

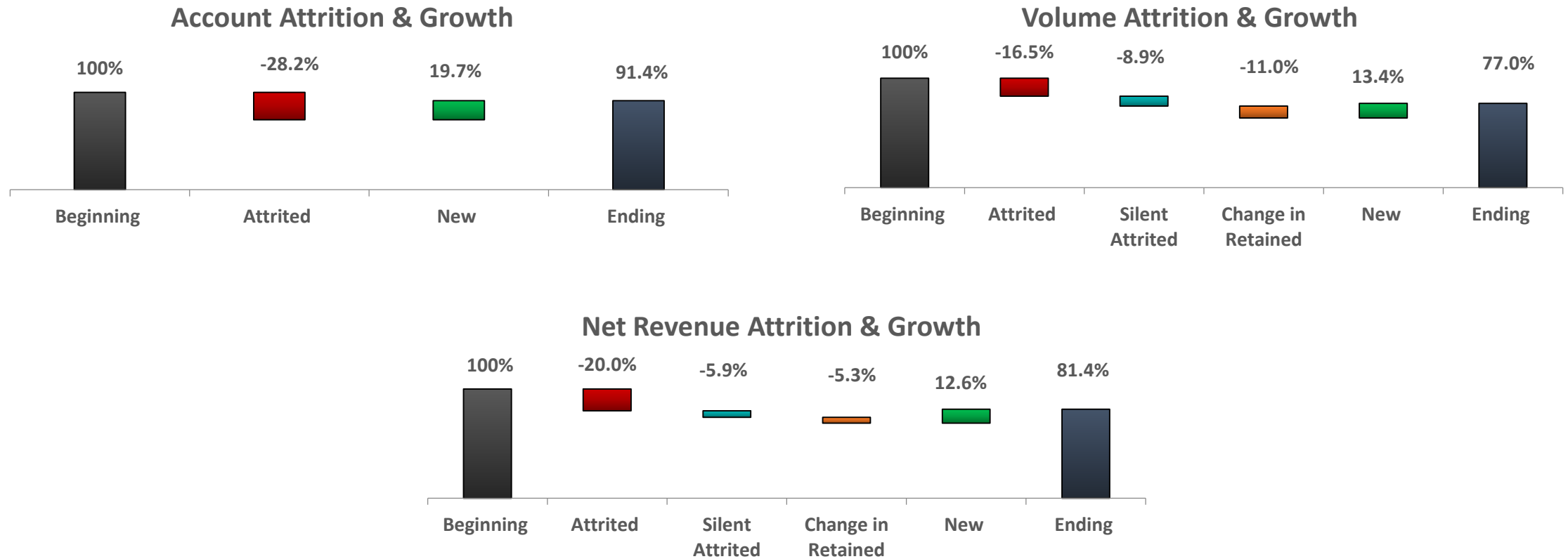
TSG Big Data: Growth & Attrition of SMB Merchants in the U.S.



During COVID-19, attrition and growth metrics are more important to merchant acquirers than ever. Below are growth bridges displaying the performance of the merchant acquiring market by accounts, volume, and net revenue.

Market (SMB Only) – Q2 2020 Attrition & Growth – YoY

SMB = less than \$5M in annual card volume



Source: TSG's [Acquiring Industry Metrics \(AIM\)](#)



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ANALYTICS + CONSULTING

The Strawhecker Group (TSG) is a fast-growing analytics and consulting firm. The company serves the entire payments ecosystem, from fintech startups to Fortune 500 companies. The firm provides its clients with advisory services, research and analytics to help them plan and execute their strategic initiatives. Based in Omaha, a recognized payments industry hub, TSG is an established leader in this high-growth, ever-evolving space.



1,000+

Clients advised, including many in the Fortune 500



40+

Of the top 50 merchant acquirers served, including 9 of the top 10



25+ Years

Average Associate experience in the payments industry



250+

Completed payments company valuations; as well as ~30 buy/sell/investment advisements



~4 Million

Card-accepting merchants in TSG's AIM analytics platform, driving millions of dollars in ROI for its users



150+

Completed Market Intelligence analyses on the global payments landscape, uncovering hundreds of thousands of data points