

Priority Capital FAQs

Q. What is Priority Capital?

- A. Priority Capital, in collaboration with Pipe, offers a friendly capital access solution for businesses looking to grow. It leverages transaction data to offer quick, seamless funding, with continuous access to additional capital offers for qualified merchants over time, enhancing growth without the hurdles of traditional financing options.

Q. How does Priority Capital work?

- A. Based on your business's performance, you can receive a tailored capital offer from Priority Capital! You can choose to access as much or as little of your offer as needed, with payments tied to a percentage of your revenue. You'll be continuously evaluated for additional offers, so you can rely on continued access to capital.

Q. How do I apply? What information do I need to provide?

- A. To access your pre-approved offer, you need to log into the MX™ Merchant dashboard to create a Passport account. Once created, you'll see your pre-approved offer in your dashboard and agree to the terms and conditions to access capital. No need for financial statements or credit checks, just fast access to capital to grow your business on your terms.

Q. How much capital can I access?

- A. Your offer amount depends on your business's historical sales data and revenue projections. We'll continuously evaluate your company for additional offers. As your business scales and you build payment history, the amount of capital you can access will automatically grow with you.

Q. What are the benefits of Priority Capital over other capital solutions?

- A. Priority capital simplifies access to affordable capital by utilizing historical revenue data to pre-approve businesses. Unlike other solutions requiring extensive applications, Priority Capital does the heavy lifting for you, while empowering you with low-cost, fast funding to grow.

Here's why businesses are choosing Priority Capital:

- ✔ **Affordable, fair capital:** Unlike high-rate capital alternatives, you can enjoy low-cost capital with one flat fee paid over time and no additional fees or interest - even if it takes longer to pay back.
- ✔ **Hassle-free & fast:** Pre-approved merchants simply provide basic business details to apply - no need for credit checks or complicated paperwork. Funds can arrive in as little as a few hours once approved.
- ✔ **Flexible & Friendly:** Payments are a percentage of your revenue so there are no fixed monthly costs and you're never left in a tight spot when sales are slow.
- ✔ **Our expert team at your service:** Our team of experienced Revenue Managers is here to help with anything you might need! Reach out at support@pipe.com and we'll be in touch soon.

Q. Who is Pipe and why is Priority Capital powered by Pipe?

- A. Pipe is a capital provider that specializes in offering unbiased funding solutions based on business performance data. Priority partnered with Pipe to provide small and mid-size businesses friendlier, streamlined access to growth capital - without even needing to leave their platform.

Q. What are the payment terms?

- A. You'll pay your advance as a percentage of your revenue. The exact payment amount will fluctuate based on your business's sales, ensuring greater flexibility and aligning payments with your cash flow. Your offer details are displayed transparently when you review your offer, with no hidden fees or restrictions.

Q. What are the costs and fees to use Priority Capital?

- A. Your cost of capital will be a single flat fee that you pay back over time as a percentage of your future revenue. There are no compounding interest charges, requirements for personal collateral, or penalties for late payments when sales are slow.

The fee you pay is a percentage of the total capital you advance and is determined based on factors such as the health of your business, projected revenue, and sales volume.

Q. Do I have to use my whole offer at once?

- A. You can choose to advance as much or as little of your offer as you want until the offer expires.

If you only used part of your limit and later want to advance more while your offer is still active, the terms will adjust accordingly. For example, if you have a \$100k limit and a 10% payment rate, you can choose to only use \$50k and your payment rate will update to 5%, with your fee fluctuating as well. If you advance another \$20k, your payment rate will increase to 7% (2% increase).

Q. Is there a credit check or do I need to provide personal collateral for the advance?

- A. No, unlike traditional financing options, there are no credit checks and no personal guarantees involved with Priority Capital. This allows you to access the working capital you need without risking your personal assets or finances.

Q. How do I make a payment?

- A. The payment will be automatically deducted before the revenue hits your Passport account.

Pipe Advance LLC, a subsidiary of Pipe Technologies, Inc., is the capital provider for the Priority Capital program. Priority is an embedded partner of Pipe Technologies Inc. Priority is not otherwise affiliated with Pipe Technologies Inc. or its products. Pre-approval subject to business and identity verification.

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