COMPANY DESCRIPTION

Payment Data Systems, Inc., together with its subsidiaries, provides integrated electronic payment processing services to merchants and businesses in the United States. The Company offers various types of automated clearing house (ACH) processing, and credit, prepaid card, and debit card-based processing services. The Company also offers merchant account services for the processing of card-based transactions through the VISA, MasterCard, American Express, Discover, and JCB networks, including online terminal services accessed through a website or retail services, accessed through a physical terminal. Furthermore, the Company creates, manages, and processes prepaid card programs for corporate clients to issue prepaid cards to their customer base or employees and also issues general purpose, reloadable cards to consumers as an alternative to a traditional bank account. Payment Data Systems, Inc. was founded in 1998 and is headquartered in San Antonio, Texas.

SUMMARY

Payment Data Systems is using the cash flow from its core ACH, credit card and debit card processing business to invest in new business opportunities. With a solid balance sheet and positive cash flow, the Company is investing for the long-term, and hopes to continue its growth by:

- Operating in niche verticals where it can be a leader in ACH and credit card payment processing
- Focusing on delivering a better customer experience compared to larger competitors by offering its customers leading technology platforms and customization. As an example, Payment Data Systems states that it was the first prepaid card integrated with Apple Pay
- Enabling organic growth through continued use of its indirect sales model to drive revenue growth
- Using its cash flow to fund growth initiatives such as continuously innovating its merchant processing platform
- Expanding its ACH banking relationships
- Increasing the brand awareness of its Akimbo platform
- Supplementing its organic growth by targeting acquisitions of credit card processing portfolios that can provide immediate cash flow
- Acquiring companies that have complementary products and services such as the March 2017 announced acquisition of Singular Payments; Singular Payments processed $440M in payments and processed 2.5M transactions in 2016. Should the acquisition close, Payment Data Systems should increase its processed payments by about 15% and its processed transactions by about 20%
- Continuing to rely on its balance sheet that shows no debt and has a clean capital structure

We employ a comparison analysis using a Price/Sales framework. The details are on page 5. We have not modeled the pending acquisition of Singular Payments and as such, should the acquisition close, this event would represent upside to our forecast. We note that the Company issued a press release 8/28/17 stating that the transaction is set to close 9/1/17, giving us additional confidence that the acquisition will likely come to fruition in the near-term.
BUSINESS OVERVIEW

Payment Data Systems is a payment solutions provider that offers integrated electronic payment processing services to merchants and businesses in the US. Its services include processing electronic payments for other companies such as Automated Clearing House (ACH) processing, and credit card, prepaid card, and debit card processing.

Exhibit 1: Service Offerings

Source: Company Reports; Stonegate Capital Partners

The Company was founded in 1998 as Billserv, then offering electronic bill presentment and payment services to companies generating recurring paper-based bills. In July 2003, Billserv sold all of its assets to Saro, Inc. for $4.8M. Upon the sale, Billserv changed its name to Payment Data Systems and began to focus on building its electronic payments business. The Company is headquartered in San Antonio, TX, and trades on the NASDAQ under the symbol PYDS. In FY16, PYDS processed $2.9B in payments and processed 12.4M transactions.

The Company operates through three operating entities, Payment Data Systems, FiCentive and Akimbo.

Exhibit 2: Payment Data System

Source: Company Reports; Stonegate Capital Partners

Payment Data Systems: Payment Data Systems provides integrated electronic payment processing services to merchants and businesses, including credit card and debit card-based processing services and transaction processing via the ACH network. The ACH offering enables the Company’s clients to disburse and collect funds electronically using e-checks instead of traditional paper checks. The Company’s card processing services allows its clients to process both card-present transactions at the point-of-sale, as well as card-not-present transactions. Additionally, the Company operates an online payment processing service at www.billx.com. This service is directed at consumers and allows them to process online payments to any individual.

FiCentive: The Company also provides prepaid card processing services for merchants and consumers through its wholly-owned subsidiary, FiCentive, Inc. FiCentive offers MasterCard prepaid cards branded with customers’ corporation logos or trademarks. These prepaid cards can be used for various applications including corporate incentives, employee incentives, payroll, and general use.

Akimbo: In December 2014, the Company acquired the assets of Akimbo Financial, Inc. Akimbo is targeted at individual consumers and allows users to create customized prepaid cards for any purpose, such as allowance, groceries, and other miscellaneous expenses. The Company is positioning the Akimbo card as more than just a prepaid gift card or a card for the underbanked/unbanked, but rather a prepaid card to help with budgeting.

The Akimbo card is linked to a bank account and the end-user can then automate transfers to the Akimbo card. Additionally, the platform allows end-users to issue up to 5 “sub-cards” to family members or other users and instantly transfer funds to the additional cards. The Company can issue the Akimbo prepaid card in plastic form or in a virtual form that lives in an end-user’s mobile device. Akimbo cards are integrated with Apple Pay, Samsung Pay and Android Pay.

GROWTH STRATEGY

Payment Data Systems has a dual strategy focused on organic growth and acquisitions. Organic growth will be achieved by continuing to leverage its indirect sales model to drive revenue growth, along with using its cash flow to fund growth initiatives. Some of these initiatives include: (1) continuously innovating its merchant processing platform, (2) expanding ACH banking relationships, (3) and increasing brand awareness of its Akimbo platform.

On the acquisition front, Payment Data Systems is looking at two primary sources. First are credit card processing portfolios that can add immediate cash flows. Secondly, the Company is looking for companies that have complementary products and services.

Singular Acquisition: In March 2017, Payment Data Systems announced an LOI to acquire Singular Payments, LLC. Singular is a payments processor for a niche focus for healthcare and utilities located in St. Augustine, FL, with 10 employees. The Company offers a flat rate billing model to its SMB customers. It also offers Singular BillPAY that is an electronic bill presentment and payments platform for users. Payment Data Systems stated that in 2016, Singular processed $440M in payments and processed 2.5M transactions. The transaction is expected to close in August 2017.
INDUSTRY OVERVIEW
The payment processing industry continues to see solid growth. According to the 2016 World Payments Report (CapGemini & BNP Paribas), global non-cash transaction volumes grew 8.9% Y/Y in 2014 to reach 387.3B transactions. North America and Europe remain the largest noncash payments markets, together accounting for about 60% of global non-cash transaction volumes. However, as mature markets, these recorded mid-single digit growth rates over the period. On the other hand, developing markets, as illustrated below, exhibited much higher growth rates. Technological advancement and significant growth in card transactions in emerging countries are the chief drivers of the industry.

Exhibit 3: 2010-2014 Global Non-Cash Transactions by Region

Source: World Payments Report - 2016; Stonegate Capital Partners

Electronic processes and alternative payment methods are rapidly replacing paper check payments in the US. The use of paper checks has been declining since 2011, following the US government’s decision to directly transfer social security and pension payments into the respective bank accounts and to issue debit cards for food stamps and unemployment benefits. As illustrated in Exhibit 4, debit card usage accounts for the largest share of transactions, while ACH accounts for the largest share of dollar value.

Exhibit 4: 2015 Distribution of Non-Cash Payments

Source: World Payments Report - 2016; Stonegate Capital Partners

Direct online transfer between bank accounts has eradicated the need for paper checks for both personal and business transactions. Moreover, a shift in the consumer preference from spending to budgeting has resulted in a rise in the use of pre-paid cards.

COMPETITIVE LANDSCAPE
The payment processing services industry is highly competitive, with the presence of well-established payment processing companies as well as subsidiaries of financial institutions such as Bank of America Merchant Services, Chase Paymentech, and Elavon, Inc., among others. Additionally, the industry is highly regulated and faces rapid technological changes. While these last two factors may create some barriers to entry, these barriers aren’t large, and these two factors continue to cause competitive pressures.

Payment Data Systems intends to compete as follows:

1. PYDS operates in niche verticals where it can be a leader in ACH and credit card payment processing, such as Churches.
2. The Company is focused on delivering a better customer experience compared to much larger competitors by providing customers with leading technology platforms and customization. As an example, Payment Data Systems states they were the first prepaid card integrated with Apple Pay.
3. The Company seeks to create a branding and marketing position that differs from its main rivals. For example, the Akimbo prepaid card has been positioned as more than just a prepaid gift card or a card for the underbanked/unbanked, but rather a prepaid card to help with budgeting.
RISKS

A highly regulated industry - The payment processing industry in the US is subject to extensive regulation and supervision by varying federal and state banking agencies. Such regulations and investigations could limit the Company's business activity. Any unfavorable change in current laws and regulations related to the industry could adversely impact the Company's future revenues and earnings.

Reliance on resellers - Payment Data Systems uses an indirect sales model that is supported by an internal sales team. Should any resellers switch to another transaction processor and/or stop promoting Payment Data Systems' services, financial results will be negatively impacted.

Technological risk related to critical data - The Company's business involves the use of significant private and confidential customer information. Any incidence of data hacking or unauthorized system infiltration could result in unexpected liability, litigation, regulation investigation and penalties, and eventually, loss of customers.

Acquisitions may not meet expectations - Part of Payment Data Systems' business strategy is focused on acquisitions. Acquisitions contain multiple risks such as a failure to meet financial expectations, an inability to successful integrate operations, and potential lack of focus by management. Any negative impact from failed acquisitions could materially impact operating results.

RECENT RESULTS

For the second quarter ended June 30, 2017, Payment Data Systems' revenues were $2.6 million, down 11.8% compared to $2.9 million for the second quarter of 2016. The revenue decrease was due to ACH processing transaction and ACH return transaction volume decreases. A major driver of the ACH decreases was as a result of a large customer selling a portion of the portfolio and starting the process to rebuild the portfolio again.

Gross margin dollars were $696,035, or 27.3% of revenues, compared to $855,621, or 29.6% of revenues, in the second quarter of 2016. The decline in gross margin dollars was due to lower revenue and partially offset by an 8.8% decline in cost of service expenses. The gross margin percentage declined quarter to quarter and year over year as a percentage of sales due to the fixed components of cost of goods sold.

Operating losses were $548,737 compared to an operating loss of $455,220 in the second quarter of 2016, reflecting lower revenues and gross margin.

Adjusted EBITDA was a loss of $103,705, or -4.1% of revenue, compared with income of $54,081, or 1.9% of revenue, in the second quarter of 2016.

Net loss was $534,337, or ($0.06) per basic and diluted share, compared to a net loss of $355,301, or ($0.05) per basic and diluted share in the second quarter of 2016. The net loss reflects a lower revenue base and higher expenses in the second quarter of 2017.

The Company also ended the quarter with $3.2M in cash and cash equivalents, positive cash flow for the year, and no debt.
VALUATION

We are using a comparison analysis to value Payment Data Systems. For our comparison companies, we are primarily using US based merchant acquirers/processors as well as prepaid payment providers. We use both types of organizations given Payment Data Systems’ service offerings.

COMPARATIVE COMPANY ANALYSIS

<table>
<thead>
<tr>
<th>Name</th>
<th>Ticker</th>
<th>Price (1)</th>
<th>Sh</th>
<th>Mkt Cap</th>
<th>EV</th>
<th>EV/S (2) TTM 2017 E</th>
<th>EV/S (2) 2018 E</th>
<th>EV/EBITDA (2) TTM 2017 E</th>
<th>EV/EBITDA (2) 2018 E</th>
<th>P/E (2) TTM 2017 E</th>
<th>P/E (2) 2018 E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merchant Acquiring/Processing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Data Corporation</td>
<td>FDC</td>
<td>$ 18.31</td>
<td>923.0</td>
<td>$ 16,900.1</td>
<td>$ 37,678.8</td>
<td>4.8x</td>
<td>3.1x</td>
<td>3.0x</td>
<td>15.5</td>
<td>12.3</td>
<td>11.6</td>
</tr>
<tr>
<td>Global Payments, Inc.</td>
<td>GPN</td>
<td>$ 93.87</td>
<td>152.5</td>
<td>$ 14,315.2</td>
<td>$ 17,909.9</td>
<td>4.3x</td>
<td>5.2x</td>
<td>4.7x</td>
<td>15.7</td>
<td>15.8</td>
<td>13.9</td>
</tr>
<tr>
<td>Total System Services, Inc.</td>
<td>TSS</td>
<td>$ 67.50</td>
<td>184.2</td>
<td>$ 12,433.5</td>
<td>$ 15,160.6</td>
<td>3.2x</td>
<td>4.5x</td>
<td>4.3x</td>
<td>16.1</td>
<td>12.9</td>
<td>12.0</td>
</tr>
<tr>
<td>Vanish, Inc.</td>
<td>VNTV</td>
<td>$ 71.74</td>
<td>162.5</td>
<td>$ 11,657.8</td>
<td>$ 15,383.4</td>
<td>4.1x</td>
<td>7.3x</td>
<td>6.6x</td>
<td>17.5</td>
<td>15.2</td>
<td>13.4</td>
</tr>
<tr>
<td>Square, Inc.</td>
<td>SQ</td>
<td>$ 24.91</td>
<td>383.7</td>
<td>$ 9,558.0</td>
<td>$ 8,987.6</td>
<td>4.7x</td>
<td>9.5x</td>
<td>7.4x</td>
<td>nm</td>
<td>67.3</td>
<td>38.0</td>
</tr>
</tbody>
</table>

Average: 4.2x, 5.9x, 5.2x, 15.7x, 24.8x, 17.8x, 49.2x, 36.8x, 27.5x
Median: 4.3x, 5.2x, 4.7x, 15.9x, 15.2x, 13.4x, 46.8x, 37.8x, 28.5x

Prepaid/Debit Payments

<table>
<thead>
<tr>
<th>Name</th>
<th>Ticker</th>
<th>Price (1)</th>
<th>Sh</th>
<th>Mkt Cap</th>
<th>EV</th>
<th>EV/S (2) TTM 2017 E</th>
<th>EV/S (2) 2018 E</th>
<th>EV/EBITDA (2) TTM 2017 E</th>
<th>EV/EBITDA (2) 2018 E</th>
<th>P/E (2) TTM 2017 E</th>
<th>P/E (2) 2018 E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackhawk Network Holdings, Inc.</td>
<td>HAWK</td>
<td>$ 42.75</td>
<td>56.7</td>
<td>$ 2,423.9</td>
<td>$ 2,759.0</td>
<td>1.6x</td>
<td>1.2x</td>
<td>1.1x</td>
<td>19.0</td>
<td>11.7</td>
<td>10.0</td>
</tr>
<tr>
<td>Green Dot Corporation</td>
<td>GDOT</td>
<td>$ 47.49</td>
<td>50.5</td>
<td>$ 2,398.2</td>
<td>$ 1,877.0</td>
<td>2.4x</td>
<td>2.2x</td>
<td>2.0x</td>
<td>16.7</td>
<td>9.5</td>
<td>8.1</td>
</tr>
<tr>
<td>EML Payments, Ltd.</td>
<td>ASX:EML</td>
<td>$ 1.49</td>
<td>246.9</td>
<td>$ 367.9</td>
<td>$ 337.1</td>
<td>7.3x</td>
<td>5.4x</td>
<td>4.5x</td>
<td>129.7</td>
<td>16.1</td>
<td>13.0</td>
</tr>
</tbody>
</table>

Average: 3.7x, 2.9x, 2.5x, 55.1x, 12.4x, 10.4 | 40.2x, 52.9x, 36.1x
Median: 2.4x, 2.2x, 2.0x, 19.0x, 11.7x, 10.0x | 40.2x, 39.2x, 31.9x

Payment Data Systems, Inc. | PVDS | $ 1.42 | 11.8 | $ 16.7 | $ 13.5 | 1.2x | 1.2x | 1.1x | nm  | nm  | nm  | nm  | nm  | nm  |

(1) Previous day’s closing price
(2) Estimates are from Capital IQ except those for Payment Data Systems, which are Stonegate estimates

Source: Company Reports, Stonegate Capital Partners

Price/Sales analysis

As seen above, Payment Data Systems is trading at a 1.2x EV/S multiple on our F17 estimate. This compares to median multiples for Merchant Acquirers and Prepaid Processors of 5.2x and 2.2x, respectively.

Considering current and historical trading ranges of comps, as well Payment Data Systems’ current financial position, we believe a 2.0x to 3.0x EV/S multiple is appropriate. We believe this is appropriate given (1) PDS is a significantly smaller player in the market, (2) the Merchant Acquirers have maintained consistently higher margins, and (3) the Company has experienced 7 quarters of declining revenue. Therefore, using the 2.0x to 3.0x EV/S range, we arrive at a valuation range of ~$2.25 to ~$3.25 with a mid-point of ~$2.75.

We note that our model does not include the Singular Payments acquisition announced in March 2017. As such, there is upside to our forecast.
## INCOME STATEMENTS

Payment Data Systems, Inc. (NASDAQ: PYDS)
Consolidated Statements of Income
Fiscal Year: December

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues</td>
<td>13,395,130</td>
<td>14,380,460</td>
<td>12,076,358</td>
<td>11,140,440</td>
<td>11,808,867</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>13,395,130</td>
<td>14,380,460</td>
<td>12,076,358</td>
<td>11,140,440</td>
<td>11,808,867</td>
</tr>
<tr>
<td><strong>Cost of revenues</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of sales</td>
<td>9,216,904</td>
<td>9,417,334</td>
<td>8,293,354</td>
<td>7,575,499</td>
<td>7,793,852</td>
</tr>
<tr>
<td><strong>Total cost of revenues</strong></td>
<td>9,216,904</td>
<td>9,417,334</td>
<td>8,293,354</td>
<td>7,575,499</td>
<td>7,793,852</td>
</tr>
<tr>
<td><strong>Gross (loss) profit</strong></td>
<td>4,178,226</td>
<td>4,963,126</td>
<td>3,783,004</td>
<td>3,564,941</td>
<td>4,015,015</td>
</tr>
<tr>
<td><strong>Operating expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stock comp</td>
<td>291,980</td>
<td>1,111,194</td>
<td>1,053,570</td>
<td>875,000</td>
<td>900,000</td>
</tr>
<tr>
<td>Other expenses</td>
<td>1,600,286</td>
<td>2,408,686</td>
<td>3,188,407</td>
<td>3,300,000</td>
<td>3,450,000</td>
</tr>
<tr>
<td>D&amp;A</td>
<td>40,953</td>
<td>496,368</td>
<td>901,600</td>
<td>915,000</td>
<td>920,000</td>
</tr>
<tr>
<td><strong>Total operating expenses</strong></td>
<td>1,933,219</td>
<td>4,016,248</td>
<td>5,143,577</td>
<td>5,090,000</td>
<td>5,270,000</td>
</tr>
<tr>
<td><strong>Income (loss) from operations</strong></td>
<td>2,245,007</td>
<td>946,878</td>
<td>(1,163,974)</td>
<td>(1,389,659)</td>
<td>(1,126,985)</td>
</tr>
<tr>
<td>Other income (expense):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest income</td>
<td>66,785</td>
<td>79,005</td>
<td>97,323</td>
<td>132,500</td>
<td>120,000</td>
</tr>
<tr>
<td>Other income/expense</td>
<td>44,269</td>
<td>65,491</td>
<td>99,276</td>
<td>2,900</td>
<td>8,000</td>
</tr>
<tr>
<td><strong>Total other income (expense):</strong></td>
<td>111,054</td>
<td>144,496</td>
<td>196,599</td>
<td>135,400</td>
<td>128,000</td>
</tr>
<tr>
<td><strong>Pre-tax income (loss)</strong></td>
<td>2,356,061</td>
<td>1,091,374</td>
<td>(1,163,974)</td>
<td>(1,389,659)</td>
<td>(1,126,985)</td>
</tr>
<tr>
<td>Provision for taxes (benefit)</td>
<td>(1,482,226)</td>
<td>75,285</td>
<td>32,668</td>
<td>51,500</td>
<td>60,000</td>
</tr>
<tr>
<td><strong>Net income (loss)</strong></td>
<td>3,838,287</td>
<td>1,016,089</td>
<td>(1,196,642)</td>
<td>(1,441,159)</td>
<td>(1,186,985)</td>
</tr>
<tr>
<td><strong>Basic EPS (loss)</strong></td>
<td>0.59</td>
<td>0.14</td>
<td>(0.15)</td>
<td>(0.17)</td>
<td>(0.14)</td>
</tr>
<tr>
<td><strong>Diluted EPS (loss)</strong></td>
<td>0.41</td>
<td>0.08</td>
<td>(0.15)</td>
<td>(0.17)</td>
<td>(0.14)</td>
</tr>
</tbody>
</table>

### Basic shares outstanding
- FY 2014: 6,472,071
- FY 2015: 7,389,177
- FY 2016: 8,815,697
- FY 2017 E: 8,465,253
- FY 2018 E: 8,549,905

### Diluted shares outstanding
- FY 2014: 9,256,393
- FY 2015: 11,988,180
- FY 2016: 7,838,197
- FY 2017 E: 8,465,253
- FY 2018 E: 8,549,905

### EBITDA
- FY 2014: 2,285,960
- FY 2015: 1,443,246
- FY 2016: (458,973)
- FY 2017 E: (610,059)
- FY 2018 E: (334,985)

### EBITDA - adj for stk comp
- FY 2014: 2,577,940
- FY 2015: 2,554,440
- FY 2016: 594,597
- FY 2017 E: 264,941
- FY 2018 E: 565,015

### Margin Analysis

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Gross margin</td>
<td>31.2%</td>
<td>34.5%</td>
<td>31.3%</td>
<td>32.0%</td>
<td>34.0%</td>
</tr>
<tr>
<td>Stock comp</td>
<td>2.2%</td>
<td>7.7%</td>
<td>8.7%</td>
<td>7.9%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Other expenses</td>
<td>11.9%</td>
<td>16.7%</td>
<td>26.4%</td>
<td>29.6%</td>
<td>29.2%</td>
</tr>
<tr>
<td>D&amp;A</td>
<td>0.4%</td>
<td>5.3%</td>
<td>10.9%</td>
<td>12.1%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Operating margin</td>
<td>16.8%</td>
<td>6.6%</td>
<td>-11.3%</td>
<td>-13.7%</td>
<td>-10.6%</td>
</tr>
<tr>
<td>EBITDA margin</td>
<td>17.1%</td>
<td>10.0%</td>
<td>-3.8%</td>
<td>-5.5%</td>
<td>-2.8%</td>
</tr>
<tr>
<td>Pre-tax margin</td>
<td>17.6%</td>
<td>7.6%</td>
<td>-9.6%</td>
<td>-12.5%</td>
<td>-9.5%</td>
</tr>
<tr>
<td>Net income margin</td>
<td>28.7%</td>
<td>7.1%</td>
<td>-9.9%</td>
<td>-12.9%</td>
<td>-10.1%</td>
</tr>
<tr>
<td>Tax rate</td>
<td>-62.9%</td>
<td>6.9%</td>
<td>-2.8%</td>
<td>-3.7%</td>
<td>-5.3%</td>
</tr>
</tbody>
</table>
**CORPORATE GOVERNANCE**

**Michael Long, Co-founder, Chairman** – Mr. Long has more than 40 years of senior executive management and systems development experience in several publicly traded companies, as well as operating his own systems consulting business. Before assuming the CEO position at Payment Data Systems (formerly Billserv, Inc., in 1998) Mr. Long was vice president of information technology at Billings Concepts, which at that time, was the largest third-party billing clearinghouse for the telecommunications industry. Mr. Long’s career experience also includes insurance industry business development for Accenture (Andersen Consulting). As a business owner/consultant, he conducted studies for several hardware and software companies, which resulted in strategic decisions that led to improved market share and high growth. Mr. Long also serves as an outside director to FaceKey Corporation, a San Antonio based biometric security firm that focuses on developing leading-edge fingerprint and facial recognition systems for high security area needs.

**Louis Hoch, Co-founder, Vice-Chairman, CEO, COO** - Mr. Hoch has more than 25 years of management experience, 20 of which were spent at a senior executive level of public companies. Mr. Hoch is an expert in payment processing and service bureau operations. In addition to his duties as the CEO of FiCentive, Mr. Hoch remains responsible for all operations and strategy for Payment Data Systems, Inc., in his roles as Vice-Chairman, Co-founder, COO and CEO. Mr. Hoch previously co-founded Billserv, Inc., the industry leader in electronic bill presentment and payment, where he was the company’s President and COO. Billserv reached a peak market cap of over 500 million while on NASDAQ national market exchange. Billserv is now owned by American Express. Mr. Hoch has held various key management positions with US Long Distance (NASDAQ: USLD), Billing Concepts (NASDAQ: BILL) and Andersen Consulting (NYSE: ACN). Mr. Hoch holds a BBA in computer information systems and a MBA in international business management, both from Our Lady of the Lake University. Mr. Hoch is currently a director on the advisory board for Our Lady of the Lake University Business School. He is also a past executive lecturer in the school’s weekend MBA program. He is a past board member of San Antonio Children’s Museum.

Mr. Hoch holds inventor status on US Patent 7,021,530 “System and method for managing and processing stored-value cards and bill payment therefrom”. He has other published patent pending applications, which are all related to the payment processing industry.

**Tom Jewell, SVP, CFO** – Mr. Jewell has over 35 years of business leadership experience focused on management, auditing, accounting, internal controls and finance. He is founder and owner of LTJ Financial Consulting, a provider of CFO and controller advisory services for middle market companies in need of accounting process improvements and scale advantages. His clients have included start-up businesses seeking funding and companies in the retail, staffing, construction and software industries. Mr. Jewell has also counseled the FDIC on banking institution closures during the banking crisis. Prior to launching his consulting firm in 2009, Mr. Jewell served as CFO for a multi-state photography studio chain from 2007 to 2009. Prior to 2007, Mr. Jewell provided financial leadership to divisional units of RadioShack, Verizon and Kentucky Fried Chicken, and he began his career at Touche Ross (Deloitte) in 1978. Mr. Jewell is a Certified Public Accountant and is a member of the Dallas and Fort Worth chapters of Financial Executives International (FEI). Mr. Jewell is also a founding member of the Dallas Chapter of the CFO Leadership Council.

**Board of Directors:**

- **Michael Long** – Chairman of the Board
- **Louis Hoch** – Director
- **Miguel Chapa** – Director
- **Steve Huffman, CPA** – Director
- **Bradley Rollins** – Director
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