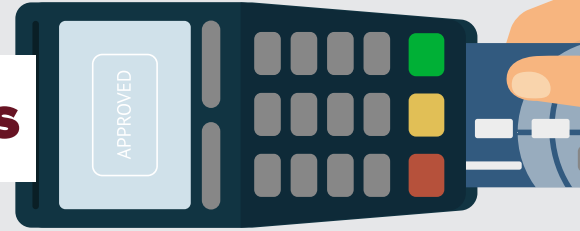


BIG BANKS + BIG CREDIT = BIG LOSSES

For Main Street and Consumers



The Facts on Repealing Swipe Fee Reform

Repealing debit swipe fee reform will hurt retailers and consumers by ending competition in the debit card market and strengthening the duopoly of Visa and MasterCard to extract more money than ever.

The Lie

The credit card industry is claiming that it's fighting to repeal swipe fee reform to help small businesses.

The Truth

If the CHOICE Act is passed, the cost of accepting debit cards will dramatically increase for U.S. businesses, who already pay the highest prices in the world.

Ending Debit Swipe Fee Reform Will:



Eliminate competition
in the debit market



Raise costs on every
business that accepts
debit cards



**Enrich the biggest
banks**, specifically
Wells Fargo, Bank
of America and
JPMorgan



Drive up costs for
consumers

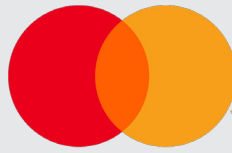
Protect Swipe Fee Reform.

Visa and Mastercard's Net Profits are Nearly 15x Higher than America's Top 10 Retailers



47%

Visa



mastercard.

45%

MasterCard



23%

Wells Fargo



14%

Bank of America



3%

Top 10 Retailers

Source: Morningstar

Before swipe fee reform

- Small businesses paid more in swipe fees per transaction than big businesses.
- Visa and MasterCard set the debit swipe fees that their banks charge, preventing free market pricing.
- Consumers paid higher debit transaction costs.

After

- \$5.8 billion in consumer savings in first year of reform.
- 37,000 jobs supported in first year of reform.
- Increases healthy competition for debit transactions which lowers debit transaction costs for retailers and consumers.

Reversing swipe fee reform will affect our supermarkets, drugstores, discount retailers, convenience stores and gas stations – which all operate on extremely low margins and are the places where debit cards are used the most.

“Our analyses show that as payment card markets evolve, the **interchange fees increase over time**. This is because a monopoly card network, besides internalizing the two-sided market externality, has the incentive to inflate the value of card transactions.”



FEDERAL RESERVE BANK OF KANSAS CITY

Protect Swipe Fee Reform.

