tr>
<tr>
<td>+ Non wholly owned entities</td>
<td></td>
</tr>
<tr>
<td>+ Reimbursable postage and other</td>
<td></td>
</tr>
<tr>
<td>+ ASC 606 Adjustments</td>
<td></td>
</tr>
<tr>
<td>Total segment revenue (at reported rates)</td>
<td>~6 – 7%</td>
</tr>
<tr>
<td>Memo: Total segment revenue (at constant currency)</td>
<td>~6 – 7%</td>
</tr>
</tbody>
</table>

### Net Income to Total Segment EBITDA

<table>
<thead>
<tr>
<th>FY 2018 vs FY 2017</th>
<th>~35% – (45%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income attributable to FDC(^1) 2018 at ASC 606 vs. 2017 at ASC 605</td>
<td>~8 – 10%</td>
</tr>
<tr>
<td>Adjustments (note: adjustments represent positive balances):</td>
<td>~8 – 10%</td>
</tr>
<tr>
<td>+ Depreciation and amortization</td>
<td></td>
</tr>
<tr>
<td>+ Interest expense, net</td>
<td></td>
</tr>
<tr>
<td>+ Income tax expense</td>
<td></td>
</tr>
<tr>
<td>+ Stock-based compensation</td>
<td></td>
</tr>
<tr>
<td>+ ASC 606 Adjustments</td>
<td></td>
</tr>
<tr>
<td>+ Other(^2)</td>
<td></td>
</tr>
<tr>
<td>Total segment EBITDA (at reported rates)</td>
<td></td>
</tr>
<tr>
<td>Memo: Total segment EBITDA (at constant currency)</td>
<td></td>
</tr>
</tbody>
</table>

### Net Income to Adj. Net Income

<table>
<thead>
<tr>
<th>FY 2018</th>
<th>$0.90-0.95</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income attributable to FDC 2018 at ASC 606 vs. 2017 at ASC 605</td>
<td></td>
</tr>
<tr>
<td>Adjustments (note: adjustments represent positive balances):</td>
<td></td>
</tr>
<tr>
<td>+ Stock-based compensation</td>
<td></td>
</tr>
<tr>
<td>+ Amortization of acquisition intangibles and deferred financing cost</td>
<td></td>
</tr>
<tr>
<td>+ ASC 606 Adjustments</td>
<td></td>
</tr>
<tr>
<td>+ Other(^3)</td>
<td></td>
</tr>
<tr>
<td>Adjusted net income</td>
<td>$1.42-1.47</td>
</tr>
</tbody>
</table>

### Cash Flow from Operations to Free Cash Flow

<table>
<thead>
<tr>
<th>FY 2018</th>
<th>$2.1B+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash (used in) / provided by operating activities</td>
<td></td>
</tr>
<tr>
<td>+ Adjustments(^4)</td>
<td></td>
</tr>
<tr>
<td>Free cash flow (use) / source</td>
<td>$1.4B+</td>
</tr>
</tbody>
</table>

---

1. Reflects a significant increase in tax expense in 2018 primarily driven by the Q4 2017 release of a valuation allowance against deferred tax assets associated with the U.S. federal NOL. The reversal of the valuation allowance resulted in a significant non-cash tax benefit in Q4 2017 and the recording of a normalized book tax rate in 2018.
2. Includes non-wholly owned entities adjustment, loss on debt extinguishment, as well as other items.
3. Includes loss on debt extinguishment, gain/loss on divestitures, restructuring, impairment, litigation and other, as well as the impact of tax expense/(benefit) of the adjusted items.
4. Includes capital expenditures and distributions to minority interest and other.
## Non-GAAP Reconciliation: 2017 Organic Constant Currency Growth

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FDC Segment revenue</strong></td>
<td>$7,428</td>
<td>$7,141</td>
<td>4%</td>
<td><strong>FDC Segment EBITDA</strong></td>
<td>$3,072</td>
<td>$2,892</td>
</tr>
<tr>
<td>Currency impact</td>
<td>16</td>
<td>-</td>
<td></td>
<td>Currency impact</td>
<td>13</td>
<td>-</td>
</tr>
<tr>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>40</td>
<td></td>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>18</td>
</tr>
<tr>
<td><strong>Normalized segment revenue growth(3)</strong></td>
<td>$7,444</td>
<td>$7,181</td>
<td>4%</td>
<td><strong>Normalized segment EBITDA growth(3)</strong></td>
<td>$3,085</td>
<td>$2,910</td>
</tr>
<tr>
<td><strong>GBS revenue</strong></td>
<td>$4,262</td>
<td>$4,063</td>
<td>5%</td>
<td><strong>GBS EBITDA</strong></td>
<td>$1,824</td>
<td>$1,725</td>
</tr>
<tr>
<td>Currency impact</td>
<td>2</td>
<td>-</td>
<td></td>
<td>Currency impact</td>
<td>6</td>
<td>-</td>
</tr>
<tr>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>53</td>
<td></td>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>20</td>
</tr>
<tr>
<td><strong>Normalized GBS revenue growth(3)</strong></td>
<td>$4,264</td>
<td>$4,116</td>
<td>4%</td>
<td><strong>Normalized GBS EBITDA growth(3)</strong></td>
<td>$1,830</td>
<td>$1,745</td>
</tr>
<tr>
<td><strong>GFS revenue</strong></td>
<td>$1,623</td>
<td>$1,593</td>
<td>2%</td>
<td><strong>GFS EBITDA</strong></td>
<td>$686</td>
<td>$646</td>
</tr>
<tr>
<td>Currency impact</td>
<td>13</td>
<td>-</td>
<td></td>
<td>Currency impact</td>
<td>7</td>
<td>-</td>
</tr>
<tr>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>(6)</td>
<td></td>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>(2)</td>
</tr>
<tr>
<td><strong>Normalized GFS revenue growth(3)</strong></td>
<td>$1,636</td>
<td>$1,587</td>
<td>3%</td>
<td><strong>Normalized GFS EBITDA growth(3)</strong></td>
<td>$693</td>
<td>$644</td>
</tr>
<tr>
<td><strong>NSS revenue</strong></td>
<td>$1,543</td>
<td>$1,485</td>
<td>4%</td>
<td><strong>NSS EBITDA</strong></td>
<td>$729</td>
<td>$666</td>
</tr>
<tr>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>(7)</td>
<td></td>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Normalized NSS revenue growth(3)</strong></td>
<td>$1,543</td>
<td>$1,478</td>
<td>4%</td>
<td><strong>Normalized NSS EBITDA growth(3)</strong></td>
<td>$729</td>
<td>$666</td>
</tr>
</tbody>
</table>

1. “B” means results in 2017 are better than results in 2016. “(W)” means results are worse.
2. “Acquisitions/Divestitures includes the following 2017 activity: the acquisitions of CardConnect and BluePay in GBS North America; the formation of the digital Banking JV in NSS (treated as a 50% digital banking revenue divestiture), and the divestiture of the GFS Baltics business. This line also includes the Australian ATM divestiture in GBS APAC in 2016.
3. 2017 and 2016 segment revenue and EBITDA are shown prior to adoption of the New Reporting Standards (see Form 8-K filed on April 16, 2018).
Non-GAAP Reconciliation: Q1’18 Organic Constant Currency Growth

<table>
<thead>
<tr>
<th></th>
<th>Three months ended March 31, 2018</th>
<th>Three months ended March 31, 2017</th>
<th>% B/(W)(1)</th>
<th>FDC segment EBITDA</th>
<th>Three months ended March 31, 2018</th>
<th>Three months ended March 31, 2017</th>
<th>% B/(W)(1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDC segment revenue</td>
<td>$2,080</td>
<td>$1,872</td>
<td>11%</td>
<td>FDC segment EBITDA</td>
<td>$730</td>
<td>$650</td>
<td>12%</td>
</tr>
<tr>
<td>New revenue standard adjustments (ASC 606)</td>
<td>-</td>
<td>17</td>
<td></td>
<td>New revenue standard adjustments (ASC 606)</td>
<td>-</td>
<td>(8)</td>
<td></td>
</tr>
<tr>
<td>FDC adjusted segment revenue</td>
<td>2,080</td>
<td>1,889</td>
<td>10%</td>
<td>FDC adjusted segment EBITDA</td>
<td>730</td>
<td>642</td>
<td>14%</td>
</tr>
<tr>
<td>Currency impact</td>
<td>(28)</td>
<td>-</td>
<td></td>
<td>Currency impact</td>
<td>(5)</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>FDC CC adjusted segment revenue</td>
<td>2,052</td>
<td>1,889</td>
<td>9%</td>
<td>FDC CC adjusted segment EBITDA</td>
<td>725</td>
<td>642</td>
<td>13%</td>
</tr>
<tr>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>58</td>
<td></td>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Organic CC FDC segment revenue growth</td>
<td>$2,052</td>
<td>$1,947</td>
<td>5%</td>
<td>Organic CC FDC segment EBITDA growth</td>
<td>$725</td>
<td>$660</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Three months ended March 31, 2018</th>
<th>Three months ended March 31, 2017</th>
<th>% B/(W)(1)</th>
<th>GBS segment EBITDA</th>
<th>Three months ended March 31, 2018</th>
<th>Three months ended March 31, 2017</th>
<th>% B/(W)(1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GBS segment revenue</td>
<td>$1,318</td>
<td>$1,118</td>
<td>18%</td>
<td>GBS segment EBITDA</td>
<td>$434</td>
<td>$382</td>
<td>14%</td>
</tr>
<tr>
<td>New revenue standard adjustments (ASC 606)</td>
<td>-</td>
<td>32</td>
<td></td>
<td>New revenue standard adjustments (ASC 606)</td>
<td>-</td>
<td>(8)</td>
<td></td>
</tr>
<tr>
<td>GBS adjusted segment revenue</td>
<td>1,318</td>
<td>1,150</td>
<td>15%</td>
<td>GBS adjusted segment EBITDA</td>
<td>434</td>
<td>374</td>
<td>16%</td>
</tr>
<tr>
<td>Currency impact</td>
<td>(15)</td>
<td>-</td>
<td></td>
<td>Currency impact</td>
<td>(2)</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>GBS CC adjusted segment revenue</td>
<td>1,303</td>
<td>1,150</td>
<td>13%</td>
<td>GBS CC adjusted segment EBITDA</td>
<td>432</td>
<td>374</td>
<td>16%</td>
</tr>
<tr>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>71</td>
<td></td>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Organic CC GBS segment revenue growth</td>
<td>$1,303</td>
<td>$1,221</td>
<td>7%</td>
<td>Organic CC GBS segment EBITDA growth</td>
<td>$432</td>
<td>$394</td>
<td>10%</td>
</tr>
</tbody>
</table>

1. “B” means results in 2018 are better than results in 2017 “(W)” means results are worse.
2. “Acquisitions/Divestitures includes the following 2017 activity: the acquisitions of CardConnect and BluePay in GBS North America; the formation of the digital Banking JV in NSS (treated as a 50% digital banking revenue divestiture), and the divestiture of the GFS Baltics business.
# Non-GAAP Reconciliation: Q1’18 Organic Constant Currency Growth

<table>
<thead>
<tr>
<th></th>
<th>Three months ended March 31,</th>
<th>Three months ended March 31,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2018</td>
<td>2017</td>
</tr>
<tr>
<td>GFS segment revenue</td>
<td>$ 400</td>
<td>$ 393</td>
</tr>
<tr>
<td>New revenue standard adjustments (ASC 606)</td>
<td>-</td>
<td>(1)</td>
</tr>
<tr>
<td>GFS adjusted segment revenue</td>
<td>400</td>
<td>392</td>
</tr>
<tr>
<td>Currency impact</td>
<td>(12)</td>
<td>-</td>
</tr>
<tr>
<td>GFS adjusted CC segment revenue</td>
<td>388</td>
<td>392</td>
</tr>
<tr>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>(6)</td>
</tr>
<tr>
<td>Organic CC GFS segment revenue growth</td>
<td>$ 388</td>
<td>$ 386</td>
</tr>
<tr>
<td>NSS segment revenue</td>
<td>$ 362</td>
<td>$ 361</td>
</tr>
<tr>
<td>New revenue standard adjustments (ASC 606)</td>
<td>-</td>
<td>(14)</td>
</tr>
<tr>
<td>NSS adjusted segment revenue</td>
<td>362</td>
<td>347</td>
</tr>
<tr>
<td>Currency impact</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>NSS CC adjusted segment revenue</td>
<td>362</td>
<td>347</td>
</tr>
<tr>
<td>Acquisitions/Divestitures(2)</td>
<td>-</td>
<td>(7)</td>
</tr>
<tr>
<td>Organic CC NSS segment revenue growth</td>
<td>$ 362</td>
<td>$ 340</td>
</tr>
</tbody>
</table>

1. “B” means results in 2018 are better than results in 2017 “(W)” means results are worse.
2. “Acquisitions/Divestitures includes the following 2017 activity: the acquisitions of CardConnect and BluePay in GBS North America; the formation of the digital Banking JV in NSS (treated as a 50% digital banking revenue divestiture), and the divestiture of the GFS Baltics business.
Notice to Investors, Prospective Investors and the Investment Community; Cautionary Information Regarding Forward-Looking Statements

Certain matters we discuss in our public statements may constitute forward-looking statements. You can identify forward-looking statements because they contain words such as “believes,” “expects,” “may,” “will,” “should,” “seeks,” “intends,” “plans,” “estimates,” “anticipates,” “guides,” “provides guidance,” “provides outlook,” or similar expressions which concern our strategy, plans, projections or intentions. All statements that address operating performance, events or developments that we expect or anticipate will occur in the future, including all statements we make relating to revenue, earnings before net interest expense, income taxes, depreciation, and amortization (EBITDA), earnings, earnings per share, margins, growth rates, cashflow, free cashflow, and other financial results for future periods are forward-looking statements. By their nature, forward-looking statements speak only as of the date they are made; are not statements of historical fact or guarantees of future performance; and are subject to risks, uncertainties, assumptions or changes in circumstances that are difficult to predict or quantify. Actual results could differ materially and adversely from our forward-looking statements due to a variety of factors, including the following: (1) adverse impacts from global economic, political, and other conditions affecting trends in consumer, business, and government spending; (2) our ability to anticipate and respond to changing industry trends, including technological changes and increasing competition; (3) our ability to successfully renew existing client contracts on favorable terms and obtain new clients; (4) our ability to prevent a material breach of security of any of our systems; (5) our ability to implement and improve processing systems to provide new products, improve functionality, and increase efficiencies; (6) the successful management of our merchant alliance program which involves several alliances not under our sole control and each of which acts independently of the others; (7) our successful management of credit and fraud risks in our business units and merchant alliances, particularly in the context of eCommerce and mobile markets; (8) consolidation among financial institution clients or other client groups that impacts our client relationships; (9) our ability to use our net operating losses without restriction to offset income for US tax purposes; (10) our ability to improve our profitability and maintain flexibility in our capital resources through the implementation of cost savings initiatives; (11) the acquisition or disposition of a material business or assets; (12) our ability to successfully value and integrate acquired businesses; (13) our high degree of leverage; (14) adverse impacts from currency exchange rates or currency controls imposed by any government or otherwise; (15) changes in the interest rate environment that increase interest on our borrowings or the interest rate at which we can refinance our borrowings; (16) the impact of new laws, regulations, credit card association rules, or other industry standards; and (17) new lawsuits, investigations, or proceedings, or changes to our potential exposure in connection with pending lawsuits, investigations or proceedings, and various other factors set forth in our Annual Report on Form 10-K for the period ended December 31, 2017, including in Item 1 - Business, Item 1A - Risk Factors, and Item 7 - Management’s Discussion and Analysis of Financial Condition and Results of Operations.

Existing and prospective investors are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date they are made. The Company undertakes no obligation to update or revise any forward-looking statement as a result of new information, future developments or otherwise.
Frank Bisignano is Chairman and Chief Executive Officer of First Data Corporation.

Since arriving at First Data in 2013, Bisignano has worked to rapidly transform the 46-year-old company from its position as the world’s largest traditional payment processor into a technology innovator for the 21st Century, bringing an array of new products and services designed to help enterprises large and small grow their business. In June 2014, First Data announced an historic private placement of $3.5 billion of equity in the company, followed by its $2.6 billion initial public offering in October 2015, the largest U.S. IPO of the year. These transactions, along with substantial refinancing of First Data’s debt in 2015, served to ratify the transformation begun under Bisignano’s leadership and set the course for the company’s future.

Prior to joining First Data, Bisignano was the Co-Chief Operating Officer for JPMorgan Chase and the CEO of Mortgage Banking at JPMorgan Chase. Under Bisignano’s leadership, the Mortgage Banking unit reported 2012 net income of $3.3 billion, another impressive turnaround compared with a net loss of $2.1 billion in 2011. Earlier in his career, Bisignano was the chief executive officer for Citigroup’s Global Transactions Services business and a member of Citigroup’s Management Committee. During his time at Citigroup, he managed Citigroup’s successful business continuity plan, which involved relocating 16,000 employees displaced by 9/11.

Throughout his career, Bisignano has supported employment initiatives for veterans and military spouses. While at JPMorgan Chase, he was a founder of the 100,000 Jobs Mission and Bisignano’s commitment to veterans has continued at First Data through the First Data Salutes program. A strong proponent of diversity, Bisignano also helped create eight affinity groups to provide networking and support for First Data’s diverse group of employees.

Bisignano has served on the board of the Options Clearing Corporation and the Depository Trust and Clearing Corporation, the Alliance for Downtown New York, the Lower Manhattan Cultural Council, and PENCIL.

In 2010, Bisignano was awarded Syracuse University’s Chancellor’s Medal for Outstanding Achievement for his innovation in technology & education. In 2014, Bisignano received the Colonel Michael Endres Leadership Award for Individual Excellence in Veteran Employment from the U.S. Chamber of Commerce. The New York Institute of Technology honored Bisignano in May 2014 with a Doctor of Commercial Science degree for his achievements in business and his philanthropic endeavors. In May 2017, Syracuse bestowed Bisignano with an Honorary Doctorate of Law degree for his distinguished business career and his work in championing higher education and supporting the disadvantaged.

Bisignano was born and raised in Brooklyn, New York. He has three children, Morgan, Alexa, and Henry. He and his wife, Tracy, reside in New Jersey.
Guy Chiarello
President

A renowned global leader in finance and commerce, Guy Chiarello has been at the forefront of banking, technology & innovation for more than 30 years. Guy has led product development and technology for three Fortune 500 companies, advised some of the biggest names in Silicon Valley and Wall Street, and is recognized around the world as one of the most prominent technology leaders in the industry.

Guy has served as the President of First Data since 2013. His leadership has driven a transformation in First Data product development, bringing numerous innovations to market and aided in acquiring several companies including CardConnect and BluePay in 2017. Guy also played an integral role in guiding First Data to its IPO in 2015 when the company raised $2.8 billion.

Guy personally has been recognized multiple times by Institutional Investor magazine among its “Top Tech 50” and by Information Week as a “Global CIO Top 50”, was a NASSCOM CIO of the Year and is considered a key advisor by many leading technology company CEOs in the industry.

Prior to First Data, Guy was the Chief Information Officer at JPMorgan Chase from 2007-2013, where he led global technology across all lines of business in more than 60 countries. Guy also served as the CIO of Morgan Stanley, where he began his career in financial services.

Guy serves as an executive committee member or advisor to a number of nonprofits, including New York Hall of Science (NYSCI), NPower, Kelly Cares, and The Leukemia and Lymphoma Society (LLS) of NJ.

He is a graduate of The College of New Jersey (TCNJ), where he has received distinction for both athletic and professional achievements. Guy has been happily married to Denise for more than 30 years, and his greatest joy is spending time with his wife, children, and grandchildren.

Dan Charron
Executive Vice President, Head of Global Business Solutions

Dan Charron serves as Executive Vice President, Global Business Solutions, with operations in North America, EMEA, APAC and LATAM it provides First Data’s 6 million clients across the world with the products, services and solutions they need to grow their business. Charron is responsible for First Data’s client and partner relationships worldwide and will target strategic expansion of the firm’s footprint, both in terms of geographic reach and the depth and breadth of solution offerings for clients all around the globe.

Prior to his arrival at First Data, Charron spent 14 years at Chase Paymentech, the global payment processing business of JPMorgan Chase & Co. He joined that company in 2000, taking on roles of increasing responsibility, culminating in his appointment as president in 2013. Prior to Paymentech, Charron was a managing partner at US Web-CKS, a global internet consultancy, and served in multiple executive roles at Total System Services (TSSY), a credit card processor, merchant acquirer and bank credit card issuer.

As an industry leader, Charron serves on the Board of Directors of the Electronic Transactions Association (ETA), an international trade association that influences, monitors and helps shape the payments industry. He has served as Chairman of the Board of Merchantlink, a company that offers cloud-based payment gateway and data security solutions to hotels, restaurants and retailers. Dan is on the Board of Directors for the Georgia Chamber of Commerce.

Charron is a graduate of the United States Military Academy at West Point. After his military service, Charron received a master’s degree in business administration from the J. Mack Robinson College of Business at Georgia State University.
As Executive Vice President, Jeff manages the Partner Solutions business within First Data, comprised of the ISV, Agent and ISO channels. He is a member of First Data’s Management Committee and reports to Chairman and CEO Frank Bisignano.

Jeff previously served as President and CEO of CardConnect. He joined the company in 2006, and in 2014, Jeff was appointed CEO of CardConnect and worked toward the vision of turning the business into a payments technology company and moving beyond the resale of tech solutions, as had been done since its founding as an ISO.

Jeff led CardConnect’s growth through several acquisitions, the merger with FinTech Acquisition Corp., which made CardConnect a publicly traded company, and finally the 2017 acquisition by First Data.

A graduate of Pennsylvania State University, with a degree in Management Science and Information Systems, Jeff has more than 15 years of experience in managing operations, leading technology development and implementing business process automation. Prior to joining CardConnect, Jeff served as a Senior Manager at Capgemini and in the years preceding, worked as a Project Manager at Merck and as a Management Consultant for Booz Allen.

Barry McCarthy serves as executive vice president and leads First Data’s Network and Security Solutions (NSS). As Head of NSS, Barry is a member of First Data’s Management Committee and reports directly to Chairman and CEO Frank Bisignano.

The NSS segment includes the following solutions: STAR debit network; debit processing; gift card; Money Network paycard; Telecheck ACH/check; fraud & security; online and mobile banking; and government. These solutions bring together our enterprise approach, and support the firm’s proprietary distribution channels, as well as third parties.

In previous roles, Barry was responsible for the turn-around of the company’s $2.0 billion Financial Services segment, and the turn-around of the company’s merchant business in Asia. In addition, he led First Data’s historic collaboration with Apple™ on Apple Pay™, and started the partnership with AliPay.

Prior to joining First Data, Barry has held other executive positions at VeriSign, MagnaCash, Wells Fargo, and Procter & Gamble. In the community, Barry serves on several community boards. Currently, he serves as chairman of the state-wide FinTechAtlanta initiative, a new and unique public-private partnership sponsored by the Governor of Georgia.

Barry earned an MBA from the Kellogg School of Management at Northwestern University.
Andrew Gelb
Executive Vice President, Head of Global Financial Solutions

Andrew Gelb joined First Data in October 2014 and is Executive Vice President, Head of Global Financial Solutions. In this role, Andrew is responsible for First Data’s issuing solutions suite globally. This includes credit and retail card processing, loans processing, customer communications, plastics personalization, remittance services, commercial payments, and licensed financial software systems, among others. Andrew is a member of First Data’s Management Committee and reports to CEO Frank Bisignano.

Prior to his arrival at First Data, Andrew had a distinguished career at Citi where he held a variety of roles around the globe. Most recently, he served as Managing Director and Head of Citi’s North America Treasury and Trade Solutions business, a leading provider of banking services such as Cash Management, Trade Solutions, and Commercial & Prepaid Cards to Corporates, Financial Institutions and the Public Sector.

During nearly two decades at Citi, Andrew held leadership positions within Citi’s Securities and Fund Services business as Head of Securities and Fund Services in EMEA, as well as Global Head of Direct Custody. He also led Strategy & Planning for Citi Transaction Services and the Cash Management business in Japan. Andrew joined the bank in 1997 and spent his first two years rotating through Citi’s businesses in Nigeria, Indonesia, Singapore, New Zealand and the United States.

Andrew serves on the Board of Directors of MineralTree, which received a Series B investment from First Data in early 2015 and provides B2B accounts payable solutions for small and mid-sized businesses.

He earned his MBA at Cornell University’s Johnson Graduate School of Management and his BA at Oberlin College.

Gustavo Marin
Executive Vice President, Head of Latin America Region

Gustavo Marin joined First Data in 2015 as executive vice president and head of First Data’s Latin America Region. Marin is a member of First Data’s Management Committee and reports directly to Chairman and CEO Frank Bisignano.

First Data provides payment technology solutions to more than 100 financial institutions and 1 million merchants throughout Central and South America, as well as the Caribbean. With offices in Buenos Aires, São Paulo, Mexico City, Montevideo, Bogotá and Panamá, First Data employs approximately 1,500 people in the region.

Gustavo began his career at Citibank in 1981. He served as General Manager for Citibank in Paraguay and Peru during the 1990’s, where he was responsible for building and managing regional presence and delivering global capabilities locally.

In 2001, Marin was appointed CEO of Citibank Brazil. And then, in 2004, he assumed the responsibility of CEO of Citi’s Institutional Clients Group for Latin America and was appointed member of Citi’s Corporate Investment Banking (CIB), Management Committee, and Citi’s Senior Leadership Committee.

He is a board member of ISA-CTEEP, the largest energy transmission company in Latin America, TAESA, another leading energy company, as well as SAPORE, the largest Latin America independent company of industrial restaurants.

Based in São Paulo in Brazil, Marin holds degrees in Finance and Accounting from Universidad de la República – Uruguay.
Ivo Distelbrink
Executive Vice President, Head of Asia Pacific Region

Ivo Distelbrink joined First Data in 2016 and is executive vice president and head of First Data’s Asia Pacific (APAC) region. Based in Singapore, Ivo reports directly to Chairman and CEO Frank Bisignano and is also a member of First Data’s Management Committee.

First Data is a leading eCommerce and mobile technology provider, merchant acquirer, issuer processor to financial institutions and businesses across APAC, with operations in Australia, South Korea, India, China, Hong Kong, Singapore, Malaysia, and New Zealand. Since its entry into the region in 1992, First Data has expanded its footprint to serve clients in 18 APAC countries, including Indonesia, Thailand, Vietnam and the Philippines.

With more than 20 years of global banking experience, coupled with extensive regional knowledge, Distelbrink joined First Data from Bank of America Merrill Lynch (BAML), where he most recently held the role of Managing Director and Regional Head of Global Transaction Services (GTS) for APAC. Prior to joining BAML in 2010, Distelbrink spent 16 years with Citigroup holding various roles, including Managing Director and Regional Head of Treasury & Trade Solutions, GTS; Managing Director and China GTS Head; CEO & Corporate Bank Head for New Zealand; and COO and Director of Strategic Planning for Global Corporate Banking in Brazil.

Distelbrink holds a business degree from Erasmus University’s Rotterdam School of Management and is fluent in Dutch, English, and Portuguese. He is married with three children.

Himanshu Patel
Executive Vice President, Chief Financial Officer

Himanshu Patel is First Data’s EVP, Chief Financial Officer, a role he was appointed to in September 2015. He is a member of First Data’s Management Committee. Himanshu previously served as First Data’s EVP, Strategy, Planning, & Business Development since June 2013.

As CFO, Himanshu has been pivotal in transforming the company’s balance sheet, including First Data’s $2.8 billion IPO, the largest IPO of 2015, its $3.5 billion private placement in 2014, one of the largest U.S. private offerings ever, and over $10 billion in debt refinancings. Additionally, he has overseen a number of strategic acquisitions and initiatives for the company.

Before joining First Data in 2013, Himanshu was at JPMorgan Chase & Co. for 16 years, most recently as a Managing Director leading strategy for the Chase mortgage banking division. Prior to this, from 2001 to 2011, he was a senior equity analyst for JPMorgan. Himanshu is a CFA® charterholder and holds a Bachelor of Science in finance and marketing from New York University’s Stern School of Business.