ISSUE NO. 01 · Q2 2026

shotpay

MOVING THE INDUSTRY FORWARD & WHAT STANDS IN THE WAY.

AMERICA'S WAY TO PAY

The new federal fair-banking rules a decade in the making, the suppressor ruling that just took a bite out of the NFA, the platforms and agencies building the industry's compliant commerce stack, lease-to-own on the public record, and the pay-over-time runway still sitting unclaimed in gun retail.

05 **The law: from Choke Point to EO 14331**

06 **Suppressors and the NFA: where things stand**

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15 **The ecosystem: platforms & builders**

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Three anonymized processor-statement teardowns · the approval waterfall and triple-rail banking · layaway's quiet survival in gun retail · where a dollar per transaction goes

THE QUARTERLY FINANCE & TECHNOLOGY BRIEF FOR THE SHOOTING, HUNTING, OUTDOOR & TACTICAL INDUSTRY

AMERICA'S WAY TO PAY

FROM THE FOUNDERS

We built ShotPay on a simple conviction: the people who feed their families, defend their homes and pass their traditions down through this industry deserve financial infrastructure that shares their values, not one that tolerates them until the politics shift. We are Christians, veterans and shooters. Our Pay-in-4 charges the consumer nothing, our layaway runs on fixed, fully disclosed terms, and we serve no industry but this one. Everything in these pages follows from that.

THE SHOTPAY TEAM ·
NEW BRAUNFELS, TEXAS



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ISSUE NO. 01 · Q2 2026

LETTER FROM THE EDITOR

SEVEN STATES, ONE COMMUNITY.

BY RYAN STOUT, CHIEF OPERATING OFFICER, SHOTPAY.



WHY THE SAME GOOD PEOPLE KEEP TURNING UP EVERYWHERE I GO.

I have lived in seven states over the last three years. Not visited — lived, about six months at a stretch, long enough each time to find the decent range, the butcher worth driving to, and the road out to the trailhead. I have shot, hunted and hiked in most of them, and I have made a point of getting into the national parks in every state I have called home. I am out east now, which means a whole new list of both.

Here is the thing I did not expect, and it has held true in every single one of those states: the kindest, most patient, most reasonable people I meet in a new town are almost always the gun people. The ones pushing hardest for the Second Amendment. The guy behind the counter who spends twenty minutes with a brand-new shooter who is not going to buy anything today. The club member who hands a stranger a box of ammo and waves off the money. That is not the caricature this industry gets handed in the press, and after seven states I am convinced the caricature belongs to people who have simply never met us.

The people I keep meeting are not the people this industry gets described as. Seven states in, I have stopped expecting the exception.

That community is who this magazine is for, and it is a good part of why I am at this company. For years, a merchant in this industry had a lousy choice to make: take payments from a company whose politics were openly hostile to the customers standing at your counter, or find a way to do business without a checkout.

Consumers were handed a version of the same choice. That era is closing, and we intend to help close it — an honest, ethical option for credit, financing and payments, built for this industry specifically, and offered to merchants and shoppers alike.

Nobody in this trade should have to fund their own opposition just to get paid.

Thank you for reading Issue No. 01.

Ryan Stout

RYAN STOUT, CHIEF OPERATING OFFICER, SHOTPAY

WHO WE ARE



ONE INDUSTRY.

ONE MISSION.

ShotPay is a Christian, veteran-owned payments company serving firearms, hunting, tactical and outdoor merchants, and no one else. Not "firearms-friendly." Not "high-risk tolerant." SHOT only, by charter and by choice.

ZERO APOLOGIES.

That focus is not a limitation; it is the product. Our underwriting, our banking relationships and our compliance layer were all sourced and built for this trade specifically.

Four products sit on one rail: card processing, B2B payments, interest-free Pay-in-4 and automated layaway on fixed, fully disclosed terms. No hidden fees, no hard credit pulls, no fine print.

And on every financed sale, one dollar goes to the nonprofit partners this community already trusts. It is a line item in our books, not a press release.

WHAT WE STAND FOR

Faith and service first. We are Christians and veterans. We say it on the cover because it governs how we underwrite, how we collect, and how we treat a customer who hits a rough month.

Firearms only. Our banking relationships exist for this industry. We have turned down entire categories, profitably sized ones, to keep it that way. See page 12.

Compliance inside the flow. Age and ID verification, FFL validation and state-by-state eligibility enforced at the transaction, fail-closed by default.

Honest terms, every product. Pay-in-4 is interest-free to the shopper. Layaway runs on a fixed, fully disclosed interest term for merchant and client alike. No lease-to-own structure, no deferred-interest trap, no hard credit pull, anywhere in the stack.

Pricing you can audit. Interchange-plus, itemized monthly, one transparent markup. You should be able to reconcile your own statement without calling us.

THIS INDUSTRY DIDN'T LEAVE BIG TECH.



BIG TECH LEFT THIS INDUSTRY.

The record is public, and it is long. What follows is the short version; every item is drawn from government documents and published reporting, cited at the bottom of the page.

2011–14

Operation Choke Point.

FDIC guidance lists firearms and ammunition sales among "high-risk" merchant categories; a 2014 House Oversight Committee report finds lawful gun businesses were swept into a DOJ initiative pressuring banks to drop them. Dealersreport accounts and processing cut off without cause.

2015

The industry speaks up.

At SHOT Show, NSSF leadership describes a steady stream of dealers suddenly dropped by banks and card processors, and launches a member survey to measure the damage.

2017-2018

Over, but not really.

DOJ formally ends Choke Point. Within months, Shopify rewrites its acceptable-use policy and sweeps semi-automatic firearms, magazines and common parts off its platform, stranding retailers who had built their storefronts there.

2021-2024

The privatized sequel.

Industry groups document a revival of category-based debanking under "reputational risk" language. A first-Trump-era OCC fair-access rule sits on hold. Card networks adopt a firearms-retailer merchant category code over industry objections.

2025-2026

The tide turns on paper.

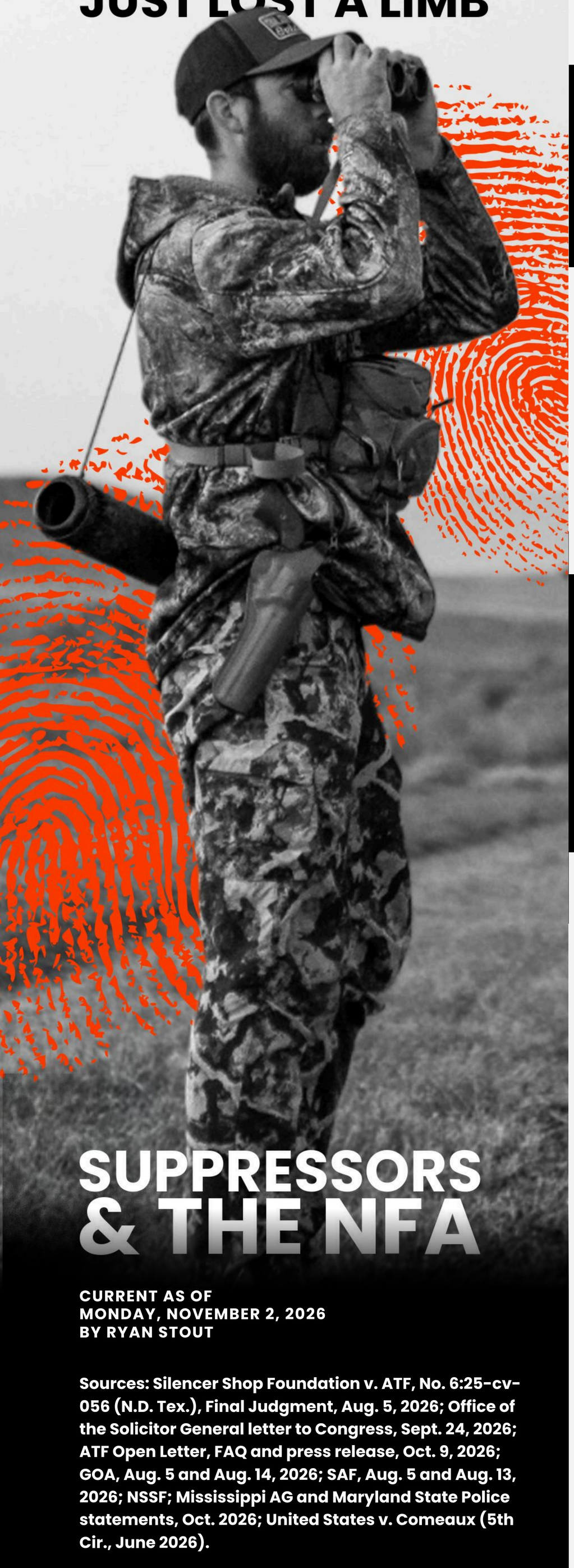
Citigroup ends a firearms-retail restriction policy. Executive Order 14331 directs regulators to strip "reputational risk" from bank supervision, citing Choke Point by name. The OCC opens a complaint path for debanked firearm businesses. The rules improved. Big tech's appetite did not.

THE TAKEAWAY

A merchant in this industry cannot treat banking as a utility. It is a relationship that must be built with someone whose business depends on this industry existing. **That is the company we built.**

Sources: FDIC high-risk merchant guidance and U.S. House Oversight Committee report, May 2014 (as reported by Grand View Outdoors and NRA-ILA); Daily Signal, SHOT Show, Jan 2015 (NSSF); CBS News and CBC, Aug 2018 (Shopify AUP change); NRA-ILA, Dec 2025 (OCC rule, debanking revival); Daily Caller, June 2026 (Citigroup, MCC); Executive Order 14331 and NSSF/The Firearm Blog, 2025–26 (OCC complaint path).

A NINETY-YEAR-OLD LAW JUST LOST A LIMB



SUPPRESSORS & THE NFA

CURRENT AS OF MONDAY, NOVEMBER 2, 2026
BY RYAN STOUT

THE REGISTRY IS OFF. THE RULES ARE NOT.

Three months, one court ruling, no appeal and a nationwide ATF policy later, here is where things actually stand.

When this page first ran in August, the honest answer to most of your questions was "nobody knows yet." That has changed. The government chose not to appeal, ATF put its position in writing, and in much of the country a suppressor now crosses the counter the way a rifle does. We are still not going to tell you what to think about the policy. We are going to tell you where it stands, and who did the work to get it here.

HOW WE GOT HERE

The National Firearms Act of 1934 rests on Congress's power to tax. The One Big Beautiful Bill Act cut the making and transfer tax on suppressors, short-barreled rifles, short-barreled shotguns and AOWs to $0 on January 1, 2026, but left registration standing. On August 5, Judge James Wesley Hendrix of the Northern District of Texas ruled in *Silencer Shop Foundation v. ATF*, consolidated with *Jensen v. ATF*, that with no tax left to collect, registration for those items has no constitutional footing. His injunction took effect August 13.

WHAT CHANGED SINCE AUGUST

No appeal. On September 24 the Solicitor General notified Congress that the Justice Department would not appeal. The window closed October 5. The judgment is final.

ATF went nationwide. The injunction only protected the plaintiffs, their members and their customers. On October 9, ATF issued an Open Letter and FAQ extending non-enforcement to everyone as a matter of enforcement discretion. For suppressors, SBRs, SBSs and AOWs, ATF no longer enforces prior approval, registration or the interstate-transport ban. No Form 4, no Form 1, no stamp.

The dealer process is a 4473. Licensees still complete a Form 4473, run NICS and keep records. Dealers still pay their special occupational tax. ATF still accepts NFA forms voluntarily.

WHO FOUGHT FOR IT

Two of our partners were in this fight from the start. Gun Owners of America pushed to zero the tax in the One Big Beautiful Bill, then sued the day it became law. GOA and Gun Owners Foundation are named plaintiffs in the lead case, and GOA members completed the first unregistered suppressor transfers since 1934, minutes after the injunction took effect.

The Second Amendment Foundation funded *Jensen v. ATF*, the companion case consolidated into the ruling, and is a named plaintiff in a parallel challenge, *Brown v. ATF*. On August 13, SAF and the Jensen plaintiffs wrote to DOJ and ATF asking how the government would treat people outside the injunction. That is the question ATF's October guidance answered.

WHAT IT DOES NOT DO

It does not touch machine guns or destructive devices. Both remain fully under the NFA, $200 tax included.

It does not override state law. Eight states and D.C. still ban civilian suppressors. NSSF counts fifteen states whose own laws still require a completed Form 4, and states are reading their statutes differently: Mississippi's attorney general has called the form voluntary, while Maryland State Police say registration is still mandatory. Short-barreled rifles and shotguns still need an approved Form 20 to cross state lines.

It is not permanent law. This is enforcement policy, not repeal. ATF itself warns enforcement could resume if the guidance is rescinded or Congress reimposes a tax. The Hearing Protection Act and SHORT Act, which would write it into statute, have not passed.

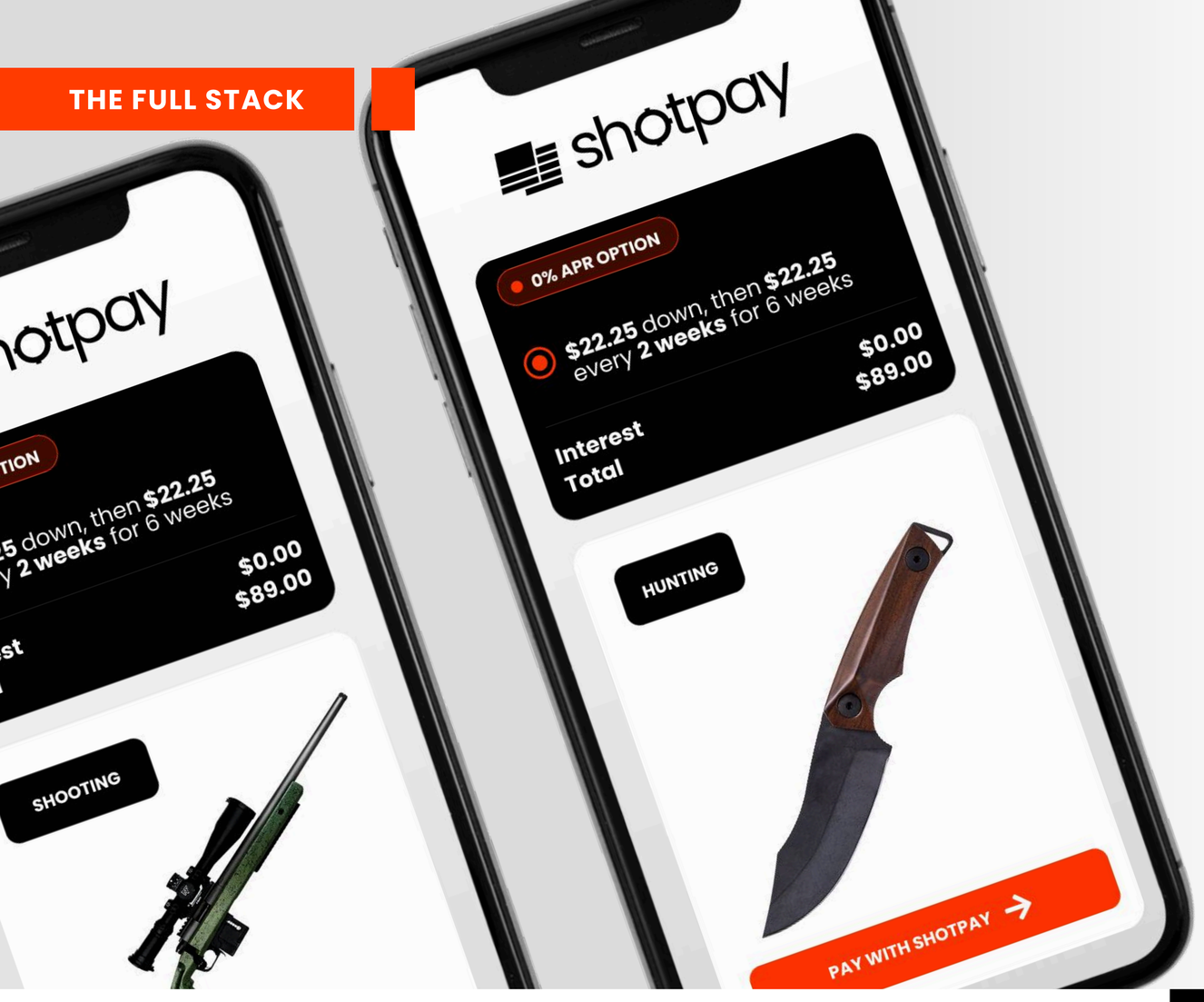
WHAT IS STILL MOVING

State legislatures, most back in session in January, will decide whether to drop their federal-registration hooks. Pulling a registered item off the federal registry is a one-way door: ATF says it cannot be re-registered without an amnesty. And the Fifth Circuit's June holding in *United States v. Comeaux*, that suppressors are protected "Arms," could still carry the question further.

Where we do have a view: demand is moving faster than fifty state codes. Know your customer's state before you ship.

That is exactly the kind of check our compliance layer runs at the transaction.

Sources: Silencer Shop Foundation v. ATF, No. 6:25-cv-056 (N.D. Tex.), Final Judgment, Aug. 5, 2026; Office of the Solicitor General letter to Congress, Sept. 24, 2026; ATF Open Letter, FAQ and press release, Oct. 9, 2026; GOA, Aug. 5 and Aug. 14, 2026; SAF, Aug. 5 and Aug. 13, 2026; NSSF; Mississippi AG and Maryland State Police statements, Oct. 2026; United States v. Comeaux (5th Cir., June 2026).



FOUR WAYS TO GET PAID. ONE RAIL. KNOW THE DIFFERENCE.

Most merchants run one or two of these. The margin is in knowing which sale belongs on which product, and in having all four underwritten by the same partner so the compliance layer travels with the transaction.

CARD PROCESSING

THE BASELINE

Retail and card-not-present acceptance on interchange-plus pricing. The consumer pays at once; you pay one audited markup. Every other product settles on this rail.

B2B PAYMENTS

THE TRADE LAYER

Dealer-to-dealer, distributor and wholesale invoices, ACH and card, priced for high tickets, where a percentage fee with no cap quietly eats the margin.

PAY-IN-4 (BNPL)

THE CONVERTER

Four interest-free payments. We carry the financing and the risk; you are paid the full sale upfront. Approval, age/ID and state rules run before checkout completes.

LAYAWAY

THE INCLUDER

No credit decision at all. A deposit holds the item, scheduled payments on a fixed, disclosed interest term run automatically, and the firearm transfers on completion.

THE DELTAS AT A GLANCE

	CARD	B2B	PAY-IN-4	LAYAWAY
Credit decision	Issuer's	Underwritten	**Soft check**	None
You are paid	T+1	Terms / T+1	**Upfront**	As paid
Consumer cost	None added	None added	**0% interest**	Fixed, disclosed
Who holds risk	Network	Terms-based	**ShotPay**	None
Best for	Everyday	Wholesale	**$300–$6k**	Below approval

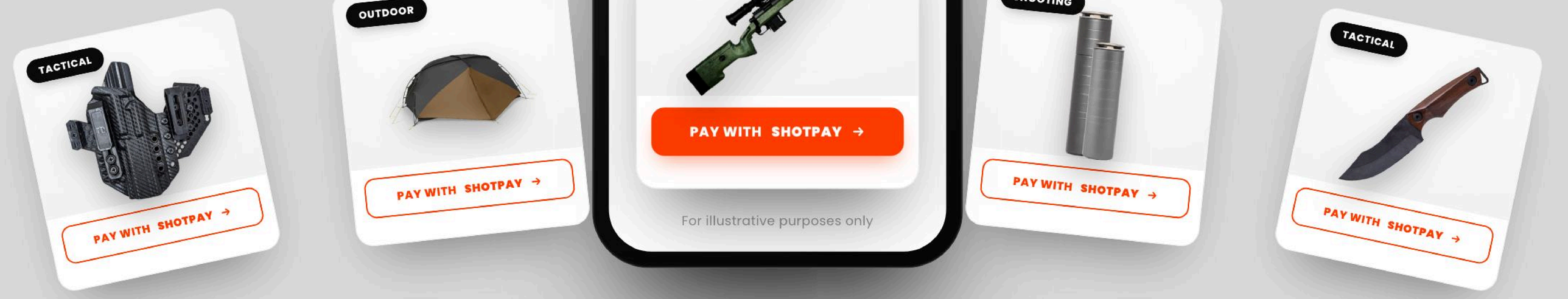


THE COMPOUNDING EFFECT: a shopper declined for Pay-in-4 rolls to layaway instead of leaving, and a B2B invoice settles on the same audited rail as the retail counter. One underwriting file, one statement, one partner.

ANYONE CAN ROUTE A PAYMENT.

WE BUILT FOR THE DAY SOMEONE SAYS NO.

Page 05 documents what this industry already knows: rails get pulled. So we engineered for it, twice over. Redundancy on the banking side, and a waterfall on the approval side. Together they exist so that no single decision by a bank, a lender or a politician can stop your checkout.



TRIPLE-RAIL BANKING REDUNDANCY

RAIL 01 PRIMARY

Sponsor bank and processor sourced for the firearms industry; carries day-to-day volume.

RAIL 02 STANDBY

A second, fully underwritten banking relationship kept warm; batches can shift without re-boarding.

RAIL 03 RESERVE

A third rail held in reserve. If policy shifts at one institution, your settlement never feels it.

THE APPROVAL WATERFALL

01 APPLICATION

One soft-pull application at checkout. No credit-score impact.

02 LENDER

Strongest terms first. Approved? Done, and paid upfront.

03 LAYAWAY

No? The sale rolls to fixed-term layaway with no credit decision at all.

WHY IT MATTERS

A single-lender checkout turns every decline into a lost sale.
The waterfall keeps the customer moving until a yes, and layaway catches everyone below the approval line. Maximum approvals, zero dead ends.

IF THERE IS A CHANGE, WE HAVE YOUR BACK.

Deplatforming works by making you re-apply from zero. With three underwritten rails, a policy change at one institution is our problem to route around, not your outage.

THE NET EFFECT

More approvals per hundred shoppers, and no single point of failure between you and getting paid.



THE NETWORKS SET INTERCHANGE.

EVERYTHING ABOVE IT IS YOUR PROCESSOR.

Three real reviews from our book, anonymized.
One method: read the statement line by line, separate true interchange from processor margin, and price the difference honestly, including when the honest answer is that the rate is already good.

MERCHANT A

FIREARMS & DEFENSE MANUFACTURER

~$35K/MO CARD

Priced at 3.15% all-in against a 2.35% interchange floor. The processor-controlled layer ran about 25% of the card bill, plus $275/yr in recurring service, PCI and compliance fees. Separately, ACH invoices carried a 1% no-cap fee on an average ticket over $5,000. That is a B2B problem, not a card problem.

- **CARD RATE 3.15% › 2.66%**
- **CARD SAVED $2,071/yr**
- **ACH SAVED $5,685/yr**
- **BLENDED COST -40%**

MERCHANT B

SHOOTING-SPORTS RETAILER

~$171K/MO CARD

Tiered, bundled pricing at 2.776% all-in, so interchange was never itemized. The margin: 0.35% on every dollar, a per-item gateway and AVS stack, and a PIN-debit access fee on an account with zero PIN-debit volume. The statement also billed 32 declined authorizations in one month.

- **CARD RATE 2.776% › 2.580%**
- **CARD SAVED $4,017/yr**
- **MARKUP 14.8% of bill**
- **DECLINED SALES $9,908/mo**

MERCHANT C

OPTICS & PRECISION RETAILER

~$14.6M/MO CARD

Already on a near-cost pass-through: 2.27% all-in against a 2.22% floor. We told them their rate was excellent and not to switch on price. The value was elsewhere: two dormant merchant IDs bleeding fixed fees, and a single-route gateway with no retry on soft declines.

- **CARD RATE HELD AT 2.27%**
- **DEAD MIDS $1,320/yr**
- **APPROVAL LIFT +2 pts modeled**
- **RECOVERED ~$3.5M/yr**

THE STANDING OFFER

Interchange pass-through + 0.30% + $0.10 with no monthly fee, or flat 2.90% + $0.10. Both are negotiable examples; final pricing is set with you at underwriting.



THE CUSTOMER ALREADY DECIDED.

THE ONLY QUESTION IS WHO BENEFITS?

37%

of U.S. consumers used BNPL in the past 90 days, up five points in a year, and near half of consumers under 40.

— J.D. Power, 2026 U.S. BNPL Study

~ $70B

in U.S. BNPL volume in 2025, still growing roughly 20% a year in real terms while credit-card volume grows low single digits.

— Federal Reserve Bank of Richmond, Feb 2026

+14%

revenue lift measured across 150,000+ checkout sessions when a BNPL option appears, with more than two-thirds of BNPL volume net-new sales.

— Stripe checkout experiment, 2024

20–30%

higher conversion where pay-over-time is offered, with 10–20% higher average order value on top.

— RBC Capital Markets via CNBC; ShotPay merchant modeling



IT WORKS IN OUR WORLD

SPECIFICALLY

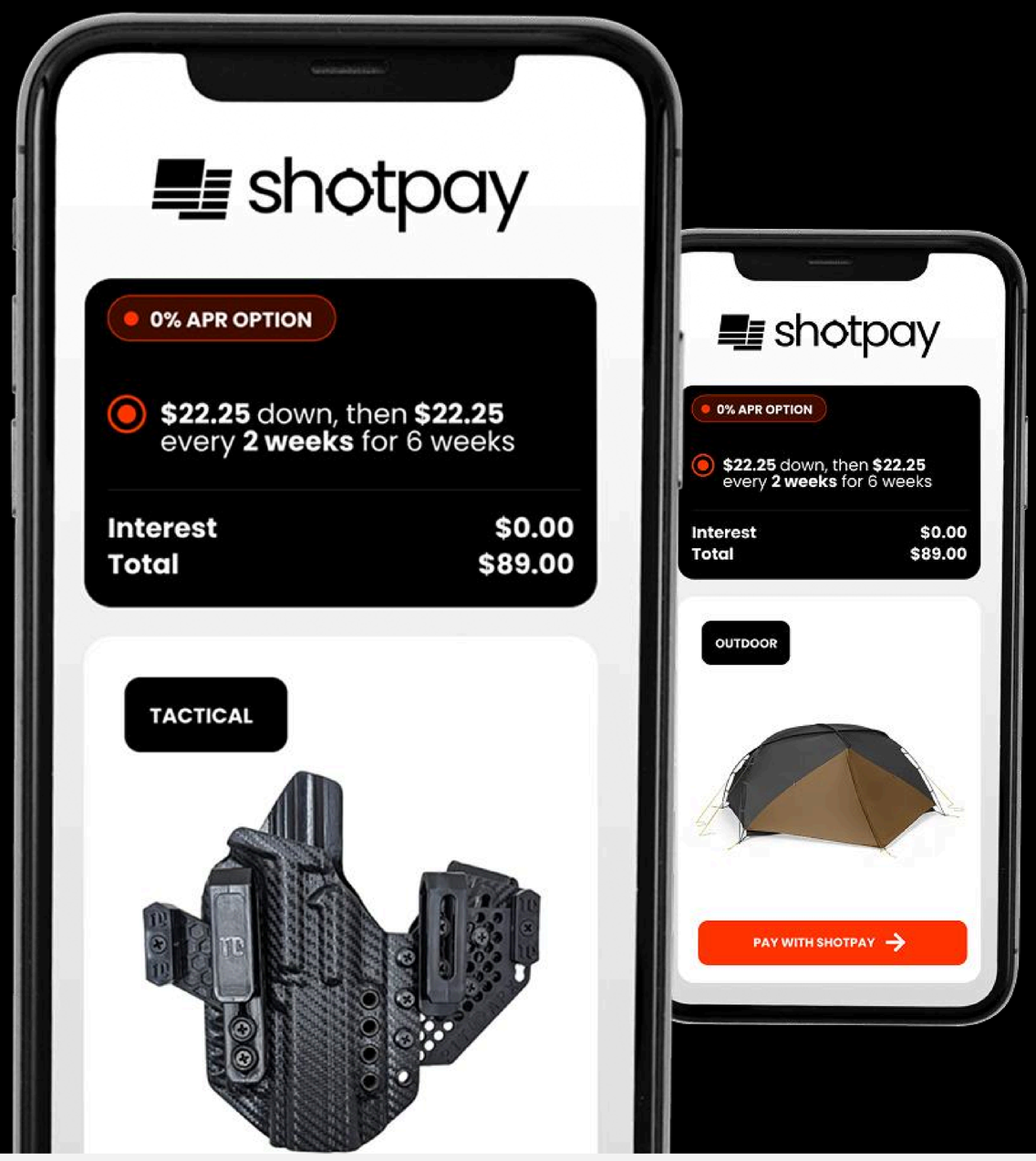
A peer-reviewed study of a Nordic outdoor retailer selling hunting equipment, firearms, optics and camping gear found customers who adopted pay-over-time placed measurably larger orders than card payers, with the effect strongest on exactly the considered, high-ticket purchases that define gun retail. And with roughly 7% of retail transactions now running on BNPL while SHOT-industry adoption sits materially lower, the runway in this vertical is still wide open.

THE CATCH, AND THE OPENING

The ethical mainstream of BNPL (Affirm, Klarna, Sezzle, Afterpay) built honest products, and they prohibit firearms. Affirm's own availability policy lists weapons, ammunition and certain parts among restricted items, and industry guides report the same category bans across the major providers. The entire conversion math on this page is sitting on the table in gun retail, unclaimed by every household name in the space. We built ShotPay to claim it, ethically.

Sources: J.D. Power 2026 U.S. Buy Now Pay Later Satisfaction Study (Mar 2026); Federal Reserve Bank of Richmond economic brief (Feb 2026); Stripe, "Testing the impact of buy now, pay later," June 2024; RBC Capital Markets estimates as reported by CNBC (Sept 2021); Journal of Retailing / ScienceDirect (2024); retail BNPL share per industry reporting; Affirm Help Center, availability and restrictions.

THIS INDUSTRY GOT FINANCING. IT DESERVED BETTER FINANCING.



THE RECORD, AS REPORTED

Jan 2024. California's Department of Financial Protection and Innovation entered a consent order with Credova over failures to disclose potential third-party convenience fees, including a $50,000 penalty and required disclosures going forward.

2024. The Washington Post reported more than 50 complaints against the company in the CFPB's database, many about debt collection, plus a record of state consumer-protection settlements, including a 2021 Massachusetts settlement over financing structured as leases.

2021–25. The CFPB investigated the company's lease products for four years and authorized an enforcement action in 2024. The Bureau closed the probe in August 2025, calling it politically motivated. That is a closure, not a clearance of the underlying product design.

Ongoing. Better Business Bureau complaints continue to describe shoppers who believed they were financing a purchase and later learned they had signed a closed-end consumer lease. One recent complainant leased a $900 firearm and faced over $2,000 in total payments.

When the mainstream providers ruled out firearms, the vacuum was filled largely by lease-to-own: a structure in which the shopper signs a consumer lease, not a loan, and the true cost lives in the leasing fees. The dominant player in our space has a documented record on this. We cite it not to sneer, but because it is exactly the product we refuse to build.

OUR ANSWER, IN WRITING

No leases.

Our Pay-in-4 is four interest-free payments on a purchase you own. There is no lease agreement anywhere in our stack.

Honest terms.

0% to the shopper on Pay-in-4; layaway on a fixed interest term disclosed to merchant and client alike, before the first click.

No surprises.

Total cost shown up front, every product. If a term needs a magnifying glass, we do not ship it.

Sources: Consumer Finance Monitor (Ballard Spahr), Aug 2025, summarizing Washington Post reporting, the California DFPI consent order and the Massachusetts settlement; Bloomberg Law, Aug 2024 (CFPB enforcement authorization) and Aug 2025 (probe closure); AP via MarketBeat, Aug 2025 ($50,000 California penalty); Better Business Bureau complaint records, 2026. Descriptions reflect published reporting and public filings.

THE DAY WE SAID NO

FIRST PERSON · BY RYAN STOUT, SHOTPAY

> “The moment we serve every industry, we protect none. ShotPay is firearms only.”
>
> R.S.



THEY OFFERED US

EVERY VAPE MERCHANT IN AMERICA. WE DIDN'T THINK TWICE.

Some context first. In August 2018, Shopify rewrote its acceptable-use policy overnight and swept semi-automatic firearms, standard magazines and common parts off its platform. Retailers who had built their entire online business there,some doing millions a year, were told to pack up. National coverage at the time recorded the industry's shock; one Florida manufacturer called it a decision with consequences for every online retailer in the space.

This June, Shopify did it again, to someone else. A June 24 notice gave vape and e-cigarette merchants two weeks to remove every listing, worldwide, regardless of compliance history, or face store termination. Reuters confirmed the policy. An entire regulated category, deplatformed on fourteen days' notice.

Not long after, Joe and I were at a roundtable with Brandon Holloway and Mike Mahoney of BigCommerce, the platform that has actually stood by this industry. They raised it directly: the vape industry was flooding toward them, it is a regulated category, and we are the regulated-payments people. Would we consider turning them on?

We gave them a hard no, and it was the easiest call Joe and I have made all year. Our banking relationships exist for the firearms industry. Our underwriting is built on this industry. Every hour our team spends belongs to this industry. The moment we become a general-purpose "high-risk" processor, we become exactly the kind of partner that drops you when the wind changes, because nothing ties them to you.

Everyone deserves a payments partner that fights for them. Vape will find theirs. Ours is spoken for.

Background sources: CBS News and CBC, Aug 2018 (Shopify firearms policy change; Spike's Tactical reaction); Reuters, as reported by The Spokesman-Review and Vaping360, June–July 2026 (Shopify ENDS removal notice and July 8 deadline). The roundtable account is the author's own.

RETAIL BURIED LAYAWAY.

THIS INDUSTRY NEVER DID.

Between 2020 and 2022, Kohl's, Target and Best Buy ended their layaway programs and Walmart pulled its own back to a seasonal offer.

The trade press wrote the obituary: shoppers had moved to BNPL.

Except here, where layaway never left. Firearms have sold on scheduled payments for a century, which is exactly why the financing companies came looking in the first place.

It survived because it does something Pay-in-4 cannot. No credit decision, so it reaches the customer below any approval threshold. The item stays with you until it is paid, and no lender sits between you and your customer. Terms are fixed and disclosed to both sides: a set interest term, in writing, before the deposit.

What it has always cost is labor: a manual ledger, payment chasing, held stock nobody reconciled. That is the part we automated.

THE PART MOST PROGRAMS GET WRONG

Layaway is separately regulated in several states, Maryland, Ohio, Rhode Island and D.C. among them, with statutory rules on service charges, refunds and required disclosures. A spreadsheet program carries that risk quietly. Ours enforces the rules per jurisdiction, the same way the rest of the stack does.

THE PAIRING

Run Pay-in-4 and layaway together and the funnel closes: approved shoppers convert today at full ticket; everyone else rolls to layaway instead of walking. Two transparent paths, one compliance layer, zero customers handed to a competitor.

Sources: retailer layaway program changes 2020–2022 as reported in trade and consumer press (CNBC, Sept 2021); state layaway statutes per published retail-law guidance.

01

DEPOSIT & HOLD.

A configurable down payment reserves the item and takes it off available stock.

02

SCHEDULED PAYMENTS.

Automatic collection on a fixed, disclosed term, with reminders and a defined grace period.

03

RELEASE OR UNWIND.

Automatic release on completion; defined cancellation and refund handling if it lapses.

AUTOMATED LAYAWAY, END TO END

WHERE THE MONEY GOES

WE PUT OUR MONEY WHERE THE FIGHT IS.



A NOTE FROM RYAN STOUT, COO

One of the promises we made when we started this company was that our giving would be a line item, not a logo on a slide. Every financed transaction that runs through ShotPay sends a dollar to nonprofit partners this community already trusts — veteran health and research, veteran transition, and the legal work that keeps the Second Amendment from being treated as a second-class right. So I am glad to be able to say in print that the Second Amendment Foundation is now formally among them. SAF has been carrying cases for more than fifty years, including a hand in the NFA litigation covered on page 06. Every time one of your customers takes a Pay-in-4 or a layaway, a piece of that goes to their side of the courtroom. That is the whole idea.

— RYAN STOUT, CHIEF OPERATING OFFICER, SHOTPAY

AS ANNOUNCED BY THE SECOND AMENDMENT FOUNDATION

The Second Amendment Foundation announced that ShotPay — described in the release as a 2A-friendly, full-stack payments ecosystem for the firearms industry — will direct a portion of the proceeds of each transaction to the Foundation's legal and educational work.

The release sets out ShotPay's reasoning: that the firearms industry has for years routed its payments through financial institutions working against it, and that putting embedded card processing, BNPL, layaway, wholesale invoicing, gateway services and 2A-friendly banking rails under one roof lets merchants sell more while keeping more of every dollar inside the Second Amendment ecosystem — turning ordinary commerce into advocacy.

BELLEVUE, WASH. — AUGUST 17, 2026

"Every qualifying transaction through ShotPay helps fund the Second Amendment Foundation. That is the entire point."

— Joe Fox, CEO, ShotPay

SAF EXECUTIVE DIRECTOR ADAM KRAUT

said the Foundation is always grateful to companies willing to back its work, noting that after more than fifty years of fighting to keep the Second Amendment from being treated as a second-class right, partnerships like this one show what the industry can accomplish collaboratively, and that SAF looks forward to working with the ShotPay team.

Adapted with attribution from the Second Amendment Foundation news release, "ShotPay Turns Everyday Firearms Commerce Into Support for SAF," Aug. 17, 2026, saf.org. Also reported by Bearing Arms, Aug. 18, 2026. Reproduced in summary; full release at saf.org.



NOBODY BUILDS A RAIL ALONE. HERE'S WHO STANDS WITH US.

Platform partners who kept this industry online, the agencies that build its storefronts, and the foundations our transaction fees fund. With over $200M in committed merchant GMV already onboard, this is a coalition, not a vendor list.

PLATFORM & TECHNOLOGY

BigCommerce. The open SaaS platform that stood by this vertical, and our first and deepest integration.

Master FFL. FFL and SOT compliance and the dealer-transfer workflow, native to our checkout.

FLXpoint. Inventory, distributor feeds, order routing and fulfillment automation for the industry's catalogs.

WP Engine. Managed WordPress and WooCommerce hosting for the storefronts this industry runs on.

ArmaNet. Advertising infrastructure built for the firearms space, creating demand for the checkout we convert.

+ more in the stack

AGENCY PARTNERS

MojoActive · Mira Commerce · Smart Solutions · Jamersan · EY Studios · Ballistic Agency · SwiftOtter · Growth Factor · Clandestine Media · Crimson Agility · Binary Anvil · + more joining

WHERE THE DOLLAR GOES

ShotPay donates $1 from every BNPL and layaway transaction to nonprofit partners chosen by this community. As we grow, so does the check.

HUNTERSEVEN FOUNDATION

VETERAN HEALTH RESEARCH AND CARE.

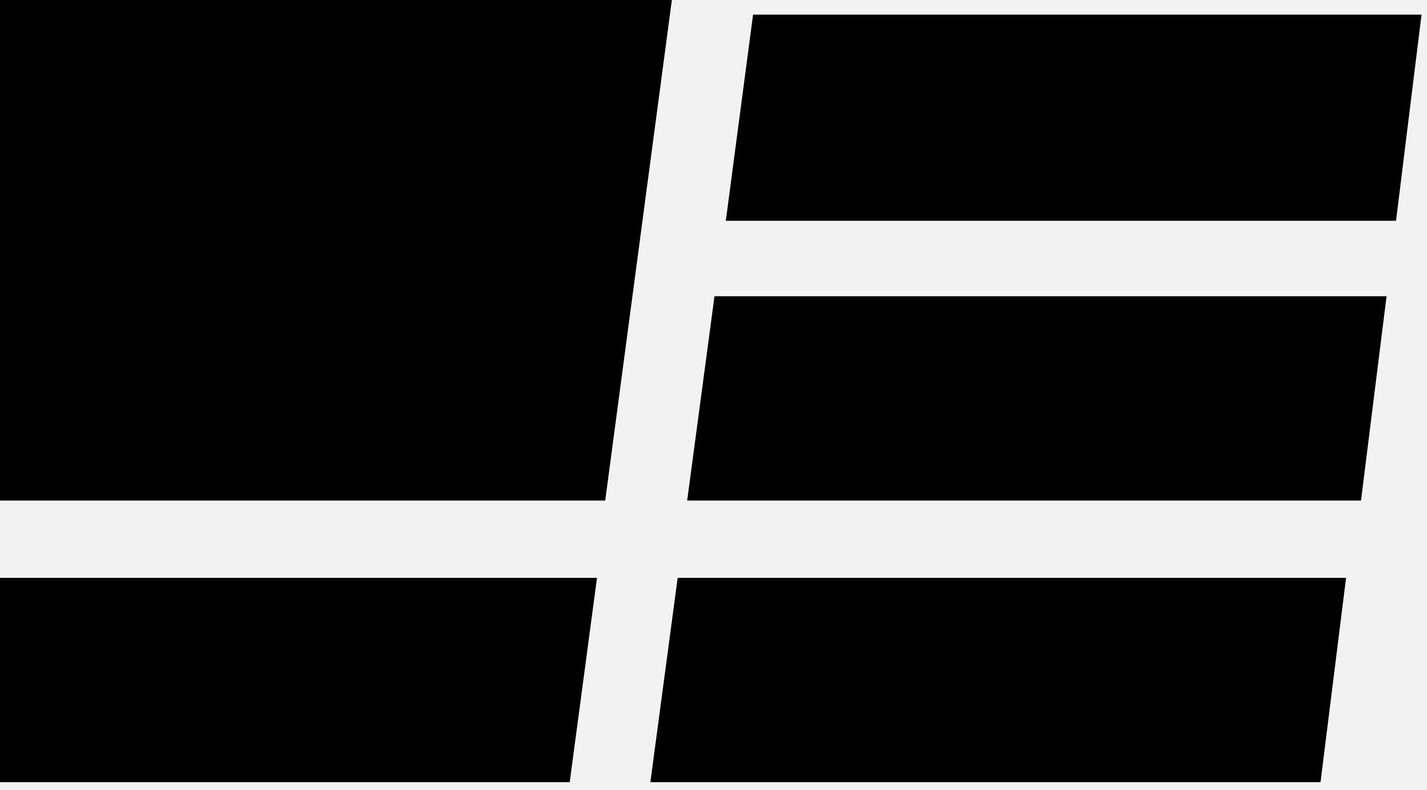
SECOND AMENDMENT FOUNDATION

2A LITIGATION UP TO THE SUPREME COURT. SEE PAGE 14.

THE HONOR FOUNDATION

TRANSITION FOR SPECIAL OPERATIONS VETERANS.

Partner and foundation roster per shotpay.com/partners; agency list includes announced and onboarding partners. Committed GMV per shotpay.com, July 2026.



FIFTEEN MINUTES.

BRING YOUR STATEMENTS.

Sixty to ninety days of processing statements is all it takes. We will separate true interchange from processor margin, price it honestly, and show you what Pay-in-4 and layaway would add on top. If your rate is already good, we will say so.

01

Send statements.

Secure upload at shotpay.com/contact-us.

02

Get the teardown.

Line-by-line, in writing, within days.

03

Decide.

Keep it either way. No obligation, no pressure.

shotpay

AMERICA'S WAY TO PAY

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