

First Annapolis is a specialized advisory firm focused on electronic payments. We offer consulting and a suite of M&A advisory services to a diverse client base that includes credit/debit card issuers, payment networks, retailers, transaction processors, prepaid specialists, mobile operators, T&E companies, affinity groups, trade associations, and other industry stakeholders.

Our market coverage is international in scope with a primary focus on North America, Latin America, and Europe. First Annapolis is headquartered in the Baltimore / Washington, D.C. corridor and Europe is served through our office in Amsterdam. In total, we have over 70 professionals across our practice areas giving us one of the largest and strongest advisory teams focused exclusively on electronics payments.

Our practice areas are organized by product/service and aligned with specific industry segments. In addition to core strategy consulting, we offer specialized services across all of our practice areas. Clients benefit from our specialization, depth of industry expertise, wide network of industry contacts, and our ability to offer strategic and tactical advice.

**Practice Areas**

Card Issuing	Retailer Services
Deposit Access	Emerging / Mobile Payments
Merchant Acquiring	Commercial Payments

**Services**

Management Consulting: Partnership Finance Strategic Sourcing Portfolio Management	Strategy Development / Implementation Loyalty Program Support Commercial Risk & Compliance
M & A Advisory Services: Transaction Support Valuations	Fairness Opinions Negotiation Support

**Leadership Team**

<b>Partners:</b> Marc Abbey Paul Grill John Grund	Robert Lime Lee Manfred Frank Martien
<b>Principals:</b> Raymond Carter Nelson Irizarry Stephen Mendelsohn Sarah Phelps Jeff Poorman	Scott Reaser Omid Tofigh Joel VanArsdale David Woynerowski
<b>Director:</b>	Dan Kreis, Portfolio Management

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**Highlights**

**Subject Matter Experts in Electronic Payments:**  
Credit Cards                      Merchant Acquiring  
Debit Cards                        Emerging / Mobile Payments  
Commercial Payments        Prepaid Cards

**Specialized Expertise:**

- Leading advisor on card partnerships
- M & A advisor on major transactions
- Experts on large-scale sourcing initiatives
- Dedicated portfolio management team
- Loyalty program expertise
- Highly specialized risk/compliance resources
- Proven approach to implementation support

**International Coverage:**  
Europe                                      South America  
Latin America                            Canada

**Publications:**  
The Navigator is a free monthly publication that highlights our views on key industry events and trends.

Visit us on the web at [www.firstannapolis.com](http://www.firstannapolis.com) to subscribe today.

