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Deluxe President and CEO Barry McCarthy to Deliver Keynote Address at Dale Carnegie International Convention

Presentation to highlight the transformation of Deluxe into a payments and data leader

MINNEAPOLIS--(BUSINESS WIRE)-- Barry McCarthy, President and CEO of Deluxe (NYSE: DLX), a Trusted Payments and Data company, will deliver a keynote address at the 2024 Dale Carnegie International Convention in San Antonio on December 5. Titled "Transforming a 110-Year-Old Check Printer into a Modern Payments Powerhouse," his presentation will spotlight the leadership approaches and innovative strategies helping to deliver the company's transformation into a payments and data leader.

Under McCarthy's leadership, Deluxe has redefined its strategy, leveraging its proud heritage as a check printer to become a digital-first, modern payments and data solutions company processing over \$2 trillion in annual payments volume.

"Our story is about grit and leading through significant change to build a better company for the future, while honoring its remarkable legacy," said McCarthy. "From digital receivables and payables platforms to a robust suite of merchant services and the industry-leading data lake powering our data-driven marketing solutions, Deluxe has created an integrated ecosystem that addresses real-world challenges and delivers measurable business results for our customers. We've built a scalable, customer-first enterprise that goes beyond our best-in-class check products to deliver innovation where it matters most. It's an honor and privilege to share this story at the bi-annual Dale Carnegie International Convention."

This transformation has yielded sustained revenue growth, enhanced free cash flow, and disciplined debt reduction, laying a strong foundation for future success. By aligning innovation with operational excellence, Deluxe has set a standard for modernizing a legacy business in a digital-first economy.

The 2024 Dale Carnegie International Convention, themed "Together We Thrive," brings global leaders together to explore strategies for resilience and growth. McCarthy's keynote will offer a blueprint for driving innovation, leadership, and meaningful impact in today's business landscape.

About Deluxe Corporation

Deluxe, a Trusted Payments and Data Company, champions business so communities thrive. Our solutions help businesses pay, get paid, and grow. For more than 100 years, Deluxe customers have relied on our solutions and platforms at all stages of their lifecycle, from start-up to maturity. Our powerful scale supports millions of small businesses, thousands of vital financial institutions and hundreds of the world's largest consumer brands, while processing more than \$2 trillion in annual payment volume. Our reach, scale and

distribution channels position Deluxe to be our customers' most trusted business partner. To learn how we can help your business, visit us at www.deluxe.com.

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