



Credit continues to take a backseat

(2 August 2010 – Australia) East & Partners' June 2010 Australian Merchant Acquiring & Cards Market report has revealed that debit card transactions by customers of smaller merchants continues to outweigh credit card transactions which has traditionally been the more favoured method of payment amongst customers.

- Since 2007, debit card transactions have more than doubled for merchants that fall into the Micro segment while credit card transactions have fallen by over 20 percent
- Similarly, merchants from the SME segment have reported the number of debit cards transactions growing more than five times since 2007, while credit card transactions have continued to fall backwards

Indeed, merchants are expecting this trend to continue until at least the end of this year as illustrated by their forecasted breakdown in transaction receivables.

About East & Partners' Australian Merchant Acquiring & Cards Market report

East & Partners' Australian Merchant Acquiring and Cards Markets program is an ongoing six-monthly research service which delivers accurate market intelligence on Australia's merchant acquiring and cards markets. The report provides a range of relevant analytics including clear measures of card receivables trends, merchant acquiring market share, satisfaction with acquirers and merchant churn.

Each biannual report is based on a structured sample of merchants reflecting the actual distribution of merchants by industry and geographic location. The merchant segments covered in this research program, based on annual turnover, are:

Institutional (Top 500)	A\$340 million plus
Corporate	A\$20–340 million
SME	A\$5–20 million
Micro Business	A\$1–5 million

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