

Realize untapped payment potential with mVisa

Cash continues to dominate consumer payments

US \$11 Trillion¹ transactions in cash and checks



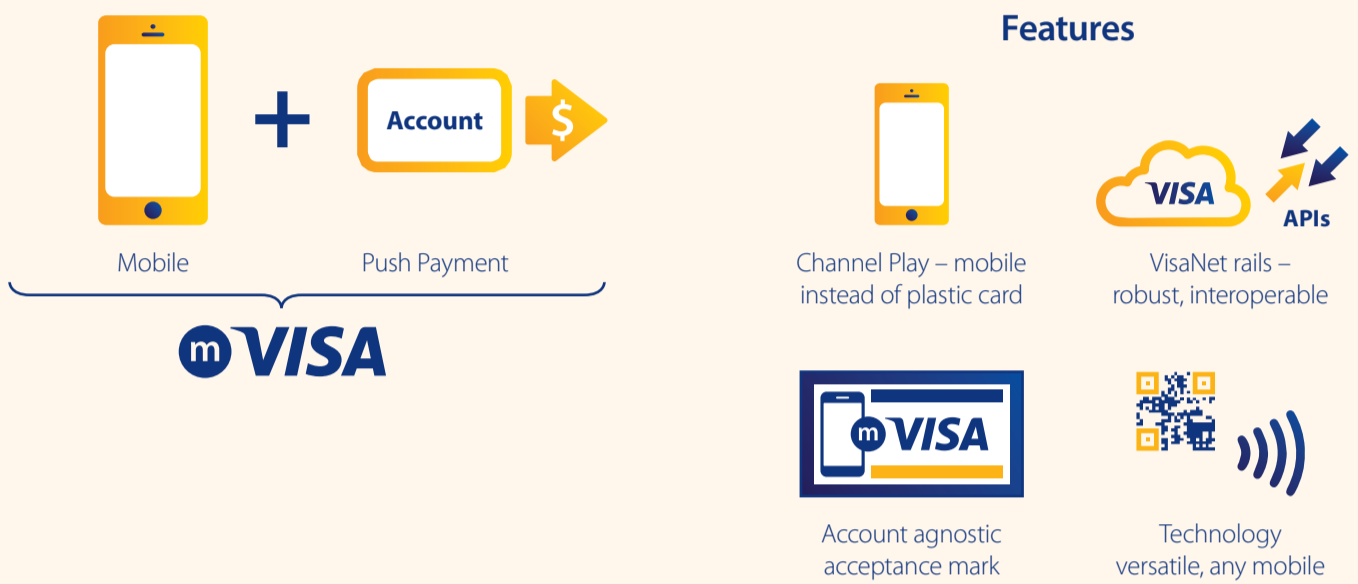
- Card mainly used for cash withdrawal
- Risk perceptions hinder POS use
- Low acceptance for everyday spend

- 200 million potential businesses do not accept cards
- Difficult to become a merchant
 - POS machine cost
 - Acquirer underwriting

New digital technologies are helping overcome these barriers

What is mVisa

Combines the power of pervasive mobile connected devices with lower risk “push transactions”



How mVisa works

Low cost, lower risk acquiring to expand acceptance ... and more!



How mVisa benefits everyone



Easy for **merchants** to adopt, onboard and use



Gives **consumers** control over payments on their favorite device



Helps **issuers** activate cards and enhance mobile banking with payment functionality



Provides **acquirers** with a low cost, lower risk, lower dispute acceptance tool



Transformational
No payment card or card reader needed



Secure
Consumers' sensitive information not shared with merchant – lower disputes



Fast
Quick to set up, simple to transact

► Contact your Visa representative to learn more about mVisa

VISA everywhere you want to be

¹Data from Euromonitor Merchant Segment Survey estimates 2013