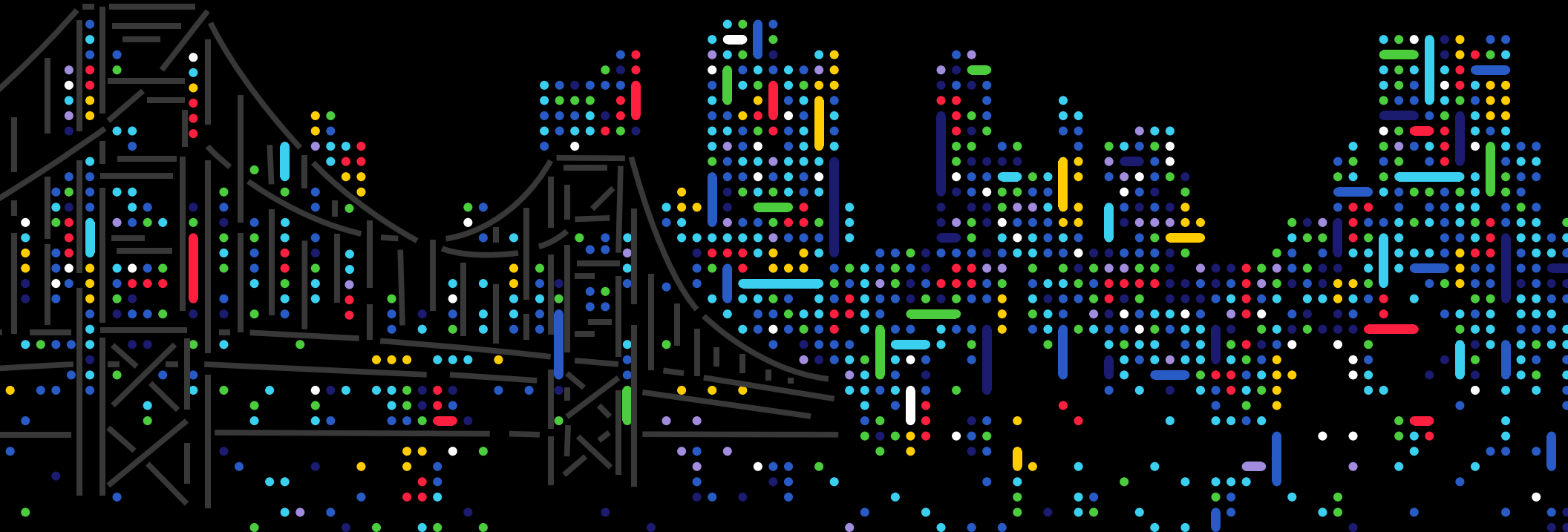




PARTNER BRAND GUIDELINES





The bold destination for innovation and partnership

You have bold goals: to maximize your technology, find new customers, grow revenue and keep your existing clients happy. But the market around you feels like it's changing faster than ever. On your own, you may not have the technology, ecosystem or scale to accelerate revenue growth and customer acquisition. You may be afraid that you'll be left behind because you can't keep up with new market offerings and emerging competition. You need the right partner to help you bring your bold ideas to market; a partner that can help you keep up with today's market and insulate you for the future.

At FIS®, we understand the challenges you're facing. We focus on building partnerships with companies that accelerate growth. Through our partnership with businesses like yours, we can accomplish so much more than we can do separately. And because we've built our business on strong partnerships, we strive to be the best partner in the industry. Whether that means personal relationships, technology, access to customers or other best-of-breed partnerships through our extensive ecosystem, we can deliver bold innovation and scale for your business.



A partnership with FIS:

We provide partners with

innovative solutions, partner management expertise and strategic opportunities
that keep your best interests at heart.

By combining the power of our brands and the passion behind our partnership, we can attract interest through
joint solutions, product launches, co-speaking events and thought leadership options.

We help our partners improve their customer experience with exclusive access to our
resource center, co-branded content, custom marketing campaigns and more.

Dive into our endless supply of opportunities through annual summits and networking events.

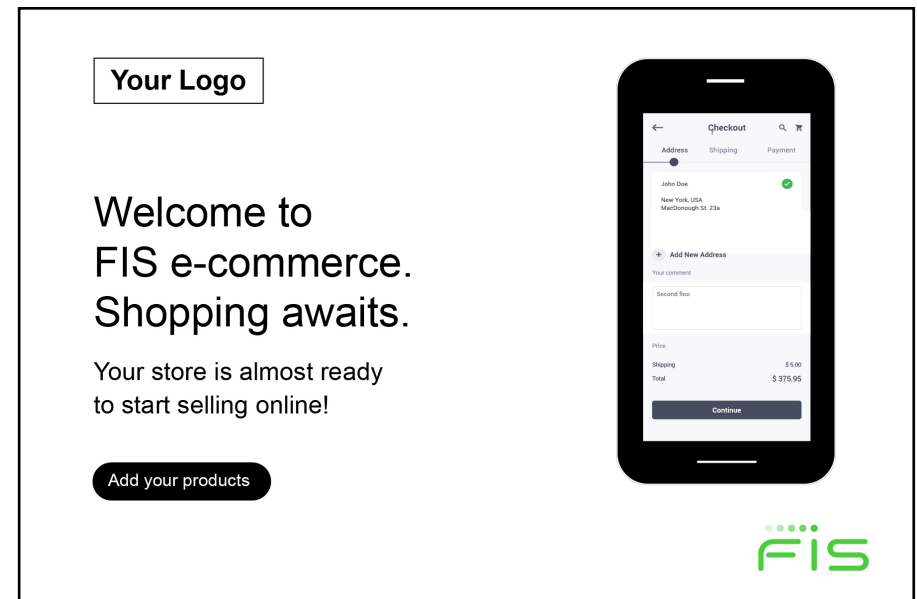
When you partner with FIS, we work with you to build marketing programs that meet your goals.



Brand guidelines: How to leverage the FIS brand

How to co-brand with FIS:

- The look of your content matches your brand, not the FIS brand.
- The FIS logo should appear on the opposite corner from your logo (see example 1).
- The suggested approach is for your logo to be located in the upper left with FIS located in the lower right (see example 1).
- FIS should be positioned as a partner. Do not position FIS as an endorsed brand (e.g. “powered by Your Name”).



Example 1



How to use the FIS logo:

- The look and feel of your created content should not reflect the FIS brand, but should follow the instructions for placement and usage of the FIS logo.
- Partners should not use the FIS logo lock up with the FIS tagline.
- Partners should not use the FIS | Worldpay logo.

For use with co-branding



NOT for use with co-branding





How to use the Worldpay from FIS logo:

- If you sell Worldpay solutions through your partnership with FIS, you may use the Worldpay logo.
- When using the Worldpay brand in connection with Worldpay products, it should be written as Worldpay [Name]. For example: Worldpay FraudSight, not Worldpay from FIS FraudSight.
- No logo should be created to combine a product name with the Worldpay logo as a lockup.
- Partners should not use the FIS | Worldpay logo.

For use with co-branding


worldpay
from FIS



NOT for use with co-branding

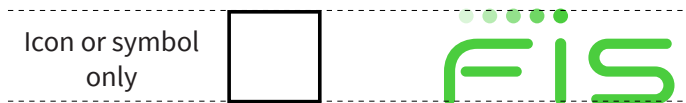
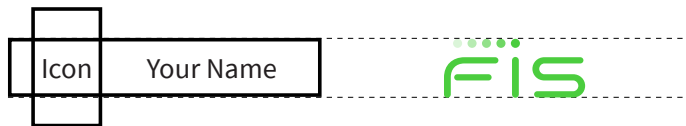
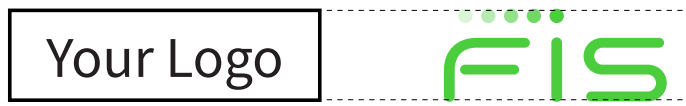
~~**worldpay**
from FIS
Fraudsight~~

~~**worldpay**
Fraudsight~~

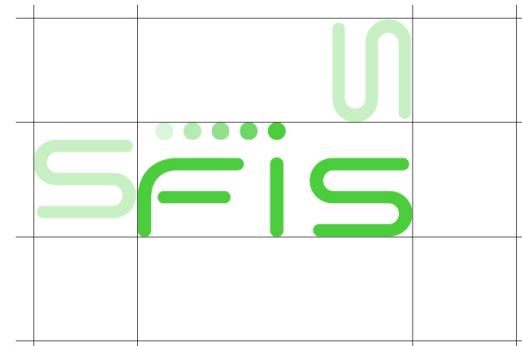
~~ | **worldpay**
from FIS~~



- Your logo and FIS logos should appear in the same scale.



- The FIS or Worldpay logo should have the required clear space around the logo.
- Use the width of the “S” in our logo as the minimum amount of clear around all sides of the logo.

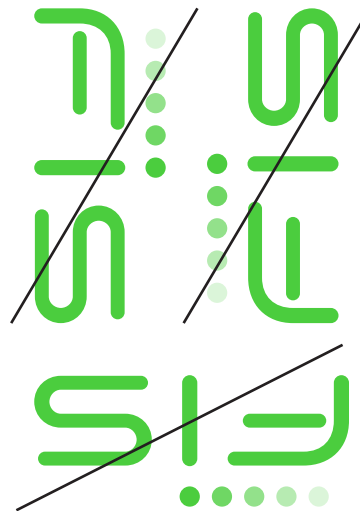




- The FIS logo should meet the minimum size requirement of a 0.25 inch cap-height.



- The FIS logo should always be represented horizontally and read left to right. Do not rotate the FIS logo, or position it vertically, backward or upside down.





Legal disclaimers and copyrights

PR, media and social guidelines

- PR requests, blog posts, social media posts and all other types of media in which you mention the FIS name or logo must be approved by FIS Corporate Communications. Please email CorporateCommunications@FISglobal.com for approval on your media.



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