

2009 Payments Conference

Payments Pricing: Who Bears the Cost?

Emerging Payments Media

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Rich Oliver, EVP & Retail Payments Product Manager, Federal Reserve System
Dickson Chu, Vice President, Global Product and Experience, PayPal
Scott Grimes, Chief Executive Officer, Cardlytics
Richard Crone, Chief Executive Officer and Founder, Crone Consulting, LLC

Pricing in Payments

A Panoply of Puzzling Paradoxes

- Pricing (revenue) is one half of the profitability formula for payments
- Payments pricing is also a complicated subset of an institution's overall profitability model
- Pricing policies are also a big part of the overall customer retention/relationship strategy
- Much of this does not seem to match economic theory principles

Pricing and the Payments Revolution



Pricing Strategies

- Cover Costs
- Differentiate Services
- Extract Value Added
- Create Incentives
- Create Disincentives
- Introduce Innovation
- Win Market Share

Our Panel Today

- How do business models differ for emerging payments?
- Do new technologies provide price incentives for payments participants?
- In what ways do new payments vehicles threaten legacy systems?