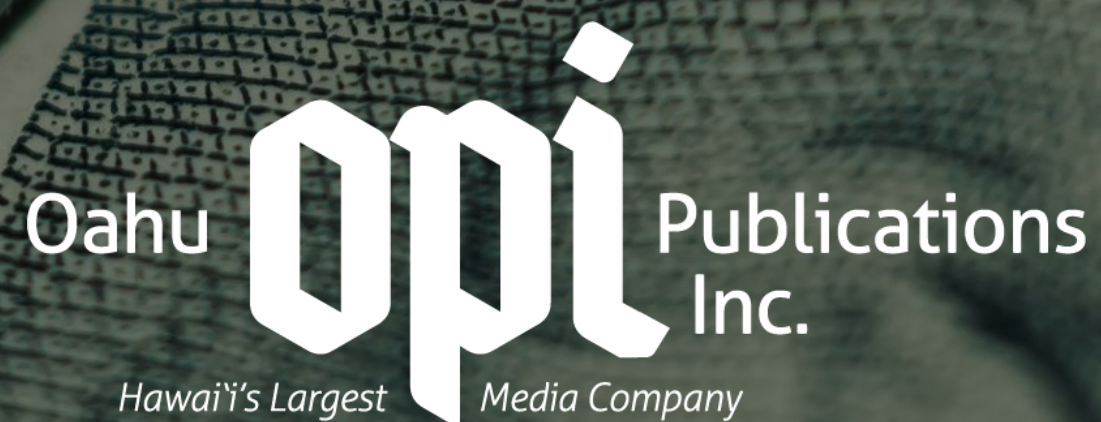




2023 Mega Innovation Award FINALIST



**Oahu Publications Inc. (OPI) Eliminated Credit Card Fees in a Landmark Partnership
with A Marketing Resource (AMR)**



What is the OPI Cash Discount Program?

The CASH DISCOUNT PROGRAM...is a way for OPI consumers to receive a discount based on the method in which they pay for their good or service. Consumers who pay by cash, check, money order, or bank draft will undoubtedly pay a lesser rate than paying by credit/debit card.



HOW IT WORKS...a nominal 3.99% service charge is applied to all credit/debit card sales. A discount is automatically applied when customers pay with cash, check, money order or bank draft. No discount is given for payments by debit or credit card.

OPI utilized proprietary, inventive, and patented A Marketing Resource (AMR) FinTech, which fully integrates with all CRM systems, and automatically determines all discounts and/or fees based on payment type.

WHO PAYS INTERCHANGE RATES AND FEES?...the service fees are retained in an independent account held by Priority Holdings who takes on the liability and responsibility to pay the interchange fees.

The patented technology automatically splits and retains the service fee amount, therefore OPI does not have to account for the revenue and/or pay taxes on the service fee(s).

The Durbin Amendment (part of the 2010 Dodd-Frank law), created an opportunity which allows a business to offer a discount to customers as an incentive to encourage payment by alternative methods other than credit cards.

We applied the principles of this law **enterprise wide** - “completely eliminating the expense of accepting and processing credit cards.”





**Cash
Discount
Program**

Payment is due upon receipt.
Accounts over 30 days will be assessed a
finance charge of 1½% per month (18% APR)

The table to the right shows since OPI implemented the Cash Discount Program we still have the lowest Major Metro churn rate in the country.

12. HONOLULU STAR-ADVERTISER	79,096	▼ -5%
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There has been no loss of subscribers or Advertisers by implementing this program.

The Star-Advertiser has eliminated these costs while being one of the top newspaper circulations in the U.S.



THE OPI “Success Story”

- OPI was the publishing industry Beta Site for the “Cash Discount Program”
- To our knowledge, we became the first Publishing company to completely eliminate interchange and processing fees in a recurring manner.
- Saved over \$1.2MM in annualized inter-change fees right to the bottom line in 2021 and saved \$1.3MM in 2022.
- Transitioned over 12,000 Credit/Debit Card EZ Pay subscribers to Bank Draft/ACH EZ Pay (23K in total)
 - Bank Accounts do not have expiration dates, nor do they decline!
 - We don’t care how a consumer pays as long as they pay!
- Implemented Bank Draft payment option on our “Manage My Account” portal
- Streamlined payment methods by diverting all credit card processing to Priority Payments while maintaining strong local banking relationships
- The implementation of this innovative program and subsequent success now enables OPI the opportunity to demonstrate to Publishing peers how to utilize this patented Cash Discount Program with similar results!
- Reinvested capital back into our core competency of gathering local news/advertising and emerging technologies!

Hawaii Consolidated All Divisions
STATEMENT OF REVENUE AND EXPENSE
For the Period Ending February 28, 2022

February 2022 Actual	February 2022 Budget	February 2022 Variance
0	129,532	-129,532

Hawaii Consolidated All Divisions
STATEMENT OF REVENUE AND EXPENSE
For the Period Ending March 31, 2022

March 2022 Actual	March 2022 Budget	March 2022 Variance
0	98,183	-98,183



Revenue Impact

The Cash Discount Program

Create a \$6M NEW revenue source with 20% margins to see...



Human Resources

- No additional head count was added for this program
- Zero impact on staffing



Advertising & Circulation

- Ad and circulation rates were not increased
- No circulation surcharges were applied
- No advertiser or subscribers were lost

**\$1.3 million dollars
bottom line revenue**

We Created A New Division Called “Star-Merchant Services”

- Aimed at Offering Merchant Services to SMB's to Eliminate Their Credit Card Fees!
- An Act of Goodwill Helping Struggling SMB's Who Were Hit With an Inflationary Period on Top of a Pandemic!
- 147 Local Merchants to Date Are Now on Stronger Financial Footing Due to Our Program!
- Thus, We Created a New Revenue Stream as These SMB's Are Now Reinvesting Their Savings Back Into the OPI Marketing Machine!



**STAR MERCHANT
SERVICES**



DISCLOSURE

Merchants are required to place signage disclosing the Service Fee on their front door/window and by the cash register.

Receipts must disclose
Cash Discount Verbiage

A small service charge (either a fixed amount or percentage) is applied to all sales. A discount is automatically applied when customers pay with cash.

No discount is given when paying by debit card or credit card. The patented software automatically determines all discounts and actions based on payment type.

CUSTOMER PRICING NOTICE

"We have implemented a price increase on all items at the register of 3.99%"

Cash Discount

As an incentive for customers, we now provide a discount to pay with cash of 3.84% and as an added convenience, all listed prices represent this cash discount.

Pay by Cash and Save!



Merchant ABC
1129 Northern Blvd
Suite 303
Manhasset, NY 11030

02/10/2017 15:31

Sale

Trans: #4 Batch: #1

American Express CHIP
*****1105 **/**

AMOUNT: \$56.64
FEE: \$1.50
TOTAL AMT: \$58.14

Custom Fee is added to the Base Amount

Resp: Approved
Code: 1234567890

App Name: American Express
AID: A000000025010801
TVR: 0000008000
TSI: E800

Thank You!

CUSTOMER COPY

“The implementation and integration of the Cash Discount Program delivered immediate savings with the reduction of credit card charges. We integrated the Cash Discount Program with all CRM systems and all customer self-service options. We maintained our customer relationships and maintained internal control over our cash receipts. The return on our investment was realized instantaneously. The savings will continue as we move forward.”

TC Gray, VP of Treasury, Oahu Publications, Inc.

“We had a few advertisers initially call about the service fee. We have educated our sales teams and customers and now we get zero calls. This program was very simple to roll out.”

Darin Nakakura, Director of Advertising, Honolulu Star-Advertiser

“I have been an advertiser for over 15 years with the newspaper, and after learning about the Cash Discount Program and how The Star-Advertiser eliminated their fees, I asked to learn more. After meeting with my account executive, I switched to the Cash Discount Program to eliminate fees at my restaurant. I have had little to no complaints and have saved thousands of dollars per month. I would recommend this program to anyone who accepts credit cards!

David, Advertiser & Business Owner



Dennis E. Francis
President & Publisher
Oahu Publications, Inc.
Honolulu, Hawaii

“This program allowed OPI to eliminate over \$1.2MM in per annum credit card expenses. This is not cost cutting; this is recurring credit card expense elimination. We will NEVER again pay interchange fees.”

Mahalo Nui Loa
From Your Friends at Oahu Publications, Inc.