BALANCE OF NATURE

EXPITRANS PROPOSAL

expitrans

Hi Dakotah,

ExpiTrans is grateful to be evaluated against your company objectives as your new payment processing partner. We are confident that we bring strong differentiation and value in meeting both your current and future goals relating to your payment processing management program.

Our unique platform offering will mitigate risk, decrease chargeback expenses, and eliminate the need for 3rd party anti-fraud software while giving you complete control over the entire program. While other companies will claim they have parts and pieces of our rich application they will fall short of the protection we provide with our multi-sponsor bank and redundant gateway model. By design, our solution offering will align perfectly with your key priorities and rapid growth initiatives.

Another key advantage to our powerful platform is that all departments can create and build reports applicable to their specific needs while setting up customer groups and workflow sequences to run automatically. We also know your category and have subject matter experts available to consult and share best practices as we move forward.

In this proposal, we have outlined our delivery, onboarding, and deployment methodology to give you comfort regarding our structured, authoritarian, and disciplined approach to delivery. The next step proposed will be a requirements alignment session with you and the teams supported by our delivery organization and partners so that a detailed and efficient scope of work can be defined. This joint collaboration will provide you with options and recommendations that can yield the most cost-effective and timely deployment.

ExpiTrans's vision is to empower you with actionable insights that will help you make quicker, better informed business decisions in real time. Our world-class pre and post-sales teams are trusted and sought-after by thousands of merchants and partners across the globe. ExpiTrans achieves its vision through our dedication to customer success and by reinvesting in the innovation of our platform.

We have global, enterprise-sized customers across all industries that have adopted us because of the flexibility and control we offer them.

We look forward to further discussions and continuing to be a valued business partner for the Balance of Nature

Much Success,

ExpiTrans Team!

Executive Summary

Balance of Nature is actively searching and evaluating for a new card payment processing partner that has the industry experience and proven track record in assisting high-growth companies avoid the challenges and pitfalls of electronic online payments. Our proactive, integrated, and risk-centric philosophy will maximize efficiencies while reducing operational costs.

We also understand the vital need for your IT/Dev team to retain full control of your payment processing, while Marketing is interested in an all-in-one e-commerce platform like Shopify. These are all key reasons why you're searching for the right partner that fits your unique business model. Below we've listed out several business drivers we've previously heard.

- Better Professional Support Services (training/technical)

- Dedicated Customer Support (inhouse 24/7)

- Proactively Mitigate High Growth Risks (redundancy load balancing)

- Configurable and Highly Flexible

- Powerful eCommerce Platform (email, campaign tracking, keywords, customer groups)

- Actionable Report Analytics (make faster better-informed business decisions)

- Anti-Fraud Management

- Reduce Operational Costs (payment processing, fewer chargebacks, eliminate anti-fraud application)

- Scale with NO Interruptions

- Get Cash Faster (next-day funding)

- Integrations, APIs, Custom Reporting (inhouse engineers/dev team)

We're confident based on what we've heard that we're your ideal partner who knows your industry. We understand the constant scrutiny your category is under from Banks, Federal Regulators, and customer complaints. ExpiTrans understands and knows how to be successful in your market and will be 100% aligned on all operational/functional requirements across all departments.

We're also recognized by independent analysts for our market-leading capabilities, innovation, and world-class customer support for the past 15+ years. We have a 110% level of confidence in our ability to successfully partner with the Balance of Nature.

In order to meet the objectives and requirements you've shared will be sure to provide you with the following advantages:

CLIENT THRIVE METHODOLOGY – This approach is centered on knowing our customers (Background, Growth History, Financial Profile, Market Approach, Service Model and Opportunities to Grow and Optimize, etc.) We will meet monthly/quarterly to ensure we're 100% aligned on the following:

1. Build compelling business case & strategy
2. Provide Onboarding, Migration and Implementation
3. Team Kick Off
4. Daily monitoring of authorizations & settlements and conference with Client for satisfaction), set follow-up for added value or future service implementation plan, and schedule ongoing service check-ins
5. Month 1 Check-In (Review merchant statements, Survey service experience, etc)
6. Future Service Implementations and ongoing service check-ins
7. Ongoing measurement and validation of results (savings, growth support & service)

GET YOUR MONEY QUICKER – ExpiTrans offers next-day funding to ensure that your money is available for use ASAP. Merchants can get your deposits as quickly as the same day! We know how important it can be to buy supplies or pay employees.

ONLINE ECOMMERCE – ExpiTrans offers a wide array of E-commerce solutions. Our team can help you with your next step in improving your business. We can assist you with the creation of an efficient pipeline, integrations with a cheaper and better gateway, or even improve the infrastructure of your E-commerce processing needs. ExpiTrans integrates with thousands of 3rd party proprietary software and services to make it easy for customers to get ahead of the curve.

TRUE BUSINESS PARTNER – We are a single-source provider of end-to-end payment processing and merchant services. We recognize and embrace the idea that we are only as successful as our clients are. We utilize our vast industry experience to evaluate your business to ensure we're the right fit. Our outward mindset is centered on how we can elevate your performance while driving sales. Our risk department will also be proactive in assisting you to reduce and mitigate the risk that's associated with affiliate online electronic payments. We know your business and understand the challenges and risks the banks place on your category.

ADVANCED BUSINESS INSIGHTS – Our tracking and reporting analytics will give you the awareness and insight you need. Our cross-domain tracking, granular metadata, and ad network integration will show your business insights you never knew before centered on: conversion metrics, profitability insights, affiliate performance, ad words, and granular metadata at your fingertips to mine.

ACTIVE SECURITY – Our proactive approach to anti-fraud management keeps your business and customers safe from fraud and theft. We provide the newest technology to ensure you're online processing is secure and actively managed. Fraud alerts and notifications will also reduce costly chargebacks before they hit the gateway for processing.

NO DISRUPTIONS OR DOWNTIME – ExpiTrans's intuitive mobile app leverages an award-winning mobile-first strategy that is device and OS agnostic (relieving significant IT and user burden) and includes offline capabilities to help engage your employee population in becoming more involved in your EHSQ program.

TROUTE GATEWAY – ExpiTrans is consistently innovating and reinvesting in its own gateway technology which is one of the many reasons they continue to be considered a market leader in processing electronic payments. Also, with over 50 years of combined experience customizing and adapting payment platforms, we offer secure online electronic payments with the highest level of efficiency. Our focus is your focus! This is accomplished by being fully immersed in the complexities of the industry while delivering a platform that offers the convenience and flexibility that merchants like you are looking for.
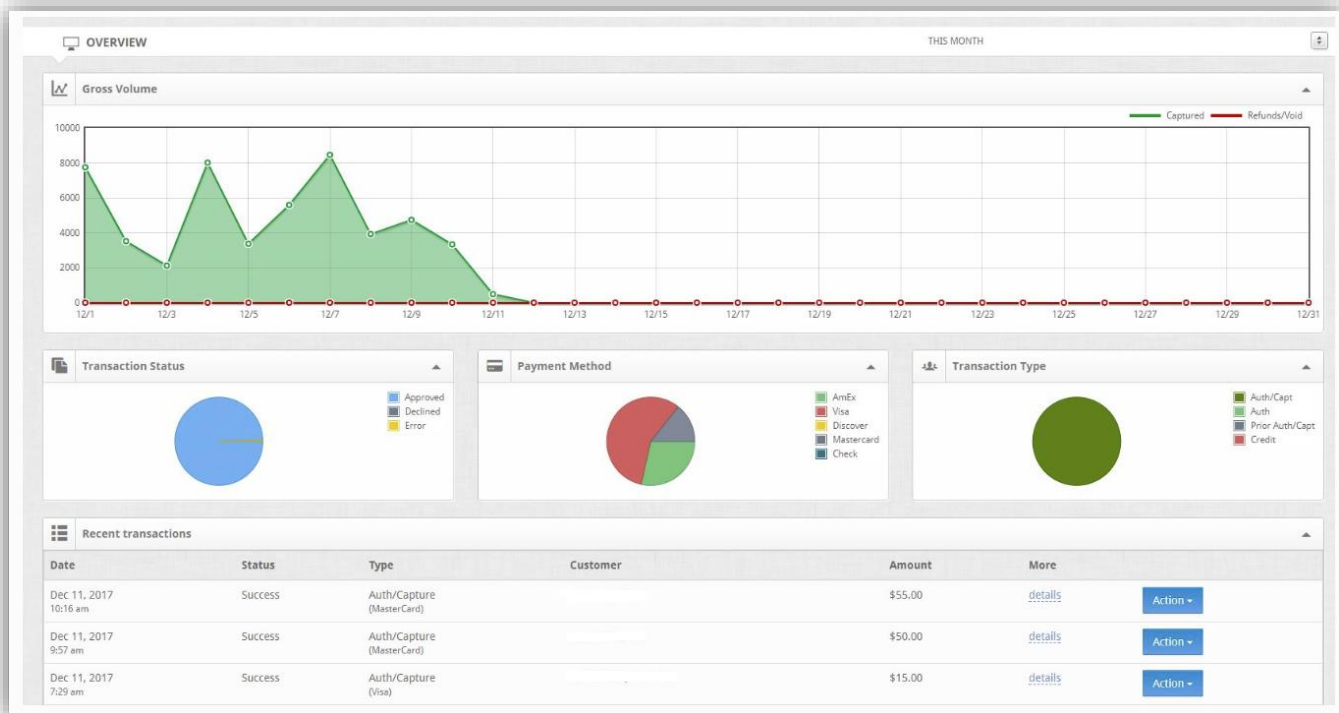
TECHNICAL API – ExpiTrans maintains a staff of programmers experienced in integrating web and other online applications to ExpiTrans payment network and third-party payment networks. Our staff utilizes a proven process: First, we ensure a thorough understanding of the merchant's software platform and the most efficient ways to integrate into any third-party network. Then ExpiTrans will integrate the merchant's website through a standard method that can interface efficiently with almost any type of third-party back-end system. ExpiTrans' staff has broad experience both on the merchant system and third-party network side, which gives us an edge over other merchant service companies.

RECURRING PAYMENT MANAGEMENT – All subscriptions from all sales channels in one place. Apply customized column views or filter your subscriptions to see exactly the ones you want. Subscriptions can be paused indefinitely, which allows you to re-enable them at a future date if the customer desires. We also offer the ability to simply cancel a subscription entirely. The different options help keep reporting and forecasting more accurate. Prevent cancellations by offering customers a discount on their future orders. Just enter their new price going forward, and lock the customer in. This is a vital tool to save sales and boost customer retention. Does a customer need to skip a few months? No problem, just enter the "Next Sale Date" on the subscription. Modify the number of days, months, or years between charges. Or, set the recurring to happen on a specific day of each month. Need to add a different product or service to a subscription? No problem, you can easily modify the product or service that the customer receives each billing period. You can also modify the quantity of the item in the subscription.

CUSTOMER SUCCESS – We have built a support team of 100% US-based customer service and tech support professionals. We have found that the easiest way to give World-Class support is to keep our departments in-house which is a major differentiator from other processing companies. You will also be assigned an Account Manager who will advise, consult, and meet regularly with your team to discuss performance and business goals.

WHY EXPITRANS – We work with many banks and back-end platforms to give you a tailored experience that will fit your business model the best. Processing credit cards efficiently is too complex to have a cookie-cutter solution, you need a solution catered specifically to Balance of Nature.

One Platform, One Solution.
Better Business Performance & Security.

EXPITRANS REDUNDANCY **PLAN**

Balance of Nature.
Potential Risk-In Depth Shopify Analysis.

As Balance of Nature considers the integration of Shopify as your payment processor, it is crucial to conduct a thorough risk assessment. The following points elaborate on potential challenges that may arise from adopting Shopify:

Constrained and Captive Processing:

- Shopify's proprietary nature may lead to a level of vendor lock-in, restricting our ability to explore alternative payment processing solutions.

- Dependency on a single processor could leave us vulnerable to changes in Shopify's terms, conditions, or service disruptions.

- Shopify won't hesitate to turn off your account with any regulatory or compliance change, complaints, or word of legal lawsuits.

No Backend Load Balancing:

- Shopify's payment processing infrastructure may lack advanced load balancing capabilities on the backend.

- During peak transaction periods, this absence of load balancing could result in suboptimal performance, leading to potential transaction failures or delays.

Loss of Control over Front-End Recurring Payments:

- Shopify's subscription management features may not offer the depth of customization needed for our specific business requirements.

- Limited control over front-end recurring payments may hinder our ability to adapt subscription models to changing market dynamics or customer preferences.

Limited Payment Customization:

- While Shopify provides a streamlined payment processing experience, it may come at the cost of limited customization options.

- The inability to tailor payment processes to align seamlessly with our brand identity could impact the overall customer experience and perception.

No Email Hosting:

- Shopify, primarily a e-commerce platform, does not provide email hosting services.

- This separation of email hosting from payment processing may result in fragmented communication channels, potentially affecting customer interaction and support services.

Difficulty in Exiting or Canceling:

- Transitioning away from Shopify as a payment processor may prove challenging.

- The intricacies of exit procedures, potential data migration issues, and the time required for a seamless transition could impact our operational continuity.

Increase in Processing 3rd Party Fees:

- Third-party fees associated with Shopify's payment processing may result in an unexpected increase in operational costs.

- As a separate entity, Shopify may impose additional charges for specific services, contributing to a potential rise in overall processing expenses.

Lack of Recurring Billing Management Options:

- Shopify's recurring billing options may lack the flexibility needed to accommodate various subscription models or billing cycles.

- This limitation could hinder our ability to implement nuanced billing strategies that align with our revenue goals and customer expectations.

No Flexibility:

- The nature of Shopify's payment processing may limit our flexibility in adapting to emerging payment technologies or industry innovations.

- Our ability to stay at the forefront of payment trends and technologies may be hindered by the constraints of the Shopify platform.

Card Scheme Issues:

- Shopify's integration with card schemes may be subject to occasional issues, such as downtime, technical glitches, or changes in card network policies.

- These issues could lead to disruptions in payment processing and potential negative impacts on customer satisfaction and trust.

In conclusion, while Shopify offers a comprehensive e-commerce solution, these potential risks should be carefully considered and weighed against the benefits before deciding on integration.

Proposed Solutions

INCLUDE both Revcent & ExpiTrans

ExpiTrans's with integrated partner Revcent will enable Balance of Nature to have full control of its front and back-end processing with increased awareness and visibility. Our powerful platform has been designed, developed, and deployed by industry experts.

Key Benefits:

- ▲ Standardize payment processing data management across sites, business units, and geographies.

- ▲ Streamline, and automate key triggers and notifications

- ▲ Measure and trend marketing campaigns with robust reporting capabilities.

- ▲ Easily visualize key performance indicators and prioritize activities based on importance

- ▲ Increase affiliate productivity with powerful insights and e-mail notifications

- ▲ Build marketing customer groups/profiles with linked auto workflows and built in sequences

- ▲ Gain additional insights and protection into fraud management and chargebacks.

- ▲ Pro-active fraud surveillance activity, set up exposure groups, and automatically notify individuals with triggers

- ▲ ExpiTrans world-class technical and functional in-house support teams.

- ▲ Deliver a compelling return on investment from reduced processing fees, CBs, loss of productivity, and elimination of unneeded software.

- ▲ Partner, network, and collaborate with a team of subject matter experts.

- ▲ Take advantage of flexible configuration options to tailor the system to fit your unique business requirements.

PREVENT FRAUDULENT CHARGES

No More Fraudulent Charges with our auto fraud detection feature which allows you to detect fraud before processing payments. Detect Fraud Prior To Payment. You can detect fraud before sending requests to your payment gateway. This will prevent you from having transactions sent to your payment processors that will need to be refunded and reported on. Save Time And Aggravation. You will save a tremendous amount of time and aggravation using this automated fraud detection tool.

SECURITY IS PARAMOUNT

RevCent is a PCI DSS Level 1 service provider. All customer payment data is encrypted and stored in isolated air-gapped networks. Human access to customer payment data is not possible, only programmatic access from specific resources. Access by RevCent employees is strictly forbidden, and in fact not possible through using identity-based access. We have encryption everywhere. RevCent utilizes encryption for all communication, programmatic access, and data storage. The web app, API, and WebSocket are only accessible via HTTPS and TLS. Customer payment data is encrypted before being stored and again encrypted at rest. Internal systems with separate access permissions ensure that encrypted data is never exposed when transmitted between resources, and only specific resources can decrypt the data.

ENHANCED MONITORING

RevCent is hosted by AWS, which offers a suite of monitoring tools to detect and prevent malicious actors. Internal custom monitoring is also implemented. AWS services we utilize include AWS WAF for all inbound requests, AWS Cloudtrail for logging account actions and access, AWS Shield for monitoring application traffic, and AWS GuardDuty to monitor and detect threats using machine learning.

SERVERLESS INFRASTRUCTURE

RevCent's entire infrastructure is built using serverless computing, which removes many traditional attack vectors. Security concerns associated with running servers such as IP and denial of service attacks are eliminated. Serverless executions are also stateless, thus in-memory data is erased soon after execution. Every endpoint is protected by AWS WAF and routed via AWS API Gateway, which provides additional levels of enhanced security.

CHARGEBACK MANAGEMENT

Chargeback management provided by supported third party chargeback services give you the ability to detect, fight, and analyze chargebacks. If a chargeback is detected it will be created in RevCent and detect chargebacks before receiving notifications in the mail.

TRACK & REPORT DASHBOARDS

Advanced Tracking of Visitors, Goals, and Conversions. Our tracking tools include Cross-domain capability, Custom Variables, and built-in AdWords tracking for deep insight. Tracking data stays with the customer, so future direct sales can be attributed to the initial source. TrackJS. This in-house tracking solution lets you paste a tiny snippet of code on any webpage, and track visitors throughout their journey on your site, including conversions. Cross-Domain Tracking. Many browsers are now preventing cookie tracking from across multiple domains. This interferes with many multi-site marketing schemas. RevCent's cross-domain tracking conquers this challenge nicely. Custom Parameters. You will also be able to amend your landing page URL's with any number of custom variables for tracking whatever you can think of. Google AdWords Built-in. By pulling your AdWords data into Google BigQuery, RevCent tracks and stores the full array of information that AdWords gives for every click ID. See ROI and lifetime customer value for every single keyword and click.

FREE TRIAL PRODUCT OFFER

Set up, Create and Manage Customized Trial Offers. Sell your products or services with an initial trial offer. Trials can be free or for any amount, and RevCent gives you the features to build your trial offers exactly the way your business demands.

UNDERWRITING MADE EASY

ExpiTrans offers an in-house simple and streamlined new banking merchant account underwriting process that involves a few key steps designed to efficiently evaluate and approve businesses for merchant services. **(Appendix A)**

RISK MANAGEMENT (INHOUSE)

Managing risk effectively will help to protect your reputation. By preventing fraud and minimizing chargebacks, Balance of Nature will maintain a positive image and build trust with customers, leading to long-term success in the nutraceutical space. It is imperative for a high-risk nutraceutical merchant operating online subscriptions, having an in-house risk management team with expertise in the industry is crucial. It will ensure a proactive and customized approach to risk mitigation, fraud prevention, compliance, and ongoing monitoring, ultimately contributing to the merchant's long-term success in their online electronic payment strategize. **(Appendix C)**

STREAMLINED DEPLOYMENT (POST-APPROVAL)

The post-approval deployment phase is an ongoing opportunity for us to continue to build a positive and collaborative relationship with Balance of Nature. We understand the importance of regular communication and support in establishing long-term satisfaction and loyalty. Our model is a well-structured post-approval process that is essential for providing a positive customer experience, enabling quick and efficient implementation, reducing friction in payment transactions, and supporting ongoing success in the dynamic landscape of electronic card payment processing. **(Appendix B)**

ON-GOING SUPPORT & TRAINING

We understand that ongoing best-in-class support and professional training are critical for ensuring customer satisfaction, resolving issues, maximizing product utilization, reducing downtime, adapting to changes, building expertise, empowering customers, preventing problems proactively, maintaining a positive brand image, and fostering long-term customer retention. These elements collectively contribute to the overall success and sustainability of our market-leading payment processing solutions.

Value Added Considerations

NEXT DAY FUNDING

Let me ask you a question, have you ever purchased an item on your credit card and noticed the charge does not fully go through until a few days later? We are offering to float the risk on those authorizations so that you can get your funds the next business day. We obviously know how important this is and only will be charging 10 basis points of the total revenue in order to make sure you get your money on time.

IMPLEMENTATION COST

Due to the nature of the size of this deal, it will take some serious manpower to make sure the transition is as seamless as possible. We are willing to drop our normal cost of 10k to 7k. This is due to the fact we think this will be a very fruitful venture for both parties.

DEDICATED STAFF

We will have two dedicated employees who will oversee both the pre and post-approval process of this deal. They will be assigned to this account going forward and will be your main points of contact with any questions that may arise.

Pricing Proposal

Avg Volume Analyzed:	$27,011,171/ mo
Avg Transaction Count Analyzed:	337,619
Monthly Volume Savings:	0.13% on volume - $35,114
Monthly Transaction Savings:	$0.02 per transaction - $6,752

Total Monthly Savings:	**$41,866**
Total Annual Savings:	**$502,402**
5-Year Savings:	**$2,512,014**

CRM Cost at Current Volume

Revcent	60 basis points of total volume
Shopify	Closer to 200 basis points of total volume

Appendix

    A. Underwriting & Onboarding Process

    B. Deployment Methodology (post approval)

    C. Risk Management

In-House Risk Management Department

A potential high-risk merchant in the nutraceutical space that sells 100% online subscriptions through electronic payments would be interested in knowing that their new payment card processor has an in-house risk management team for several reasons:

RISK MITIGATION:

High-risk industries, such as nutraceuticals, are more susceptible to chargebacks, fraud, and regulatory challenges. An in-house risk management team can proactively identify and mitigate potential risks associated with payment processing.

CUSTOMIZED SOLUTIONS:

An in-house risk management team can tailor solutions to the specific challenges of the nutraceutical industry. They can create customized risk assessment models and strategies to address the unique characteristics and potential pitfalls of the business.

FRAUD PREVENTION:

The online nature of the business makes it a target for fraudulent activities. An in-house risk management team can implement sophisticated fraud detection tools and strategies to prevent unauthorized transactions, protecting both the merchant and the payment processor.

COMPLIANCE ASSURANCE:

Nutraceutical businesses often have to navigate complex regulatory landscapes. A dedicated risk management team can help ensure that the payment processing practices comply with industry regulations and reduce the risk of legal issues.

QUICK RESPONSE TO EMERGING THREATS:

In-house teams are typically more agile in responding to emerging threats and industry changes. They can adapt strategies promptly to address new challenges, ensuring the merchant's continued ability to process payments without disruption.

ENHANCED COMMUNICATION:

Having an in-house risk management team fosters direct communication between the merchant and the risk professionals. This ensures a better understanding of the merchant's business model, potential risks, and collaborative efforts to maintain a secure and efficient payment processing environment.

CONTINUOUS MONITORING:

An in-house team can provide continuous monitoring of transactions, patterns, and account activities. This real-time monitoring allows for quick identification of any unusual or suspicious behavior, reducing the likelihood of financial losses.

REPUTATION PROTECTION:

Managing risk effectively helps protect the merchant's reputation. By preventing fraud and minimizing chargebacks, the merchant can maintain a positive image and build trust with customers, leading to long-term success in the nutraceutical space.

In summary, for a high-risk nutraceutical merchant operating online subscriptions, having an in-house risk management team with expertise in the industry is crucial. It ensures a proactive and customized approach to risk mitigation, fraud prevention, compliance, and ongoing monitoring, ultimately contributing to the merchant's long-term success in electronic payments.

Streamlined Underwriting Process

A simple and streamlined new banking merchant account underwriting process typically involves a few key steps designed to evaluate and approve businesses for merchant services efficiently. Here's a brief overview:

APPLICATION SUBMISSION:

We will start with the submissions of the Dual Application with Merrick and Avidia Bank, this will be sent via DocuSign with the appropriate fields highlighted. Once we have that completed, we will pull the information provided and autofill the other 3 applications. After those are filled out they will be sent off again via Docusign with only the signatures needed.

DOCUMENTATION SUBMISSION:

Outside of the applications we will need as many financials as possible to make the process as seamless as we can.

Minimum Requirements:

- 3 Months of Most Recent Processing Statements,
- 3 Months of Most Recent Business Bank Statements,
- Profit and Loss Statement

Additional Documents that will expedite the process: Tax Returns

AUTOMATED VERIFICATION:

Automated systems are employed to verify the information provided in the application and cross-reference it with external databases.

This step helps to quickly validate the legitimacy of the business and its financial standing.

RISK ASSESSMENT:

Risk assessment algorithms analyze the business's financial health, industry risk, and other relevant factors to determine the level of risk associated with providing merchant services.

This step helps financial institutions make informed decisions about account approval and set appropriate terms.

Internal UW Review Time: 3-5 Business Days

APPROVAL:

Once our Internal UW team has created the Bank Files, they will be submitted for final review directly to the bank for approval and MID assignment.

Expected Time: 7-10 Business Days

Post Approval Deployment

Once we get the approval and the MIDS get assigned. We will then coordinate a kick-off call between the two teams. Expitrans will be assigning an AM who's job will be to oversee the transition of processing, we would suggest your team do the same. After the call, everyone will be on the same page when it comes to the next steps.

1. Checking all the backend pricing for each of the MIDS.

2. Getting all Gateways set up and tested

3. Confirming all backend reporting for Merchant is available

4. Making sure the merchant has an understanding of the process of load balancing

5. Data Migration and recurring billing set up