

# Vantiv Becomes Second Largest Merchant Acquirer in the U.S.

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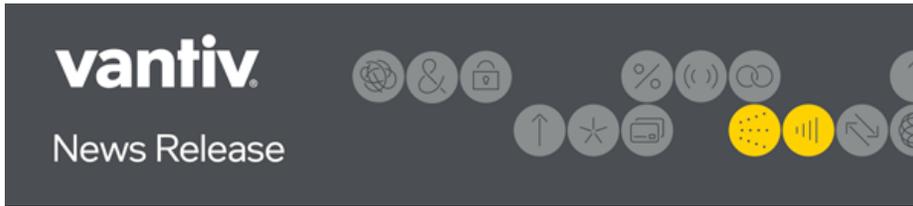
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Vantiv Becomes Second Largest Merchant Acquirer in the U.S.

Nilson Report Ranks Vantiv as Second Largest Acquirer and Reconfirms Position as No. 1 PIN Debit Acquirer

Company's Total U.S. Merchant Purchase Transactions Increased 28%,

from 12.1 Billion in 2013 to 15.5 Billion in 2014

CINCINNATI, March 31, 2015 - [Vantiv, Inc.](#) (NYSE:[VNTV](#)), a leading provider of payment processing services and related technology solutions for merchants and financial institutions of all sizes, announced today new research by The Nilson Report indicates that Vantiv has become the second largest merchant acquirer in the United States based on number of purchase transactions\*.

Analysis of the March 2015 issue shows that Vantiv increased purchase transactions to 15.5 billion in 2014, a 28% increase over 2013, taking the number two position in the U.S. market. The increase in purchase transactions in 2014 contributed to a five-year 15.4% CAGR for the company.

"The most recent Nilson Report data confirms our progress in winning market share," said Charles Drucker, chief executive officer at Vantiv. "Our strategy to grow transactions through both geographic expansion and in high-growth channels and verticals is clearly working."

The report also reconfirms Vantiv's position as the largest PIN debit acquirer based on number of transactions. The Company processes credit or debit transactions for 10 of the top 25 retailers<sup>2</sup> in the nation, and has processing relationships with 1,400 financial institutions. Including card transactions processed for financial institutions and other processed transactions, Vantiv processed 20.1 billion total transactions in 2014, an increase of 18% over 2013.

Vantiv's expansion of its distribution channels, combined with the scale and efficiency of the company's integrated processing platform, continued to support its growth in 2014. This, added with Vantiv's comprehensive suite of payment solutions, represents the company's continued investments in emerging technologies and strong execution capabilities, which expand choice and acceptance options for merchants nationwide.

For more information about Vantiv, please visit [vantiv.com](http://vantiv.com) or on [Facebook](#), [Twitter](#), [LinkedIn](#), [Google+](#), and [YouTube](#).

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<sup>1</sup> Based on Vantiv's analysis of data published in issue # 1059, March 2015, of The Nilson Report

<sup>2</sup> By Revenue in 2013

\* Purchase transactions include all general purpose credit, debit and prepaid card transactions, including signature and PIN debit. It excludes transactions processed by Vantiv where it does not serve as the primary acquirer.

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About Vantiv, Inc.

Vantiv, Inc. (NYSE:[VNTV](#)) is a leading payment processor differentiated by an integrated technology platform. Vantiv offers a comprehensive suite of traditional and innovative payment processing and technology solutions to merchants and financial institutions of all sizes, enabling them to address their payment processing needs through a single provider. We build strong relationships with our customers, helping them become more efficient, more secure and more successful. Vantiv is the second largest merchant acquirer and the largest PIN debit acquirer based on number of transactions in the U.S. The company's growth strategy includes expanding further into high-growth channels and verticals, including integrated payments, ecommerce, and merchant bank. For more information, visit [www.vantiv.com](http://www.vantiv.com).



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