



# Freedom Easy Pump

Affordable EMV Solutions

Powered By  
**SOUNDPAYMENTS**<sup>®</sup>  
Petro Solutions

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Company Proprietary





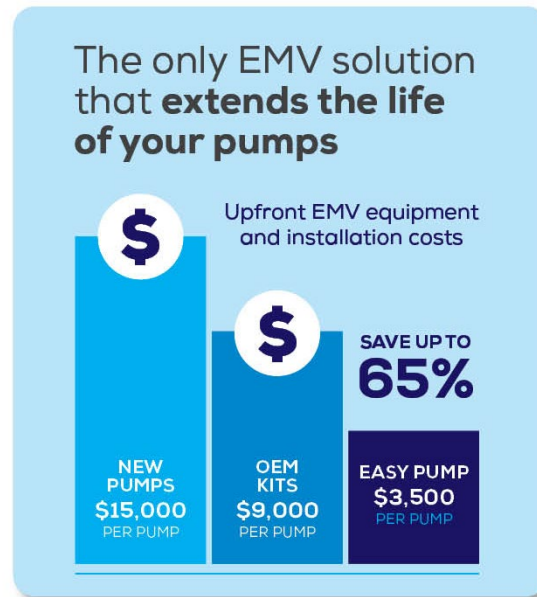
# EMV—expensive for everyone

- EMV liability shift, 4/16/2021
    - It was expensive to upgrade the POS to EMV
    - Outdoor EMV compliance will be more expensive
  - What does the EMV liability shift mean for your site?
    - Fines by the network provider for POS non-compliance were common, and often \$300 per month
      - Fines were more than the monthly leasing fee for a new Ruby CI
    - Some networks (Shell, Chevron) have started charging fines up to \$500 a month, beginning July 1, 2021
      - Other networks will follow
  - How Painful will this be for you?
    - New dispensers and installation can cost \$18,000 each
    - Upgrade kits can cost \$9000 per dispenser
  - Will you consider turning off your card readers?
    - Will your customers still come to your station?
    - How will you cover up the card readers?
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# An Affordable EMV Solution

- Freedom's Easy Pump EMV gives you an affordable Solution for as low as \$3500 per pump
- Easy Pump kits and cost of installation can be financed
  - Monthly leasing payments **under \$400/month** for 2 dispensers, for 3 years





# Freedom Easy Pump: Qualifiers and Features

- Is Easy pump right for your site?
  - Do you have Gilbarco (Advantage Encore 300/500/500S) or Wayne dispensers (Vista, Ovation)
  - Do you have a Verifone Ruby2/Topaz/Commander or Ruby Ci
  - Are you on an unbranded credit card networks: Heartland/IPS or First Data/FiServe
- Do you want premium features at no extra charge?
  - Includes NFC with touchless payment processing
    - Tap & pay
    - Apple Pay
    - Google Pay
  - Durable Color touch screen
  - Terminal replacement is less expensive than the cost of Gilbarco/Wayne Hybrid card reader





# Freedom Easy Pump Summary

- The affordable EMV solution
  - Easy to install, Easy to service Easy to finance
  - Maintain your existing dispensers, don't buy new dispensers
  - 2 year, parts only warranty
  - Field proven: Over 100 sites installed
- Premium Features at no extra charge
  - Includes NFC, addresses demand for touchless payment processing
    - Tap & pay
    - Apple Pay
    - Google Pay
- Easy Pump kits and cost of installation can be financed
  - Monthly leasing payments **under \$400/month** for 2 dispensers, for 3 years
    - Above example includes the low monthly service fee paid to Freedom Electronics
  - Fines on some networks will be \$500 a month beginning July

Can you afford \$400 a month for EMV?

# Encore 500S and Advantage Retrofits



