



# Merchant Acquiring Conference 2024 | AGENDA

|                                         |                                                                                                                                                                            |                                                                                                          |                                                                                                                                                       |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08:30 – 09:00                           |                                                                                                                                                                            | Registration and Breakfast                                                                               |                                                                                                                                                       |
| 09:00 – 09:20                           | <b>Opening Remarks</b> Chris Jones, Managing Director PSE (Chair)                                                                                                          |                                                                                                          |                                                                                                                                                       |
| 09:20 – 09:50                           | <b>The rising expectations of borderless commerce</b> Luciana Mosoia, Global GM delivering FX & Cross-Border Payments Solutions, VISA                                      |                                                                                                          |                                                                                                                                                       |
| 09:50 – 10:20                           | <b>Solving complex customer problems – the only remaining source of differentiation for payments?</b> Colin Close, CCO, Planet                                             |                                                                                                          |                                                                                                                                                       |
| 10:20 – 10:50                           | <b>Where next for the PayFac in Europe?</b> Luke Purser, Consulting Director, PSE                                                                                          |                                                                                                          |                                                                                                                                                       |
| 10:50 - 11:20                           |                                                                                                                                                                            | Refreshments                                                                                             |                                                                                                                                                       |
| Breakout sessions                       | Electric Vehicle Charging                                                                                                                                                  | Payment User's Perspective                                                                               | Embedded Finance                                                                                                                                      |
| 11:20 – 11:50                           | <b>Why is EV payments still so complex for everyone?</b><br>Max Venn-Russell, Director Sales, NMI                                                                          | <b>Payments Data as a Strategic Asset</b><br>Klas Back, CEO & Co-founder, Pagos                          | 11:20 – 11:50<br><b>Unlocking growth: Capitalising on embedded finance trends for platform success</b><br>Joëlle Böhme, VP Global GTM Strategy, Adyen |
| 11:50 – 12:20                           | <b>Net Zeros impact on forecourt transactions</b><br>Ivan Donn, MD, Magnet Motos                                                                                           | <b>What next for fraud (and AI)? A merchant’s perspective</b><br>Christopher Uriarte, Partner, Glenbrook | 11:50-12:10<br><b>Back to basics: Demystifying Successful Embedded Lending</b><br>Tom Longhurst, Head of Strategic Partnerships, YouLend              |
| 12:20 – 12:50                           | <b>Panel Discussion:</b><br>Max Venn-Russell, Ivan Donn and Richard Campion, Head of Fleet and Business Mobility, VISA                                                     | <b>Embedded Friction &amp; how to avoid it</b><br>John Godfrey, Commercial Director, Red Badger          | 12:10 – 12:40<br><b>Embedded Payments 2.0: Unlocking Growth for SaaS Platforms with Managed Solutions</b><br>David Avgi, CEO, UNIPaaS                 |
|                                         |                                                                                                                                                                            |                                                                                                          | 12:40 – 13:10<br><b>How software is winning in payments</b><br>Mark Roberts, Division Director, Payments - ClearAccept                                |
| 12:50 - 14:00                           |                                                                                                                                                                            | Lunch                                                                                                    |                                                                                                                                                       |
| 14:00 – 14:30                           | <b>Panel Session: Orchestration</b><br>Tom Voaden, VP Commercial, Br-dge   Christopher Uriarte, Partner, Glenbrook   James Lloyd, Senior Director, International at JUSPAY |                                                                                                          |                                                                                                                                                       |
| 14:30 – 15:00                           | <b>Next Generation Payment Systems</b> Tony McLaughlin, Managing Director, Emerging Payments & Business Development, Citi                                                  |                                                                                                          |                                                                                                                                                       |
| 15:00 – 15:30                           | <b>Investing in issuer partnerships for merchant outcomes: lessons learned to optimize payment performance</b><br>Sean Werkema, Payments Performance Strategist, Stripe    |                                                                                                          |                                                                                                                                                       |
| 15:30 – 16:00                           | <b>In-Person Payment Solution: lessons learned from implementation to customer deployments</b> Houssem Assadi, MD, Financial Institutions BU, Market Pay                   |                                                                                                          |                                                                                                                                                       |
| 16:00 – 16:30                           | <b>Fight or flight: Why should Acquirers invest in SMB book?</b> Ed Hardy, CEO, Tuza                                                                                       |                                                                                                          |                                                                                                                                                       |
| 16:30 – 16:45                           | <b>Closing Remarks</b> Chris Jones, Managing Director PSE (Chair)                                                                                                          |                                                                                                          |                                                                                                                                                       |
| Conference End and Drink at The Phoenix |                                                                                                                                                                            |                                                                                                          |                                                                                                                                                       |