



Bluefin Corporate Overview

Securing payments, PHI and
PII globally

EPSM Annual Meeting
May 17th, 2022



Bluefin at a Glance

Bluefin is the leading payment security provider to enterprise merchants and the technology and software companies that serve them. Bluefin's Decryptx® software and services reduce the opportunity for, and cost of, credit card data breaches by converting card data into indecipherable code (“devaluing cardholder data”).



Founded
2007



Headquarters
Atlanta, GA



200+ global partners
Software and technology
companies



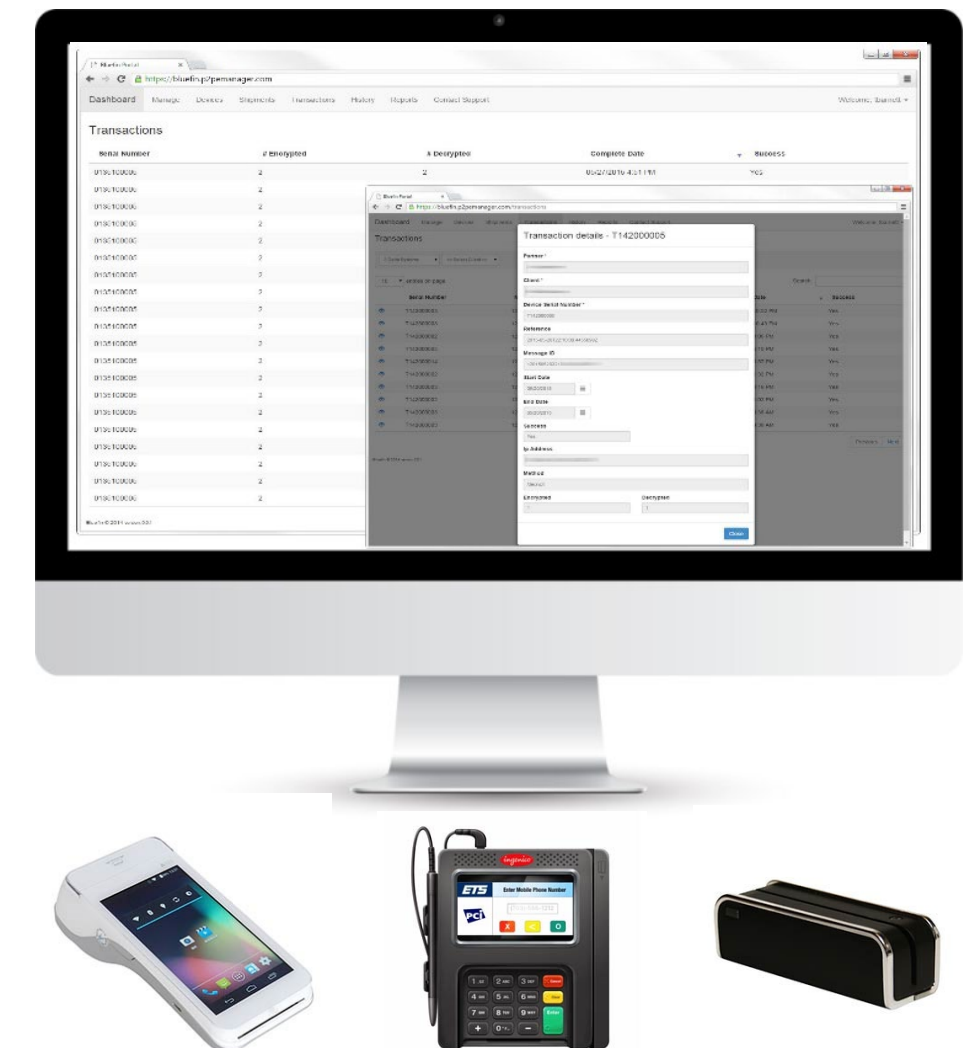
Ownership
Private Equity and Management



20,000 customers
Operating in 47 countries



FTEs
140



The Problem: Payment Data Breaches

There are approximately 26M card processing devices in the U.S., all of which require a device-based encryption capability.

26M Existing Devices

Attended



Traditional POS Device



Peripheral PIN Pads



Mobile Card Readers

Unattended



Kiosk Devices



Island Card Readers

With Significant Number of Breaches

39%

Breaches caused by hacking

76%

Breaches were financially motivated

68%

Breaches took months or longer to discover

75%

U.S. retailers have experienced at least one breach in the past

84%

U.S. retailers expect to increase IT security spending this year

FOREVER 21
Saks Fifth Avenue

High-profile breaches; companies had chosen EMV or non-certified encryption capabilities and were still compromised

Resulting in \$2B Market Opportunity

~25M Devices
~\$8 per Month per Device

Level 1

~9.5M Devices
~\$10 per Month per Device



Level 2

~2.5M Devices
~\$9 per Month per Device



Level 4

~13M PTS Devices
~\$6 per Month per Device

Innovative Provider of Payment Security Capabilities



Bluefin provides payment security capabilities that protect payment data and reduce card breaches for enterprises and software and technology companies.

Product Offerings

Decryptx®

Bluefin's P2PE Decryption as a Service (DaaS) enables partners to integrate a PCI-validated platform into their existing gateway and offer P2PE directly

- Integrates directly into platform or gateway to offer P2PE with no change in processing relationship
- Omni-channel P2PE: retail, kiosk, unattended, call center, and mobile PIN Transaction Security ("PTS") devices

P2PE Manager®

Bluefin's 100% online P2PE management system handles all aspects of PIN Transaction Security ("PTS") device management, chain of custody, and reporting

- Manage users, partners, customers and locations
- Simplifies chain of custody and documentation
- Monitors PTS device deployment, activation and termination
- Expedites time-intensive tasks such as annual audits
- Assists merchants with PTS device inventory management

PayConex™

PayConex is Bluefin's state-of-the-art integrated payment processing gateway with a proprietary suite of security capabilities

- Fully integrated payment processor, supporting point-of-sale, call centers and mobile Ecommerce
- Backed by Bluefin's suite of Decryptx, including P2PE, tokenization, iFrame encryption and transparent redirect
- Accepts all payment products, including credit, debit, ACH and e-check

20,000

Companies using Bluefin

47

Countries served by Bluefin

200+

Global partners

100+

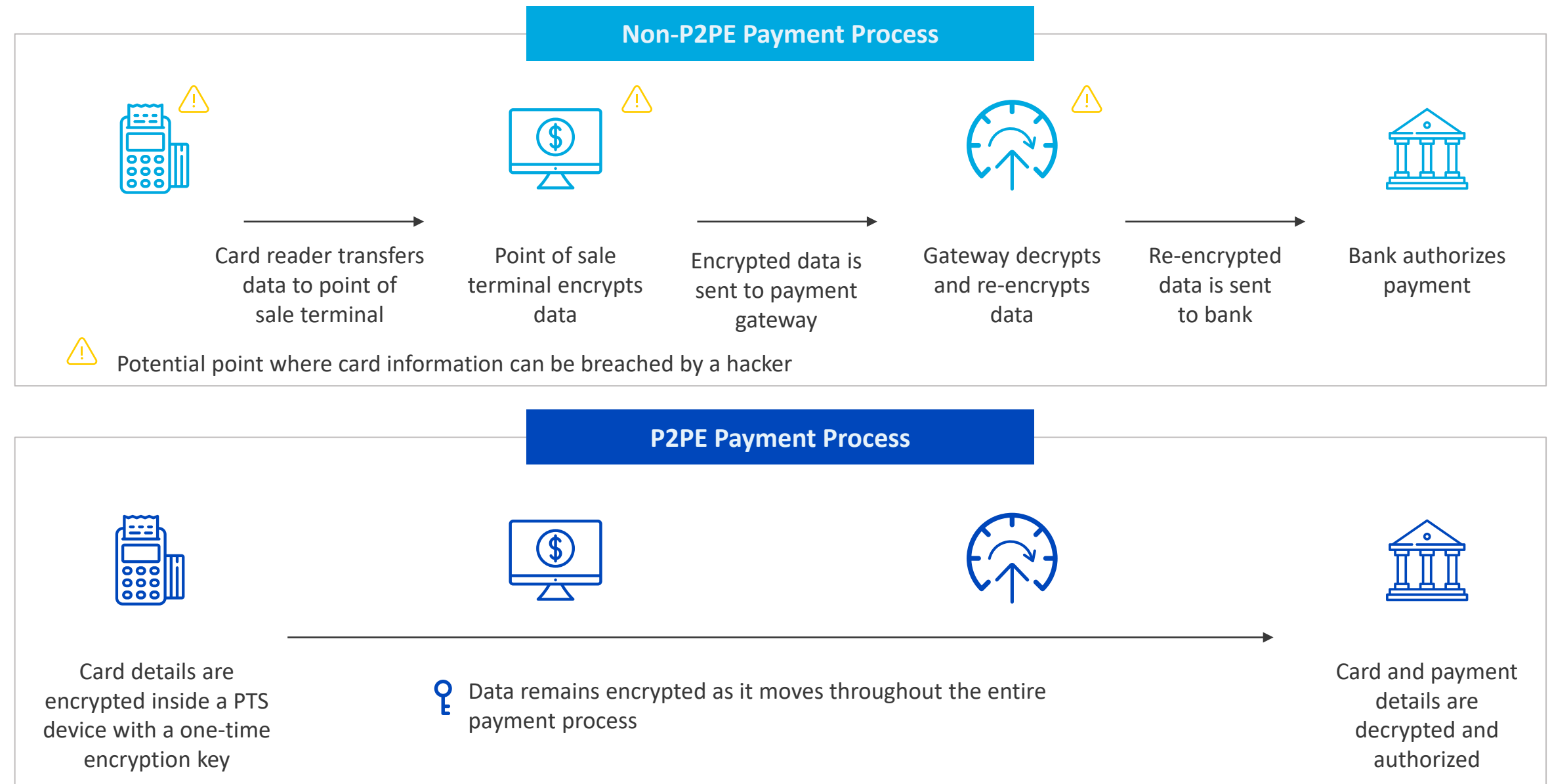
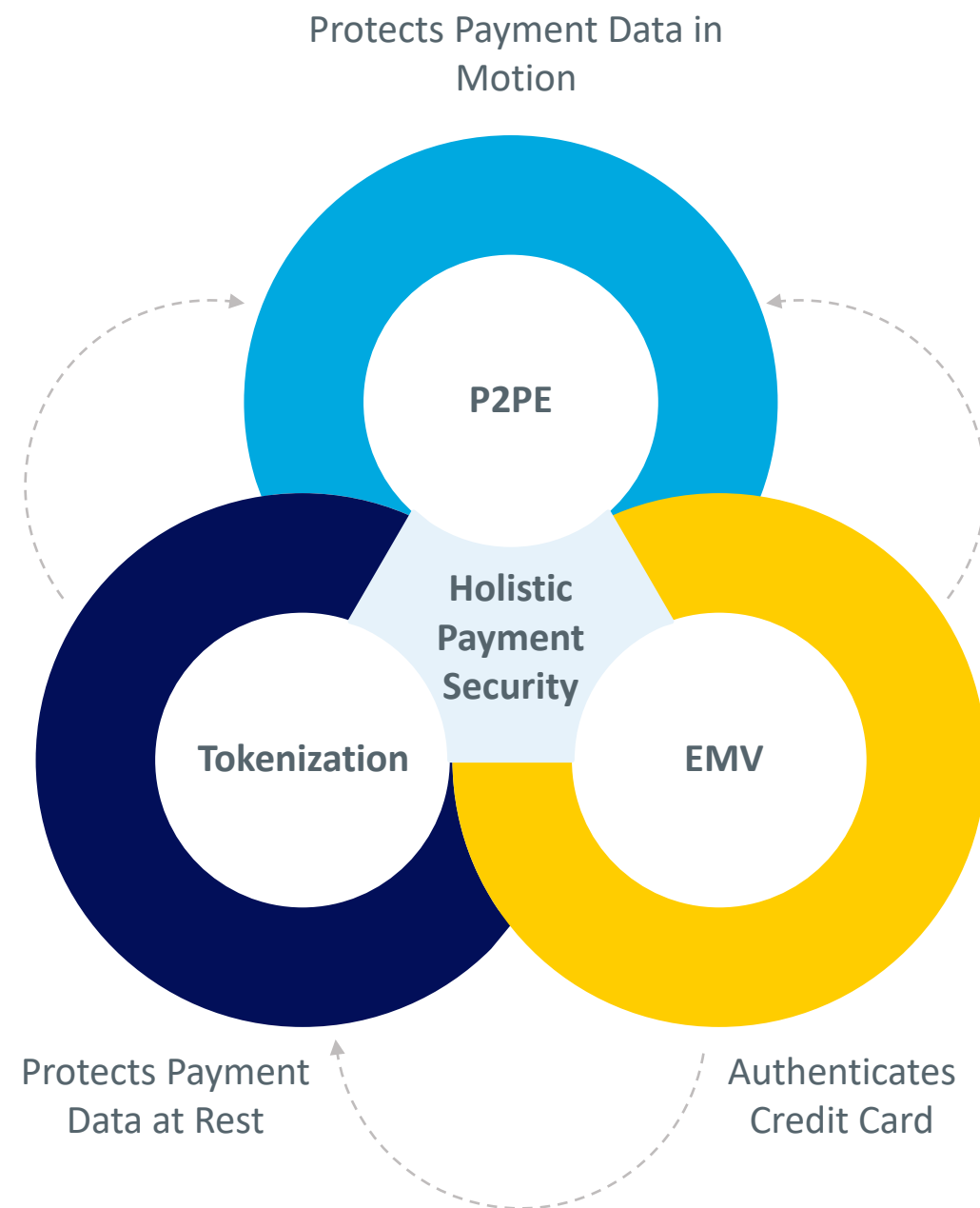
P2PE devices and applications

16

P2PE Key Injection Facilities

A Key Part of the Solution: Point-to-Point Encryption (“P2PE”)

P2PE builds on tokenization and EMV, and is increasingly recognized by merchants as an integral payment security technology



ShieldConex® – Next Generation Data Privacy



Product targeted at ensuring data privacy is protected from the data collection point to backend data storage – offering comprehensive end-to-end protection for PCI-DSS, HIPAA, GDPR, and other PII/Personal data

Key Features

- Secure iFrame integrates directly to client website offloading sensitive data collection to Bluefin
- Sensitive data securely tokenized using format preserving technology and delivered back to client for storage compliant with PCI and other industry security regulations
- Client never stores, transmits, or processes sensitive data reducing scope and assists in meeting privacy regulations such as PCI, GDPR and HIPAA
- Tokenization solution may be used independent of iFrame via API's. The solution is vaultless – meaning the client retains the tokenized data reducing data sovereignty issues
- May be used directly with a client or through Bluefin's partner network

Expanding the Bluefin Network into Ecommerce



ShieldConex®

Sold Through Bluefin's Existing Channel Network

Decryptx-Enabled Technology Partners



Integrated Software Partners



Creating a Differentiated Network for Acquiring End-Customers

Benefitting from Channel Sales with Premier Decryptx Network Distribution Partners



Bluefin has developed a strong network of 200 global partners representing over 20,000 merchants.

