

# Merchant Terminal Access Program (TAP)

## Internal Sales & Partner Guide

This guide is designed to help our team and our partners explain TAP clearly, confidently, and consistently while ensuring our messaging remains consistent with the TAP Agreement.

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### **1** What TAP Actually Is

TAP is a **company-owned equipment access program**.

Merchant Industry purchases and owns the hardware. We provide merchants with access to that equipment as part of their processing relationship with us.

This structure:

- Eliminates large upfront hardware purchases
- Reduces capital outlay
- Preserves merchant cash flow
- Includes break/fix support
- Keeps equipment aligned with our processing platform

It is not a purchase program.

It is not rent-to-own.

It is structured access to company-owned equipment.

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### **2** Who Owns the Equipment?

Per Section 3 of the Agreement:

The equipment remains the exclusive property of Merchant Industry at all times.

This means:

- There is no ownership transfer.
- There is no equity buildup.
- It does not convert after two years.
- The merchant is granted use — not ownership.

The value to the merchant is use of the hardware without a major upfront investment.

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## **3** How the Term Works

Section 1 establishes:

- Initial Term = 2 years
- Automatically renews in 1-year increments
- 60 days written notice required to non-renew

Important:

The Agreement does not automatically end at 24 months.  
It continues unless proper written notice is given.

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## **4** Payments

Section 2 provides that the merchant pays the equipment fees listed in Schedule B.

Those payments:

- Apply during the entire Term
- Continue during any Renewal Term
- Are billed on the merchant statement

If the Agreement renews, payments continue.

There is no provision stating payments stop after 24 months.

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## **5** What Happens After the Initial 2 Years?

If the merchant wants to continue using the equipment:

- The TAP Agreement must remain active (auto-renew).
- Equipment payments must continue.
- The merchant must continue processing under the Merchant Agreement.

If the merchant chooses not to renew (proper 60-day notice given):

- The TAP Agreement ends.
- Access to the equipment ends.
- The equipment must be returned within 10 days (Section 9).

To keep using the hardware, the Agreement must remain active and payments must continue.

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## **6** What Happens If Processing Stops?

Section 5 limits equipment use to processing through Merchant Industry.

If processing stops:

- The merchant is no longer using the equipment for Permitted Use.
- The return obligation under Section 9 is triggered.

The equipment is tied to an active processing relationship.

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## **7** Break/Fix vs. “Replacement Program”

Section 7 provides that if equipment breaks due to normal wear and tear, Merchant Industry will furnish a replacement.

This is break/fix support.

TAP is not:

- A scheduled refresh cycle
- An automatic upgrade program
- A guaranteed new terminal every two years

It is an equipment access program with support.

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## **How to Position TAP to Your Partners (So They Can Sell It to Merchants)**

When explaining TAP to partners, focus on value, simplicity, and relationship alignment.

### **Core Message for Partners**

TAP allows your merchants to deploy professionally supported hardware without a large upfront capital expense, while Merchant Industry retains ownership and provides ongoing support.

### **Key Selling Points for Partners**

Partners can confidently explain that TAP:

- Keeps upfront costs low
- Preserves merchant cash flow
- Avoids large equipment purchases
- Includes break/fix support
- Aligns hardware with an active processing relationship

### **Partner-Friendly Merchant Explanation (Approved Language)**

Option 1 – Value Focused

“Merchant Industry owns the hardware and provides it to you as part of your processing relationship, which keeps your upfront costs low. As long as the agreement stays active – including during any renewal period – and TAP payments continue, the equipment remains in place.”

## Option 2 – Cash Flow Focused

“Instead of buying hardware outright, you get access to company-owned equipment with predictable monthly fees. It preserves your capital while keeping you fully equipped.”

## Option 3 – Relationship & Continuity Focused

“The equipment is company-owned and tied to your active processing relationship. As long as you continue processing with Merchant Industry, the TAP Agreement remains in effect, and equipment payments continue, the hardware stays in place and fully supported.”

## Important Clarification for Partners

To keep using the hardware:

- The TAP Agreement must remain active.
- Equipment payments must continue.
- Processing must remain with Merchant Industry.

If the TAP Agreement ends, access to the equipment ends and the equipment is returned.

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## The Big Picture

TAP is designed to:

- Lower upfront barriers for merchants
- Support partner growth
- Keep equipment aligned with processing
- Protect long-term relationship value

It is about access and support — not ownership transfer.