

Reinvent payday with a more cost-efficient and flexible alternative to payroll checks.

Reduce payroll cost, increase processing efficiency and build employee loyalty all at the same time. That's how to make payday better. Perfect for mid-size companies, the Visa® Payroll card is a reloadable prepaid card that provides your company and employees with a convenient, low-cost alternative to payroll checks.

Since the Visa Payroll card was introduced in 2001, thousands of companies like yours have signed on to offer the program to their employees. Eliminating cumbersome paper-based payroll operations, these companies automatically load employee salaries directly onto payroll cards every payday. And deliver an efficient and flexible solution to employees without bank accounts, or those who prefer not to use their accounts for direct deposit. Everyone is eligible because no bank account or credit check is required.

Your employees will appreciate faster access to funds, increased control over their finances, the convenience of worldwide acceptance and security enhancements that keep their funds safe.

You'll reap the benefits of streamlined payroll processing, seamless integration into your current direct deposit procedures, reduced administrative costs and enhanced employee loyalty. Everyone wins.

The Visa Payroll card benefits employers and employees

Employer benefits

- Reduces costs associated with paper-based payroll processes by eliminating check printing, handling and processing
- Increases efficiency and saves time spent on payroll operations
- Provides a convenient way to pay part-time and temporary employees
- Minimizes fraud losses, theft and out-of-cycle checks
- Expands your direct deposit program to all employees
- Improves employee productivity by eliminating offsite banking needs
- Builds employee loyalty by providing a sense of empowerment and control

\$10 per check issued—
potential employer cost savings.

The American Payroll Association, 2005.

According to Visa estimates,* approximately 80 million U.S. consumers—roughly one quarter of the U.S. population—do not have a traditional bank account or have only limited access to credit. These employees receive approximately \$1 trillion in annual income, pay more than \$1.5 billion in check cashing fees and rely heavily on cash for everyday transactions. If your company is mid-size and in the hotel/hospitality, retail store, quick service restaurant or transportation sector, it is likely that your employees will benefit from the Visa Payroll card.

* Visa analysis based on data from the Federal Reserve Bank; U.S. Census, Transunion, SEC filings; and the Urban Institute.

Employee benefits

- Requires no credit check or bank account
- Delivers immediate access to funds on payday
- Avoids long waits and fees associated with check-cashing
- Provides a convenient payment tool wherever Visa debit cards are accepted—in stores, online or by phone
- Eliminates the need to carry large amounts of cash
- Enables enhanced money management and spend tracking
- Protects against fraudulent purchases through the Visa Zero Liability policy**

\$300+ per year—potential employee cost savings versus cashing checks.

Visa Study on Check-Cashing Expenses, March 2005.

Count on Visa to help ensure the success of your program

Visa supports your Visa Payroll card program with proven marketing and communication tools, including:

- Best practices for implementing an employee card program—including key learnings from Visa Payroll card programs currently in market. Access information about company adoption, implementation planning, employee introduction and ongoing marketing campaigns to encourage usage.

- Welcome kit, including welcome letter for new or current employees, authorization and sign-up form, employee information brochure and motivation offer insert to stimulate employee enrollment.
- Cardholder programs—including training and sales materials—to help increase employee adoption and usage of the Visa Payroll card.

A Visa Payroll card program is as easy as 1, 2, 3

1 Easy employee enrollment

- When employees enroll, they receive an embossed, reloadable Visa Payroll card
- Their pay is automatically deposited into their individual card account every payday

2 Seamless transaction processing

- When employees use their cards to get cash, pay for purchases and pay bills, a message is sent to the Visa Payroll card processor
- The processor authorizes the transaction and deducts the amount from the card's value
- The transactions are detailed on your employees' monthly electronic or printed account statements

3 Streamlined 24/7 online management

- Employees use the website to enroll, open accounts and initiate funding and adjustments, as well as order new cards
- Employees also use the website to check balances and pay bills

Reinvent payday at your company with the Visa Payroll card today.

For more details on the Visa Payroll card program:

Contact your commercial banker.

Visit visa.com/midsize.

Email cs@visa.com.

** Covers U.S.-issued cards only. The Visa Zero Liability policy does not apply to certain commercial card transactions, ATM transactions or PIN transactions not processed by Visa. Cardholder must notify card issuer promptly of any unauthorized use.