



Global Payments Announces the Launch of Heartland Analytics

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New Platform Allows Small- and Medium-Sized Businesses to Make Data-Driven Decisions to Improve Performance

ATLANTA--(BUSINESS WIRE)-- Global Payments Inc. (NYSE: GPN), a leading worldwide provider of payment technology services, today announced the launch of Heartland Analytics, a data insights and customer engagement software platform. Heartland Analytics is immediately available to customers in the United States.

Heartland Analytics is a unified solution designed specifically for small- and medium-sized restaurant and hospitality businesses, allowing business owners to gain insight by comparing key metrics such as sales trends, customer visits, new versus repeat customer business and changes in average ticket size. Value-added services include email marketing and customer management modules that further enable merchants to define, execute and measure marketing campaigns and manage the merchant's reputation across widely-used social platforms. The solution brings years of enterprise level data-driven marketing experience to independent business operators leveling the playing field against larger competitors—with one unified solution.

"Heartland Analytics strengthens our data analytics offerings and fulfills our vision to deliver technology enabled, software driven solutions that create more value, beyond just processing payments," said Frank T. Young, Chief Product Officer, Global Payments. "Our innovative payment technology along with value-added services like Heartland Analytics, drives measurable results for our customer base."

The service will form the foundation for advanced analytics capabilities that Global Payments will roll out to other regions around the world throughout 2018.

About Global Payments

Global Payments Inc. (NYSE: GPN) is a leading worldwide provider of payment technology services that delivers innovative solutions driven by customer needs globally. Our technologies, partnerships and employee expertise enable us to provide a broad range of products and services that allow our customers to accept all payment types across a variety of distribution channels in many markets around the world.

Headquartered in Atlanta, Georgia with more than 10,000 employees worldwide, Global Payments is a member of the S&P 500 with customers and partners in 30 countries throughout North America, Europe, the Asia-Pacific region and Brazil. For more information about Global Payments, our Service. Driven. Commerce brand and our technologies, please visit www.globalpaymentsinc.com.

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