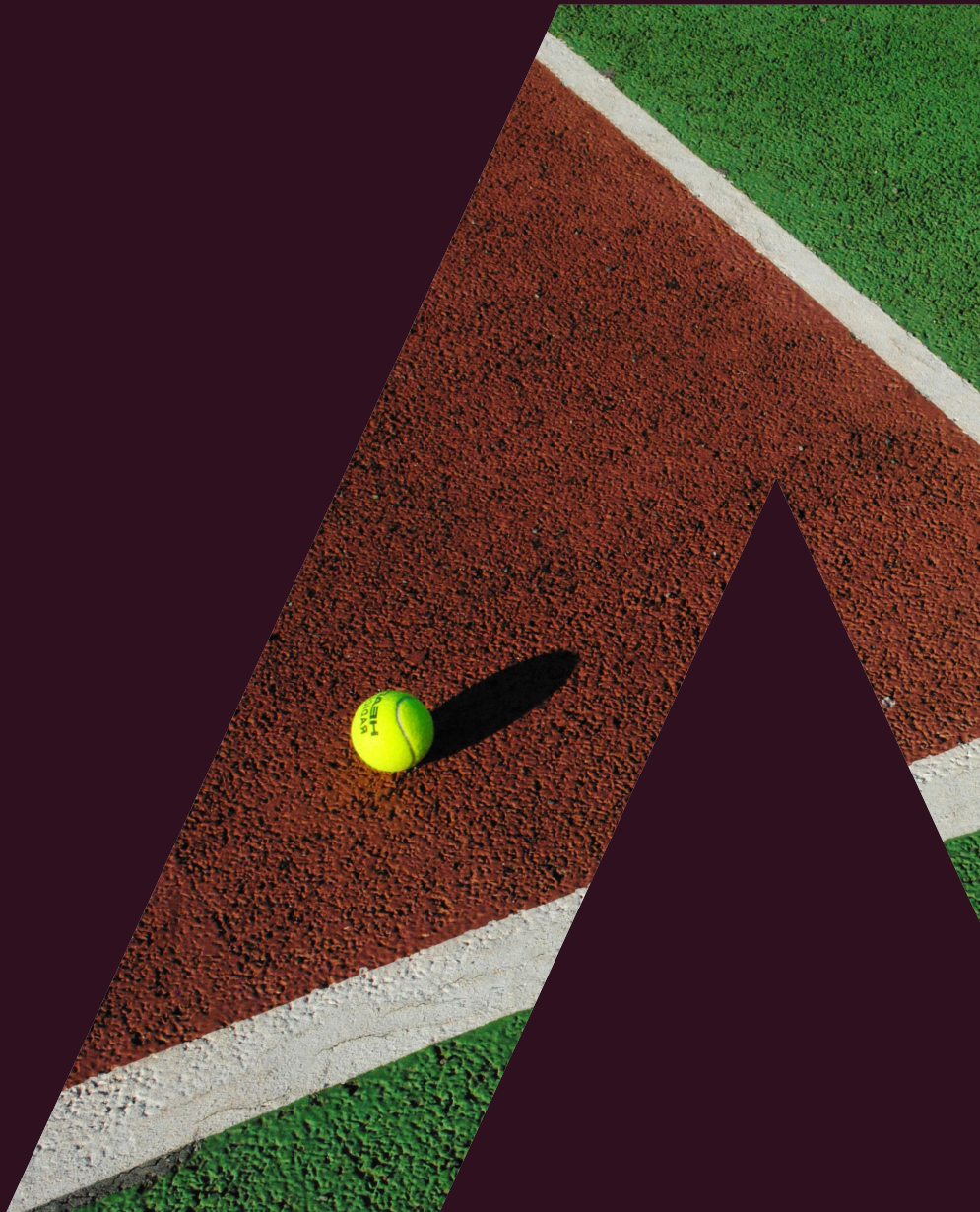


Case Study

The Women's Tennis Association





CASE STUDY

The Women's Tennis Association

The official and exclusive international payments provider for the WTA since 2017



The Women's Tennis Association (WTA) is the global leader in women's professional sport, founded by Billie Jean King in 1973 on the principle of equal opportunity. The WTA serves as the governing body for women's professional tennis, comprising most elite female athletes and prestigious competitive events in the world. With more than 1,650 players representing 84 nations competing for a record \$180 million in prize money, the WTA's competitive season includes 53 events and four Grand Slams in 28 countries.

The Challenge

As a member organization servicing the needs of both players and tournaments, one of the objectives of the WTA includes optimizing the efficiency of its prize money processing. Given the scope and complexities of its business, the WTA sought to improve currency preferences without sacrificing accuracy or timeliness when transferring funds from tournaments to players.

Why Corpay

The WTA researched a variety of products and services in 2016, interviewing several FX payment providers. Upon review of Corpay's established leadership in the marketplace, track record with other clients, and innovative solutions, the WTA was confident in Corpay as a foreign exchange provider. Corpay demonstrated both a clear understanding of the WTA's financial needs and the expertise to handle the pace and the time-sensitivity of the members' payments.



The Solution

Corpay provides added value to the WTA by delivering expanded international payments and foreign exchange solutions and capabilities for our members. Our tournaments and players are confident in the WTA's operation, knowing that their prize money will be distributed and received, not only in a timely and accurate manner but in the currency of their choice no matter the location of the tournament.

Furthermore, Corpay has established a dedicated and consistent staffing model to effectively manage the WTA relationship, which ensures that all the organization's inquiries are addressed promptly and efficiently.

The Results

Many key factors led to our relationship with Corpay. Three standout qualities included:

▣ **Excellence in Confidence and Standards:**

The WTA was able to identify Corpay for having reputable experience in the environment and pace our organization required. They also demonstrated a level of confidence that made the decision to transition seamless for the WTA.

▣ **Award-Winning Customer Service:** The level of services that the WTA receives from the Global Enterprise Management team is fully customized to meet our organization's needs. The team is professional, thorough, conscientious, and experts in their field. Corpay has a clear understanding of the fast-paced business as well as the intricacies

“Corpay continues to provide the WTA and its members with professional and timely service and results. We are pleased to be working with Corpay – a company that understands our business needs and delivers the highest quality of service to our members.”

Matt Cenedella
CFO | WTA

in which the WTA operates within as a governing body for a major sports league.

▣ **Delivery:** The relationship between WTA and Corpay has been ideal. The payment platform and technology align with the WTA's business needs at every turn, delivering on everything promised to its clients from day one. The WTA has a dedicated team always readily available known as the Corpay Enterprise Management Team. These talented individuals know the business well and are trusted extensions of the WTA operation. Customer support is readily available.

"Cambridge Mercantile" and "AFEX" and "Associated Foreign Exchange" and "Corpay" are names that may be used for Corpay Cross-Border services (international payment solutions and risk management solutions) provided by certain affiliated entities, all using the "Corpay" brand. International payment solutions are provided in Australia through Cambridge Mercantile (Australia) Pty. Ltd.; in Canada through Cambridge Mercantile Corp.; in the United Kingdom through Cambridge Mercantile Corp. (UK) Ltd.; in Ireland and the European Economic Area through Associated Foreign Exchange Ireland Ltd.; in Jersey through AFEX Offshore Ltd.; in New Zealand through Corpay (NZ) Limited; in Singapore through Associated Foreign Exchange (Singapore) Pte. Ltd. and in the United States through Cambridge Mercantile Corp. (U.S.A.). Risk management solutions are provided in Australia through Cambridge Mercantile (Australia) Pty. Ltd.; in Canada through Cambridge Mercantile Corp.; in the United Kingdom through Cambridge Mercantile Risk Management (UK) Ltd.; in Ireland and the European Economic Area through AFEX Markets Europe Ltd.; in Jersey through AFEX Offshore Ltd.; in New Zealand through Corpay (NZ) Limited; in Singapore through Associated Foreign Exchange (Singapore) Pte. Ltd. and in the United States through Cambridge Mercantile Corp. (U.S.A.). Please refer to <http://cross-border.corpay.com/disclaimers> for important terms and information regarding this brochure.

Corpay[^]