

Media Kit

paystone.com

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About Paystone

Who are we?

Formerly known as Zomaron, Paystone is a leading North American provider of seamlessly integrated payment processing, customer loyalty programs, gift card solutions, and reputation marketing software.

What we do?

Paystone focuses on helping their clients deliver exceptional experiences to their customers, helping merchants turn everyday transactions into meaningful interactions and opportunities for growth.

Quick facts about Paystone:

- We were founded in 2009
- Our offices span all across Canada, with head offices in Vancouver, Montreal, and London, Ontario
- We provide payment processing, gift card, loyalty solutions, and reputation marketing software
- Over 35,000 locations across Canada and the U.S. use our solutions
- Our clients process over \$10 billion dollars worth of bankcard volume annually
- We employ over 150 people across North America

About the CEO

Tarique Al-Ansari, or "T", is one of those elusive university dropout success stories. After three years of studying software engineering at Western University in London, Ontario, T decided to start his own business. Running his first business drew his attention to the challenges small business owners face when accepting electronic payments, so he partnered with his CFO, Abdullah Saab and together they started their own payment processing company in 2009. Over a decade later the award-winning company evolved into Paystone. The pair successfully led Paystone through a dual growth strategy, combining organic growth with M&A, into becoming Canada's largest bank-independent payment processing company.



Our Timeline

···· 2009

Founded Zomaron.

We were first founded in London, Ontario, under the name Zomaron.

2011

Grew our client base.

We made the Startup 50: The complete ranking of Canada's Top New Growth Companies.

2013

2019

Expanded our payments solutions.

We became one of the first Canadian payment companies to provide merchants with contactless NFC transactions.

Hit the \$1 billion mark.

2015

We hit \$1 billion in gross merchant volume through our portfolio's annual bankcard processing.

Invested in proprietary tech.

2017

We begin investing in proprietary technology, becoming one of Canada's first card-present Payfacs and adding a charitable fundraising platform to our product offering.

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Rebranded and expanded our business.

We acquired DataCandy, POS West, and NXGEN Canada, rebranded as Paystone, and now serve 25,000 merchant locations and process \$10 billion in annual bank card volume.

Received \$99M CAD in funding.

2020

Funding secured to support growth strategy, electronic payments, and customer engagement technology.

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2021

Acquired Vancouverbased NiceJob.

We now serve over 30,000 businesses across North America and employ over 150 staff members.

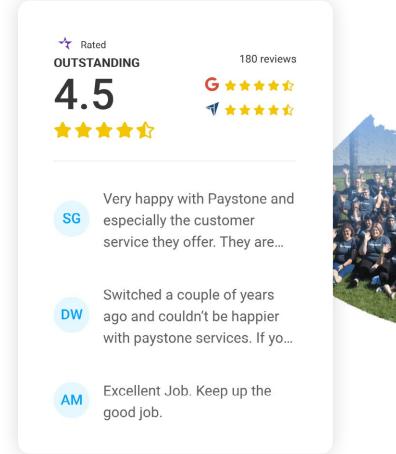
2022

Acquired Canadian Payment Services.

We acquired Canadian Payment Services (CPS), one of the fastest growing providers of Canadian merchant services.

Boilerplate

Paystone is a leading North American payment and software company redefining the way merchants engage their customers and grow their businesses. The company's seamlessly integrated suite of automated payment processing, customer loyalty, gift card solutions, and now reputation marketing, is used by brands such as Irving Oil, The Source, Global Pet Foods, Kernels Popcorn, and many of the MTY Food Group's restaurant brands. Paystone's solutions are used at over 35,000 locations across Canada and the United States which collectively process over 10 billion dollars a year in bankcard volume. The fintech company employs over 150 employees and serves as the technology partner of choice for hundreds of partners across North America





Awards

Globe and Mail Report on Business

2019, 2020, 2021 Canada's Top Growing Companies



Deloitte 2022 Enterprise Fast 15™ Recognition & Ranked on the Deloitte Technology Fast 500™

We pride ourselves on having a workplace culture that our employees love. Being certified as a Great Place to Work® is meaningful because it is based on our employees' opinions of what it's like to work at Paystone.



Great Place to Work[®]

We pride ourselves on having a workplace culture that our employees love. Being certified as a Great Place to Work® is meaningful because it is based on our employees' opinions of what it's like to work at Atom. It also reaffirms our commitment to fostering an unparalleled work environment, by focusing on our values: think people first, solve impactful problems, and build a better future.



Brand Logos

The Paystone Logo





The Paystone reversed logo, is the secondary logo. It should only be used on dark backgrounds.

should only be used on white or very light coloured backgrounds.

The Paystone blue logo, is the primary logo, and it

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Our people and product screenshots approved for Press use

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MEDIA CONTACT:

Mo Daouk VP, Corporate Development

P: 519-871-2558 mdaouk@paystone.com



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1-888-900-9192

