



Freedom Electronics

Freedom Easy Pump Solutions for Gilbarco & Wayne dispensers

Powered By
GROUNDPAYMENTS
Petro Solutions

March 2021

Company Proprietary

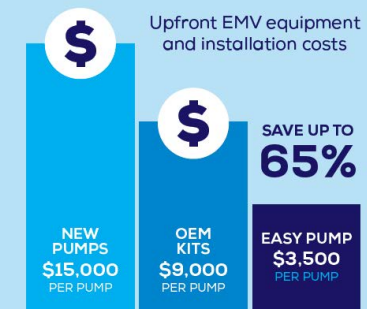
An Affordable EMV Solution



- Do you service sites that are older, small, low volume sites, where the customer is struggling to justify the expense of implementing EMV on the island?
- The unbranded Mom & Pop sites with 2 MPDs
 - Bob's Bait Shop
 - Tom's Tobacco & Gas
 - Anytown General Store
- Freedom's Easy Pump EMV Solution addresses this neglected segment of the market where the OEMs don't have an offering



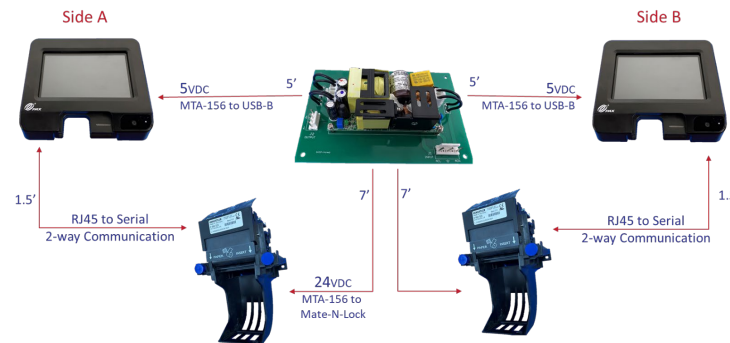
The only EMV solution that **extends the life of your pumps**



- Easy Pump requirements
 - Unbranded sites
 - Gilbarco (Advantage Encore 300/500/500S) or Wayne dispensers (Vista, Ovation) so you can sell both Gilbarco AND Wayne kits
 - POS: Verifone Commander or Ruby Ci
 - Credit Card networks: Heartland/HPS or First Data/FiServe
- Individual retrofit kits for each dispenser model
 - Freedom EMV card reader kit installs in minutes, minimizing down time during installation
 - Installs with a few hand tools. No cutting/drilling required
 - No cabling to forecourt—system uses site Wi-Fi

Technician requirements for Freedom Easy Pump

- Certifications: Technician should be a trained Wayne/Gilbarco technician (depending on kit), and be a Verifone VASC
- Go online, read material, watch training video



- Easy Pump is serviced by swapping out the complete terminal
 - The terminal is less expensive than Gilbarco UX 300 and the Wayne Secure Card Reader HCR PCI 3
 - Terminals are stored on the shelf non-programmed
 - 2 year, parts only warranty

- Terminal
 - Built by PAX Technology, a leading global terminal supplier
 - Field proven: over 100 sites installed in US (without a UL kit)
 - 4.3” color touchscreen

PAX Technology

- 40M terminals installed in 120+ Countries, with >\$640M in revenues
- #2 in terminal shipments for 2018 (Nilson report)
- #1 in Android terminals globally
- Powered by Sound Payments
 - Designed the system with Pax, and runs the portal,



Why is it so attractive?

- Affordable upgrade kits
 - Gilbarco and Wayne kits are priced considerably higher

After 1 year	Gilbarco	Wayne	Easy Pump
OEM Site Retrofit, 3 pumps	\$ 30,000	\$ 29,000	\$ 12,000

- Easy Pump has a low quarterly Easy Pump Service Fee
 - Quarterly Easy Pump Service Fee is paid directly to Freedom (\$40 per pump/month)
 - Easy Pump Service Fee is required for operation of the system
 - Site will be billed at the beginning of the quarter
 - Live sales reports and real time status of cards transactions from the cloud portal
 - Help desk for terminals
 - 2-year parts only warranty
 - Attendant tagging features (track sales by attendant)
 - An attractive value vs OEM kits, especially if you can delay new dispenser purchases

- The affordable EMV solution
 - Easy to install, Easy to service
 - Address the segment of the market the OEMs have neglected
- Upgrade older dispensers, if customer can't buy new dispensers
 - Add competitive dispensers to your EMV targets
- Premium Features at no extra charge
 - Includes NFC, addresses demand for touchless payment processing
 - Tap & pay
 - Apple Pay
 - Google Pay
- UL approved kits
- Easy Pump kits and cost of installation can be financed
 - Monthly leasing payments **under \$400/month** for 2 dispensers, for 3 years
 - Fines on some networks will be \$500 a month beginning July

Easy Pump: How it works

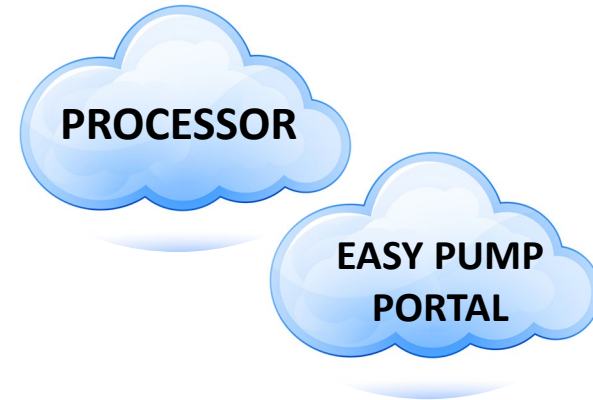
1. Customer presents Payment at FIM-20



2. FIM-20 sends Pre-Auth request to processor

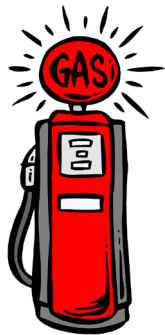
3. Processor sends Auth to FIM-20

4. FIM-20 send Auth to portal



11. Portal send capture amount to FIM-20
12. FIM-20 completes post-authorization with Processor

Transaction is processed as a Mobile Payment



8. Customer dispenses fuel



7. Forecourt Controller Authorizes dispenser



9. Forecourt Controller sends final transaction data to Bridge



6. Bridge sends authorization to Forecourt Controller



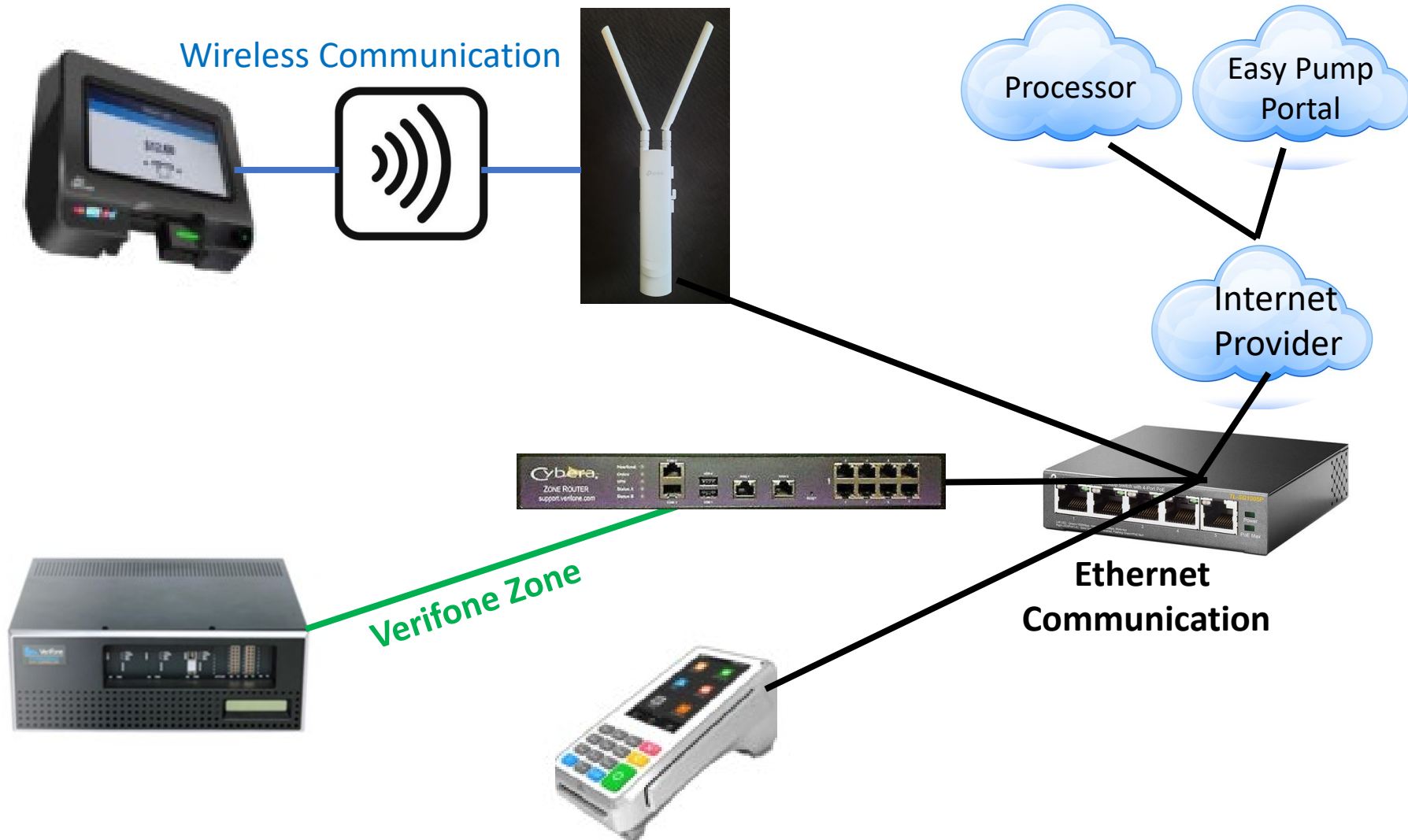
10. Bridge sends transaction amount to Portal



5. Portal sends approval to Bridge



Easy Pump: Installation kit

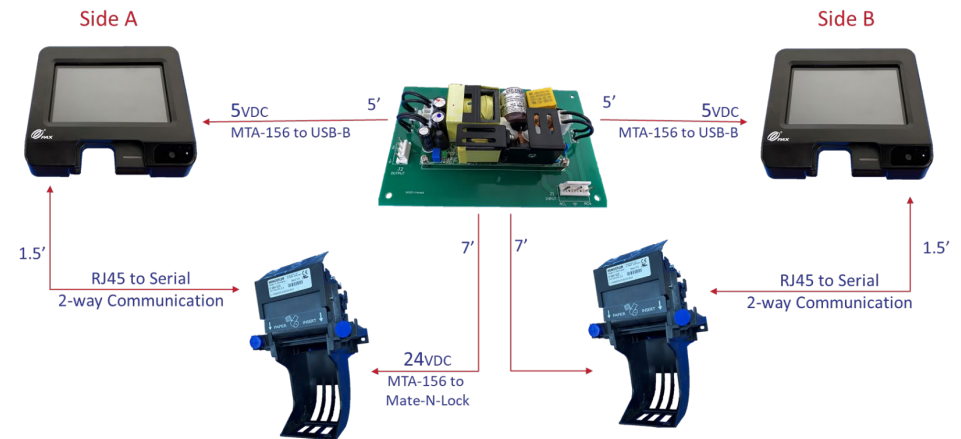


*Example using Cybera: Each MNSP will be slightly different
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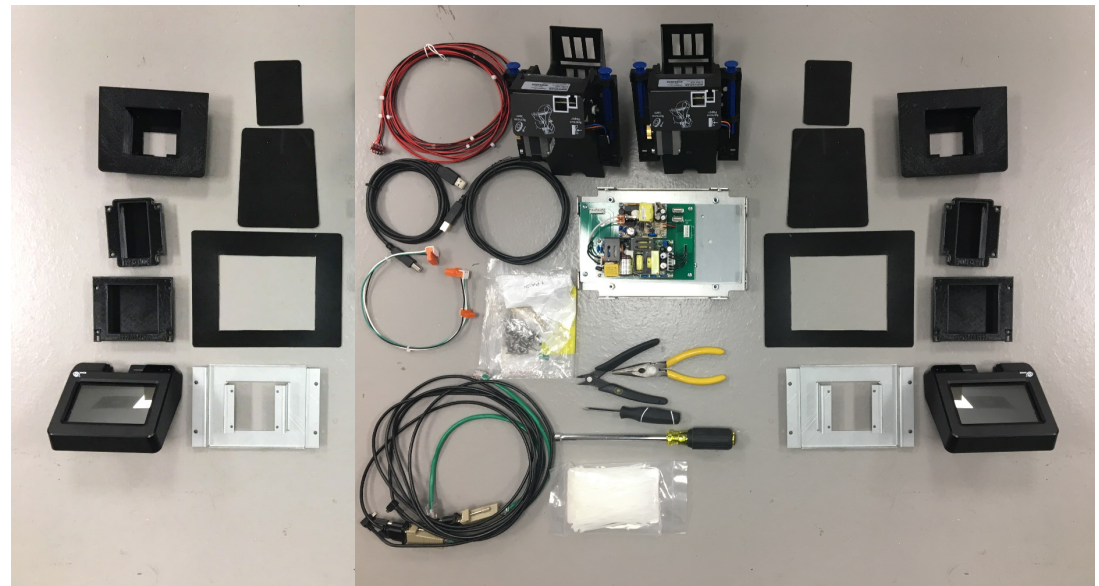
Easy Pump: Installation kit

Tools required

- Nut driver
- Screwdriver
- Clippers/dikes
- Pliers



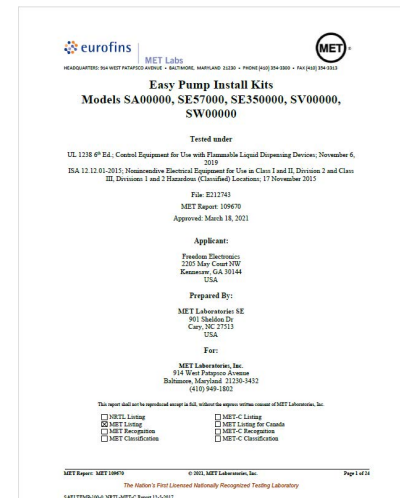
All kits use these common components (Wayne kits use existing printer)




PCI and Networks

- Certified on HPS/Heartland and FiServe/First Data networks
- Full E2EE (End to End Encryption) certification. We have the first E2EE implementation for the forecourt
- Because E2EE, no system approvals are required
- PCI DSS 5.X certification, the highest level currently available (Wayne is 4.X and Gilbarco is 5.X), valid through 2026.

- UL type approval
 - UL1238 approved (same certification as the Flex II and Flex IV retrofit kits)



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Easy Pump Install Kits
Models SA00000, SE57000, SE350000, SV00000, SW00000

Tested under
UL 1238 6th Ed., Control Equipment for Use with Flammable Liquid Dispensing Devices; November 6, 2019
ISA 12.12.01-2015; Nonconductive Electrical Equipment for Use in Class I and II, Division 2 and Class III, Divisions 1 and 2 Hazardous (Classified) Locations; 17 November 2015

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Advantage and Vista installations



Encore 500S and Ovation-1 installations

