Online appendix for a paper entitled:

"Interchange fees in the presence of cashless stores, cashless consumers, and cash-only consumers" By, Oz Shy, ozshy@ozshy.com, www.ozshy.com

Below, I provide the algebraic derivations for ALL equations in the paper. If you wish to skip directly to the proof of Result 2, go to line #48 below.

The derivations are made using symbolic algebra software called "Derive for Windows." I will refer to each equation number in the paper itself.

- #1: CaseMode := Sensitive
- #2: InputMode := Word
- #3: βc :∈ Real (0, ∞)
- #4: βm :∈ Real (0, ∞)
- #5: bch : Real (0, ∞)
- #6: bmh :∈ Real (0, ∞)
- #7: nc :∈ Real (0, ∞)
- #8: nm : Real  $(0, \infty)$

\*\*\* Derivations for section 3 begin

per-trans consumer benefit from paying card [equation (1) in the paper]

#9: βc⋅x + φ

per-trans consumer benefit from paying cash [equation (1) in the paper]

bch

per-trans merchant benefit from paying card [equation (2) in the paper]

#10: βm·y - φ

per-trans merchant benefit from paying cash [equation (2) in the paper]

#11: bmh

\*\*\* Derivations for section 4 begin

Fraction of consumers who prefer paying cash [equation (3)(left) in the paper]

#12: 
$$xhat = \frac{bch - \phi}{\beta c}$$

Derivation of equation (3)(right) begins: Fraction of cash-only merchants

#13: 
$$bmh \cdot (1 - \lambda) = bmh \cdot xhat + (\beta m \cdot yhat - \phi) \cdot (1 - xhat)$$

#14: SOLVE(bmh·(1 - 
$$\lambda$$
) = bmh·xhat + ( $\beta$ m·yhat -  $\phi$ )·(1 - xhat), yhat)

#15: 
$$yhat = \frac{bmh \cdot (xhat + \lambda - 1) + \phi \cdot (xhat - 1)}{\beta m \cdot (xhat - 1)}$$

#16: 
$$yhat = \frac{bmh \cdot \left(\frac{bch - \phi}{\beta c} + \lambda - 1\right) + \phi \cdot \left(\frac{bch - \phi}{\beta c} - 1\right)}{\beta m \cdot \left(\frac{bch - \phi}{\beta c} - 1\right)}$$

Equation (3)(right) in the paper

#18: 
$$yhat = \frac{\varphi - \varphi \cdot (bch - bmh - \beta c) - bmh \cdot (bch + \beta c \cdot (\lambda - 1))}{\beta m \cdot (\varphi - bch + \beta c)}$$

Volume of payments [equation (4) in the paper]

#19:  $vh = nc \cdot xhat \cdot nm \cdot (1 - \mu) + nc \cdot (1 - \lambda - xhat) \cdot nm \cdot yhat$ 

#20:  $vd = nc \cdot (1 - xhat) \cdot nm \cdot (1 - yhat) + nc \cdot (xhat - \delta) \cdot nm \cdot \mu$ 

Excluded payments [equation (5) in the paper]

#21:  $ve = nc \cdot nm - (vh + vd)$ 

#22: 
$$ve = nc \cdot nm \cdot (yhat \cdot \lambda + \delta \cdot \mu)$$

\*\*\* Derivations for section 5.1 and Appendix A

Maximizing volume vd w.r.t φ [equation (A.1) in the paper]

#23: 
$$vd = nc \cdot \left(1 - \frac{bch - \phi}{\beta c}\right) \cdot nm \cdot \left(1 - \frac{\frac{2}{\phi - \phi \cdot (bch - bmh - \beta c) - bmh \cdot (bch + \beta c \cdot (\lambda - 1))}}{\beta m \cdot (\phi - bch + \beta c)}\right) + \frac{1}{\beta m \cdot (\phi - bch + \beta c)}$$

$$\operatorname{nc} \cdot \left( \frac{\operatorname{bch} - \varphi}{\beta c} - \delta \right) \cdot \operatorname{nm} \cdot \mu$$

#24: 
$$\frac{d}{d\varphi} \left( vd = nc \cdot \left( 1 - \frac{bch - \varphi}{\beta c} \right) \cdot nm \cdot \left( 1 - \frac{2}{\varphi - \varphi \cdot (bch - bmh - \beta c) - bmh \cdot (bch + \beta c \cdot (\lambda - 1))}{\beta m \cdot (\varphi - bch + \beta c)} \right) + \frac{1}{\varphi} \left( \frac{d\varphi}{d\varphi} \left( \frac{d\varphi}{d\varphi} \right) \cdot \frac{d\varphi}{d\varphi} \right) \right) = \frac{1}{\varphi} \left( \frac{d\varphi}{d\varphi} \left( \frac{d\varphi}{d\varphi} \right) \cdot \frac{d\varphi}{d\varphi} \right) \left( \frac{d\varphi}{d$$

$$\operatorname{nc} \cdot \left( \frac{\operatorname{bch} - \varphi}{\operatorname{\betac}} - \delta \right) \cdot \operatorname{nm} \cdot \mu$$

First-order condition [equation (A.2) in the paper]

#25: 
$$0 = \frac{\text{nc} \cdot \text{nm} \cdot (\text{bch} - \text{bmh} - \beta c + \beta m \cdot (1 - \mu) - 2 \cdot \phi)}{\beta c \cdot \beta m}$$

Second-order condition [equation (A.3) in the paper]

#26: 
$$\frac{d}{d\phi} \frac{d}{d\phi} \left( vd = nc \cdot \left( 1 - \frac{bch - \phi}{\beta c} \right) \cdot nm \cdot \left( 1 - \frac{\frac{2}{\phi} - \phi \cdot (bch - bmh - \beta c) - bmh \cdot (bch + \beta c \cdot (\lambda - 1))}{\beta m \cdot (\phi - bch + \beta c)} \right) + nc \cdot \left( \frac{bch - \phi}{\beta c} - \delta \right) \cdot nm \cdot \mu \right)$$

#27: 
$$0 > -\frac{2 \cdot \text{nc} \cdot \text{nm}}{\beta c \cdot \beta m}$$

#28: SOLVE 
$$\left( 0 = \frac{\text{nc} \cdot \text{nm} \cdot (\text{bch} - \text{bmh} - \beta c + \beta m \cdot (1 - \mu) - 2 \cdot \phi)}{\beta c \cdot \beta m}, \phi \right)$$

Interchange fee set by card organization [equation (6) in the paper]

#29: 
$$\phi_{bar} = \frac{bch - bmh - \beta c + \beta m \cdot (1 - \mu)}{2}$$

xhat and yhat under  $\phi$ \_bar [equation (A.4) in the paper]

#30: 
$$bch - \frac{bch - bmh - \beta c + \beta m \cdot (1 - \mu)}{2}$$

$$xhat = \frac{\beta c}{\beta c}$$

#31: 
$$xhat = \frac{bch + bmh + \beta c + \beta m \cdot (\mu - 1)}{2 \cdot \beta c}$$

#32: yhat =

$$\frac{\left(\begin{array}{c} bch - bmh - \beta c + \beta m \cdot (1 - \mu)}{2}\right)^{2} - \frac{bch - bmh - \beta c + \beta m \cdot (1 - \mu)}{2} \cdot (bch - bmh - \beta c) - bmh \cdot (bch + \infty) }{2}$$

$$\beta m \cdot \left(\begin{array}{c} bch - bmh - \beta c + \beta m \cdot (1 - \mu) \\ \hline 2 \end{array}\right) - bch + \beta c$$

#33: 
$$yhat = \frac{2}{bch + 2 \cdot bch \cdot (bmh - \beta c) + bmh + 2 \cdot bmh \cdot \beta c \cdot (2 \cdot \lambda - 1) + (\beta c + \beta m \cdot (1 - \mu)) \cdot (\beta c + \beta m \cdot (\mu - 1))}{2 \cdot \beta m \cdot (bch + bmh - \beta c + \beta m \cdot (\mu - 1))}$$

evaluate xhat and yhat when  $\lambda=\mu=0$  [which should collapse Assumption 2]

#34: xhat = 
$$\frac{bch + bmh + \beta c + \beta m \cdot (0 - 1)}{2 \cdot \beta c}$$

#36: yhat = 
$$\frac{2 \\ bch + 2 \cdot bch \cdot (bmh - \beta c) + bmh + 2 \cdot bmh \cdot \beta c \cdot (2 \cdot 0 - 1) + (\beta c + \beta m \cdot (1 - 0)) \cdot (\beta c + \beta m \cdot (0 - 1))}{2 \cdot \beta m \cdot (bch + bmh - \beta c + \beta m \cdot (0 - 1))}$$

#37: 
$$yhat = \frac{bch + bmh - \beta c + \beta m}{2 \cdot \beta m}$$

\*\*\* Derivations for section 5.2

Deriving total consumer benefit [equation (7) in the paper]

First, derive consumer benefits from cash payments only

#38: wch =  $vh \cdot bch$ 

#39: wch =  $(nc \cdot xhat \cdot nm \cdot (1 - \mu) + nc \cdot (1 - \lambda - xhat) \cdot nm \cdot yhat) \cdot bch$ 

Second, derive consumer benefits from card payments only

#40: wcd = 
$$nc \cdot \int_{\text{xhat}}^{1} (\beta c \cdot x + \phi) \ dx \cdot nm \cdot (1 - yhat) + nc \cdot \int_{\delta}^{1} (\beta c \cdot x + \phi) \ dx \cdot nm \cdot \mu$$

Combining the two yields equation (7) in the paper

#41: 
$$wc = (nc \cdot xhat \cdot nm \cdot (1 - \mu) + nc \cdot (1 - \lambda - xhat) \cdot nm \cdot yhat) \cdot bch + nc \cdot \int_{xhat}^{1} (\beta c \cdot x + \phi) dx \cdot nm \cdot (1 - yhat) + xhat$$

$$\begin{array}{c}
\text{xhat} \\
\text{nc} \cdot \int \\
\delta
\end{array} (\beta \text{c} \cdot \text{x} + \phi) \text{ dx} \cdot \text{nm} \cdot \mu$$

Deriving total merchant benefit [equation (8) in the paper]

First, derive merchant benefits from cash payments only

#42:  $wmh = vh \cdot bmh$ 

#43: wmh =  $(nc \cdot xhat \cdot nm \cdot (1 - \mu) + nc \cdot (1 - \lambda - xhat) \cdot nm \cdot yhat) \cdot bmh$ 

Second, derive merchant benefit from card payments only

#44: wmd = 
$$nc \cdot (1 - xhat) \cdot nm \cdot \int_{yhat}^{1} (\beta m \cdot y - \phi) dy + nc \cdot (xhat - \delta) \cdot nm \cdot \int_{1 - \mu}^{1} (\beta m \cdot y - \phi) dy$$

combine the two yields equation (8) in paper

#45: wm =  $(nc \cdot xhat \cdot nm \cdot (1 - \mu) + nc \cdot (1 - \lambda - xhat) \cdot nm \cdot yhat) \cdot bmh + nc \cdot (1 - xhat) \cdot nm \cdot \int (\beta m \cdot y - \phi) dy + yhat$ 

$$nc \cdot (xhat - \delta) \cdot nm \cdot \int_{1 - \mu}^{1} (\beta m \cdot y - \phi) dy$$

total welfare w = wc + wm

#46: 
$$w = (nc \cdot xhat \cdot nm \cdot (1 - \mu) + nc \cdot (1 - \lambda - xhat) \cdot nm \cdot yhat) \cdot bch + nc \cdot \int (\beta c \cdot x + \phi) dx \cdot nm \cdot (1 - yhat) + xhat$$

xhat 
$$nc \cdot \int (\beta c \cdot x + \phi) dx \cdot nm \cdot \mu + (nc \cdot xhat \cdot nm \cdot (1 - \mu) + nc \cdot (1 - \lambda - xhat) \cdot nm \cdot yhat) \cdot bmh + nc \cdot (1 - \delta)$$

substituting for xhat and yhat, yields total welfare as a function of  $\phi$  (as well as  $\lambda$ ,  $\mu$ , and  $\delta$ )

#47: w = -

$$\frac{2}{\underbrace{m\cdot(\delta\cdot\mu-1)-\varphi\cdot(2\cdot\lambda-3))-\beta c\cdot(\beta m\cdot(\delta\cdot\mu\cdot(\mu-2)+\mu-2\cdot\mu+2)+2\cdot\varphi\cdot(\lambda-2))-\varphi\cdot(2\cdot\beta m\cdot(\mu\sim2))}_{2\cdot\beta c\cdot\beta m\cdot(bch-\beta c-\varphi)}\sim$$

$$\begin{array}{c} 2 \\ -2 \cdot \mu + 1) + \beta m \cdot \phi \cdot (\mu - 1) - \phi \end{array}) + b m h \cdot (\beta c \cdot (\lambda - 2 \cdot \lambda + 1) + 2 \cdot \beta c \cdot \phi \cdot (1 - \lambda) + \phi \end{array}) + b m h \cdot (\beta c + \infty + \infty) \\ \\ -2 \\ \phi) \cdot (\beta c \cdot (\lambda - 1) - \beta c \cdot \lambda \cdot \phi + \phi \cdot (2 \cdot \beta m \cdot (\mu - 1) + \phi)) - (\beta c + \phi) \cdot (\beta c \cdot (\beta m \cdot (\delta \cdot \mu - 1) + \phi) + \beta c \cdot (\phi - \infty) \\ \\ \\ \sim \\ \end{array}$$

$$\beta m \cdot (\delta \cdot \mu \cdot (\mu - 2) + 1)) + \beta m \cdot \phi \cdot (1 - \mu) \cdot (\beta m \cdot (\mu - 1) + \phi)))$$

\*\*\* Derivations for section 5.3

Derivation of Result 2(a)

The first-order condition (FOC) for the maximization of total welfare w [see equation (9) in the paper] is:

#48: 
$$\frac{d}{d\varphi} \left( w = -\frac{1}{2} \right)$$

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$$\frac{2}{m \cdot (\delta \cdot \mu - 1) - \phi \cdot (2 \cdot \lambda - 3)) - \beta c \cdot (\beta m \cdot (\delta \cdot \mu \cdot (\mu - 2) + \mu - 2 \cdot \mu + 2) + 2 \cdot \phi \cdot (\lambda - 2)) - \phi \cdot (2 \cdot \beta m \cdot (\mu - 2) + \mu - 2 \cdot \mu + 2)}{2 \cdot \beta c \cdot \beta m \cdot (bch - \beta c - \phi)} \sim \frac{2}{2 \cdot \beta c \cdot \beta m \cdot (bch - \beta c - \phi)}$$

$$\begin{array}{c} 2 \\ \varphi) \cdot (\beta c \cdot (\lambda - 1) - \beta c \cdot \lambda \cdot \varphi + \varphi \cdot (2 \cdot \beta m \cdot (\mu - 1) + \varphi)) - (\beta c + \varphi) \cdot (\beta c \cdot (\beta m \cdot (\delta \cdot \mu - 1) + \varphi) + \beta c \cdot (\varphi - \varphi) \\ \hline \end{array}$$

$$\frac{2}{\beta m \cdot (\delta \cdot \mu \cdot (\mu - 2) + 1)) + \beta m \cdot \phi \cdot (1 - \mu) \cdot (\beta m \cdot (\mu - 1) + \phi)))}$$

#49: 0 = -

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$$\frac{(2 \cdot \lambda - 3) + 4 \cdot \beta c \cdot \phi \cdot (\lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \phi \cdot (\mu - 1) - 5 \cdot \phi}{2} + \frac{2}{2 \cdot bch \cdot (bmh} \cdot (\beta c + \phi)} = \frac{2}{2} + \frac{2}{2 \cdot bch} \cdot (bmh} \cdot (\beta c + \phi)} = \frac{2}{2} + \frac{2}{2 \cdot bch} \cdot (bmh} \cdot (\beta c + \phi)} = \frac{2}{2} + \frac{2}{2 \cdot bch} \cdot (\lambda - 1) + \beta c \cdot (\lambda - 2) + 2 \cdot \beta c} = \frac{2}{2} + \frac{2}{2 \cdot bch} \cdot (\beta c \cdot \lambda - 2) + 2 \cdot \beta c} = \frac{2}{2} + \frac{2}{2 \cdot bch} \cdot (\beta c \cdot \lambda - 2) + 2 \cdot \beta c} = \frac{2}{2} + \frac{2}{$$

$$\frac{(\mu - 1) - \psi / y + biiii \cdot (\beta c \cdot (\lambda - 1) - 2 \cdot \beta c \cdot \psi - \psi / y + biiii \cdot (\beta c \cdot + 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot (\beta iii \cdot (\mu - 1) - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot (\beta iii \cdot (\mu - 1) - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot (\beta iii \cdot (\mu - 1) - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot (\beta iii \cdot (\mu - 1) - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot (\beta iii \cdot (\mu - 1) - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot (\beta iii \cdot (\mu - 1) - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot (\beta iii \cdot (\mu - 1) - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot (\beta iii \cdot (\mu - 1) - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot (\beta iii \cdot (\mu - 1) - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot (\beta iii \cdot (\mu - 1) - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot (\beta iii \cdot (\mu - 1) - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \beta c \cdot \psi + \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \lambda - 2 \cdot \phi - 2 \cdot \psi / \cdot (\beta c \cdot \lambda - 2 \cdot \lambda - 2 \cdot \psi / \cdot (\beta c \cdot \lambda$$

The second-order condition (SOC) for  $\phi$  to maximize W is

#50: 
$$\frac{d}{d\varphi} \frac{d}{d\varphi} \left( w = -\frac{1}{2} \right)$$

$$\begin{array}{c} 2 \\ 2 \\ (2 \cdot \lambda - 3) \\ -\beta \text{m} \cdot (\mu - 1)) \\ +\beta \text{m} \cdot (\mu - 2 \cdot \mu + 1) \\ +\beta \text{m} \cdot \phi \cdot (1 - \mu) \\ -2 \cdot \phi \\ \end{array} \right) \\ + b \text{ch} \cdot (2 \cdot \text{bmh} \cdot (\beta \text{c} \cdot (\lambda - 1)) \\ - \infty \\ \end{array}$$

$$\frac{2}{m \cdot (\delta \cdot \mu - 1) - \phi \cdot (2 \cdot \lambda - 3)) - \beta c \cdot (\beta m \cdot (\delta \cdot \mu \cdot (\mu - 2) + \mu - 2 \cdot \mu + 2) + 2 \cdot \phi \cdot (\lambda - 2)) - \phi \cdot (2 \cdot \beta m \cdot (\mu - 2) + \mu - 2 \cdot \mu + 2)}{2 \cdot \beta c \cdot \beta m \cdot (bch - \beta c - \phi)} \sim \frac{2}{2 \cdot \beta c \cdot \beta m \cdot (bch - \beta c - \phi)}$$

$$\begin{array}{c} 2 \\ \varphi) \cdot (\beta c \cdot (\lambda - 1) - \beta c \cdot \lambda \cdot \varphi + \varphi \cdot (2 \cdot \beta m \cdot (\mu - 1) + \varphi)) - (\beta c + \varphi) \cdot (\beta c \cdot (\beta m \cdot (\delta \cdot \mu - 1) + \varphi) + \beta c \cdot (\varphi - \varphi) \\ \hline \end{array}$$

 $\frac{2}{1-\frac{1}{2}} - \frac{2}{\frac{1}{2}} - \frac{2}{\frac{1}{$ 

Evaluating the SOC at  $\lambda=\mu=0$  yields

#52:  $\frac{\text{nc} \cdot \text{nm} \cdot (\text{bch} + \text{bmh} - \beta \text{c} - \beta \text{m})}{\beta \text{c} \cdot \beta \text{m}}$ 

which is < 0 by Assumption 2.

\*\* To prove Result 2(a), evaluate the first-order condition at  $\lambda=0$  (note that  $\delta$  is not an argument in the FOC).

#53: 0 = -

) + 
$$2 \cdot \beta m \cdot \phi \cdot (1 - \mu)$$

solve for  $\phi$ \_star given  $\lambda=0$ 

#54: SOLVE(
$$nc \cdot nm \cdot (bch - 2 \cdot bch \cdot (\beta c + \phi) - bmh - 2 \cdot bmh \cdot (\beta m \cdot (\mu - 1) + \phi) + \beta c + 2 \cdot \beta c \cdot \phi - \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \phi \cdot (1 - \mu)$$
),  $\phi$ )

#55: 
$$\phi_{\text{star}} = \frac{bch - bmh - \beta c + \beta m \cdot (1 - \mu)}{2}$$

and this completes the proof of Result 2(a) because  $\phi$ \_star =  $\phi$ \_bar [equation (6) in the paper]

\*\* Derivation of Result 2(b)

First, note that  $\lambda$  is not an argument in  $\phi$ \_bar given in equation (6) in the paper. Hence, it is sufficient to show that  $\phi$ \_star declines with  $\lambda$  evaluated at  $\lambda$ =0 (emergence of cashless consumers).

Second, using the implicit function theorem (IFT), the above first-order condition (lines #48 and #49 above) defines the function  $\phi_s(\lambda)$ . Let  $0=F(\phi_s(\lambda), \mu)$  be the first order condition, see lines #48 and #49 above. The IFT states that  $\partial \phi_s(\lambda)$  is the ratio of  $(-1)\partial F/\partial \lambda$  divided by  $\partial F/\partial \phi_s(\lambda)$ . The numerator of this ratio is:

#56: 
$$\frac{d}{d\lambda}$$

#57: 
$$\frac{\partial(F)}{\partial(\lambda)} = -\frac{\frac{2}{nc \cdot nm \cdot (bch - 2 \cdot bch \cdot (\beta c + \phi) + 2 \cdot bmh \cdot \beta c \cdot \lambda + (\beta c + \phi)) \cdot (2 \cdot bch + bmh)}{2}$$
$$2 \cdot \beta m \cdot (bch - \beta c - \phi)$$

The denominator is:

$$\begin{array}{c} 2 & 2 \\ (2 \cdot \lambda - 3) & + & 4 \cdot \beta c \cdot \varphi \cdot (\lambda - 3) & + & \beta m \cdot (\mu - 2 \cdot \mu + 1) & + & 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) & - & 5 \cdot \varphi \end{array} \right) \\ - \frac{2}{(2 \cdot \lambda - 3) + 4 \cdot \beta c \cdot \varphi \cdot (\lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi \end{array} \right) \\ - \frac{2}{(2 \cdot \lambda - 3) + 4 \cdot \beta c \cdot \varphi \cdot (\lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi \end{array} \right) \\ - \frac{2}{(2 \cdot \lambda - 3) + 4 \cdot \beta c \cdot \varphi \cdot (\lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi }{(2 \cdot \lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi } \right) \\ - \frac{2}{(2 \cdot \lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi } \right) \\ - \frac{2}{(2 \cdot \lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi } \\ - \frac{2}{(2 \cdot \lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi } \right) \\ - \frac{2}{(2 \cdot \lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi } \\ - \frac{2}{(2 \cdot \lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi } \\ - \frac{2}{(2 \cdot \lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi } \\ - \frac{2}{(2 \cdot \lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi } \\ - \frac{2}{(2 \cdot \lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi } \\ - \frac{2}{(2 \cdot \lambda - 3) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 1) - 5 \cdot \varphi } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot \varphi \cdot (\mu - 2 \cdot \mu + 1) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2 \cdot \mu + 1) + 2 \cdot \beta m \cdot (\mu - 2 \cdot \mu + 1) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2 \cdot \mu + 1) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2 \cdot \mu + 1) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2 \cdot \mu + 1) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2 \cdot \mu + 1) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2 \cdot \mu + 1) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2 \cdot \mu + 1) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2 \cdot \mu + 1) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2) } \\ - \frac{2}{(2 \cdot \lambda - 2) + \beta m \cdot (\mu - 2) }$$

$$2 \cdot \beta c \cdot \beta m \cdot (bch - \beta c \sim$$

$$\frac{2}{(\mu-1)-\varphi))+bmh\cdot(\beta c\cdot(\lambda-1)-2\cdot\beta c\cdot\varphi-\varphi)+bmh\cdot(\beta c}+\frac{2}{2\cdot\beta c\cdot\varphi+\varphi})\cdot(\beta c\cdot\lambda-2\cdot(\beta m\cdot(\mu-\lambda-1)-2\cdot\beta c\cdot\varphi-\varphi))$$

 $\frac{2}{1)+\varphi))+(\beta c+2\cdot\beta c\cdot\varphi+\varphi)\cdot(\beta c+2\cdot\beta c\cdot\varphi-\beta m\cdot(\mu-2\cdot\mu+1)+2\cdot\beta m\cdot\varphi\cdot(1-\mu)))}$ 

#59: 
$$\begin{array}{c} 4 \quad 3 \\ \text{nc·nm·(bch + bch \cdot (bmh - 4 \cdot \beta c + \beta m \cdot (\mu - 1) - 3 \cdot \phi) - 3 \cdot bch \cdot (bmh - 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \phi \sim 2 \cdot \beta c + \beta m \cdot (\mu - 1) - \phi) \cdot (\beta c + \beta m$$

$$\frac{2}{m\cdot(\mu-1))-\varphi\cdot(3\cdot\beta m\cdot(\mu-1)-\varphi))-bmh\cdot\beta c\cdot\lambda-bmh\cdot(\beta c+3\cdot\beta c\cdot\varphi+3\cdot\beta c\cdot\varphi+\varphi)+(\beta c+\beta\sim \infty)}{2}$$

#60: 
$$\frac{\partial(F)}{\partial(\phi_{star})} =$$

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$$\beta m \cdot (1 - \mu)) \cdot (\beta c + 3 \cdot \beta c \cdot \phi + 3 \cdot \beta c \cdot \phi + \phi))$$

Therefore, by the implicit function theorem,  $\partial \phi_s \tan / \partial \lambda$  is the ratio of  $(-1)\partial F/\partial \lambda$  divided by  $\partial F/\partial \phi_s \tan / \partial \lambda$ hence

#61: -

$$\begin{array}{c} 2 \\ \text{nc} \cdot \text{nm} \cdot (\text{bch} - 2 \cdot \text{bch} \cdot (\beta \text{c} + \varphi) + 2 \cdot \text{bmh} \cdot \beta \text{c} \cdot \lambda + (\beta \text{c} + \varphi) ) \cdot (2 \sim \\ - \\ \hline \\ 2 \cdot \beta \text{m} \cdot (\text{bch} - \beta \text{c} - \varphi) \end{array}$$

$$\begin{array}{c} 2 \\ -\beta m \cdot (\mu - 1)) - \varphi \cdot (3 \cdot \beta m \cdot (\mu - 1) - \varphi)) - bmh \cdot \beta c \cdot \lambda - bmh \cdot (\beta c + 3 \cdot \beta c \cdot \varphi + 3 \cdot \beta c \cdot \varphi + \varphi) + (\beta c \sim 2) \\ - \beta m \cdot (\mu - 1)) - \varphi \cdot (3 \cdot \beta m \cdot (\mu - 1) - \varphi)) - bmh \cdot \beta c \cdot \lambda - bmh \cdot (\beta c + 3 \cdot \beta c \cdot \varphi + \varphi) + (\beta c \sim 2) \\ - \beta m \cdot (\mu - 1)) - \varphi \cdot (3 \cdot \beta m \cdot (\mu - 1) - \varphi)) - bmh \cdot \beta c \cdot \lambda - bmh \cdot (\beta c + 3 \cdot \beta c \cdot \varphi + \varphi) + (\beta c \sim 2) \\ - \beta m \cdot (\mu - 1)) - \varphi \cdot (3 \cdot \beta m \cdot (\mu - 1) - \varphi)) - bmh \cdot \beta c \cdot \lambda - bmh \cdot (\beta c + 3 \cdot \beta c \cdot \varphi + \varphi) + (\beta c \sim 2) \\ - \beta m \cdot (\mu - 1)) - \varphi \cdot (3 \cdot \beta m \cdot (\mu - 1) - \varphi)) - bmh \cdot \beta c \cdot \lambda - bmh \cdot (\beta c + 3 \cdot \beta c \cdot \varphi + \varphi) + (\beta c \sim 2) \\ - \beta m \cdot (\mu - 1)) - \varphi \cdot (3 \cdot \beta m \cdot (\mu - 1) - \varphi)) - bmh \cdot \beta c \cdot \lambda - bmh \cdot (\beta c + 3 \cdot \beta c \cdot \varphi + \varphi) + (\beta c \sim 2) \\ - \beta m \cdot (\mu - 1)) - \varphi \cdot (3 \cdot \beta m \cdot (\mu - 1) - \varphi)) - bmh \cdot \beta c \cdot \lambda - bmh \cdot (\beta c + 3 \cdot \beta c \cdot \varphi + \varphi) + (\beta c \sim 2) \\ - \beta m \cdot (\mu - 1)) - \varphi \cdot (3 \cdot \beta m \cdot (\mu - 1) - \varphi)) - bmh \cdot \beta c \cdot \lambda - bmh \cdot (\beta c + 3 \cdot \beta c \cdot \varphi + \varphi) + (\beta c \sim 2) \\ - \beta m \cdot (\mu - 1)) - \varphi \cdot (3 \cdot \beta m \cdot (\mu - 1) - \varphi)) - bmh \cdot \beta c \cdot \lambda - bmh \cdot (\beta c + 3 \cdot \beta c \cdot \varphi + \varphi) + (\beta c \sim 2) \\ - \beta m \cdot (\mu - 1)) - \varphi \cdot (3 \cdot \beta m \cdot (\mu - 1) - \varphi)) - bmh \cdot \beta c \cdot \lambda - bmh \cdot (\beta c + 3 \cdot \beta c \cdot \varphi + \varphi) + (\beta c \sim 2) \\ - \beta m \cdot (\mu - 1)) - \varphi \cdot (3 \cdot \beta m \cdot (\mu - 1) - \varphi)) - \beta m \cdot (\mu - 1) - \varphi)$$

evaluate at  $\lambda=0$ 

#62:  $\frac{\partial(\phi_{star})}{\partial(\lambda)} = \frac{\beta c \cdot (2 \cdot bch + bmh)}{2 \cdot (bch + bmh - \beta c + \beta m \cdot (\mu - 1))}$ 

< 0 for sufficiently small  $\mu$  [see Assumption 2 in the paper]. This completes the proof of Result 2(b) because it shows that as  $\lambda$  increases from 0,  $\phi$ \_star declines and by Result 2(a) it must be that  $\phi$ \_star <  $\phi$ \_bar.

\*\* Derivation of Result 2(c) Just differentiate #62 with respect to  $\mu$ 

#63: 
$$\frac{d}{d\mu} = \frac{\beta c \cdot (2 \cdot bch + bmh)}{2 \cdot (bch + bmh - \beta c + \beta m \cdot (\mu - 1))}$$

\*\* Derivation of Result 2(d)

Simple, note that  $\delta$  is not an argument in the first-order condition #48, #49 above and not an argument in φ\_bar in equation (6) in the paper.