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Fiserv Payment Technology Enriches Fan Experience at Fiserv Forum

Cloud-based Clover® point-of-sale platform simplifies and speeds transactions so fans can focus on the main event

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](https://www.fiserv.com) (NASDAQ: FISV) announced today that its innovative point-of-sale (POS) platform, [Clover](https://www.clover.com), has been deployed throughout Fiserv Forum to enhance fans' payment experiences. Clover now powers payments for all Fiserv Forum food and beverage concessions, providing event attendees with seamless, quick, and easy interactions. The new technology is in place and ready for the Milwaukee Bucks home opener on October 26.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20191022005748/en/>

 Clover at Fiserv Forum (Photo: Business Wire)

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Fiserv, a leading global provider of payments and financial services technology solutions, announced its naming rights sponsorship of the Wisconsin entertainment and sports arena in 2018. The installation of

Clover represents an opportunity for fans to get to know Fiserv through their use of the company's technology.

"Fiserv Forum symbolizes our commitment to excellence, and that now includes a more innovative payments experience to accentuate the best in entertainment experiences," said Jeffery Yabuki, Chief Executive Officer, Fiserv. "A majority of the people in the U.S. are interacting with Fiserv technologies daily, and now those attending events at Fiserv Forum will have an opportunity to see innovation in action with our Clover platform."

Clover enables customers to pay using a debit or credit card or via Apple Pay, Google Pay or Samsung Pay, with the option of receiving digital receipts. Clover is easy for operators to use and card processing time is significantly shorter than many point-of-sale systems, which facilitates faster transaction times.

"Implementing Clover means our fans can spend more time watching the game and less time waiting in line," said Peter Feigin, president, Milwaukee Bucks. "Being able to bring Fiserv technology to Fiserv Forum underscores the strong relationship between our organizations. With Clover, we have a world-class payment experience to match our world-class entertainment experience."

As a complete business-management platform, Clover supports merchant loyalty programs and enables merchants to maximize their operating efficiencies. At Fiserv Forum, detailed

sales data and other real-time operational analytics will yield insights into when, where, and how fans are interacting, enabling the organization to optimize future fan experiences.

Fiserv Forum officially opened on August 26, 2018 and welcomed more than 1.5 million attendees in its first year.

More than 25 major stadiums and arenas across the United States manage their payments with Clover to improve their fans' experiences, including Citi Field in New York and CenturyLink Field in Seattle. Implementing Clover at Fiserv Forum was possible through a strategic partnership with [Bypass](#), an independent software vendor (ISV) that has integrated their stadium-specific software directly into the Clover platform. In 2018, Clover processed more than \$70 billion in annualized payment volume, making it the fastest-growing point-of-sale platform in the industry.

In a world moving faster than ever before, Fiserv helps clients deliver solutions in step with the way people live and work today – financial services at the speed of life. Learn more at [fiserv.com](https://www.fiserv.com).

Additional Resources:

- Clover – [clover.com](https://www.clover.com)

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover[®] cloud-based point-of-sale solution. Fiserv is a member of the S&P 500[®] Index and the FORTUNE[®] 500, and is among the FORTUNE Magazine World's Most Admired Companies[®]. Visit [fiserv.com](https://www.fiserv.com) and [follow on social media](#) for more information and the latest company news.

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