

Visa Chip Technology: Adoption Accelerates in U.S. Market



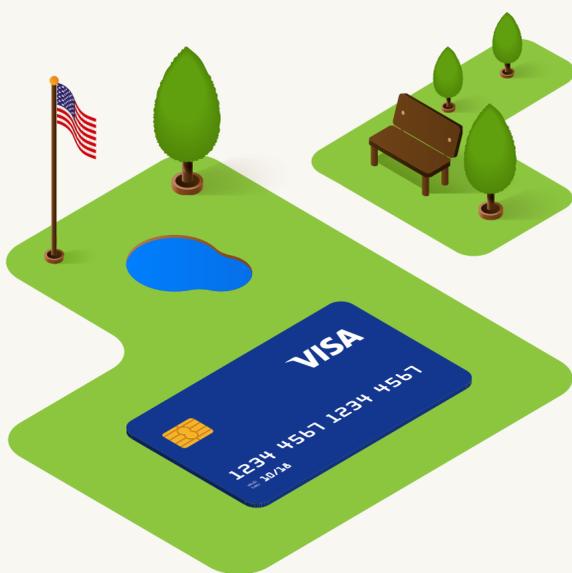
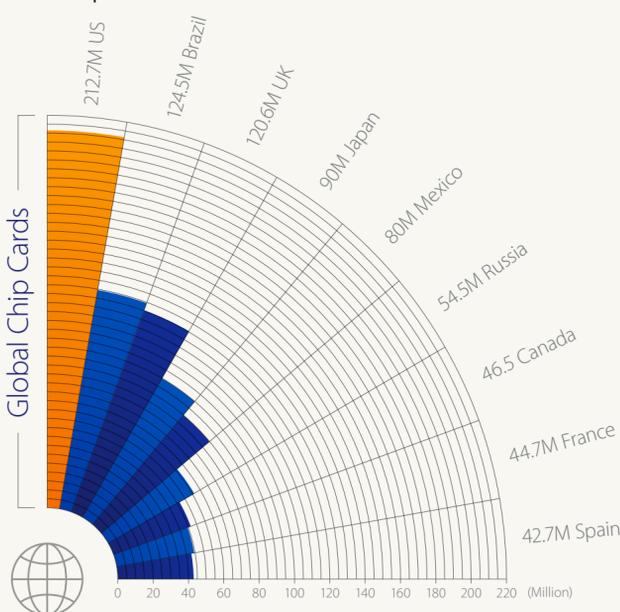
2015 saw exponential growth in consumer and merchant adoption of EMV chip technology.

It was a watershed year in the US migration to chip cards, which officially kicked off on October 1, 2015. With over 212 million Visa chip cards issued as of December 2015—a 644 percent increase in the last year—and 766,000 merchant locations chip-enabled across the country—an 872 percent year-over-year increase—we have seen tremendous gains in the shift to smarter and more dynamic payment security.



U.S. is the Largest Chip Market in the World

There are now more Visa chip cards in the U.S. than in any other country in the world.



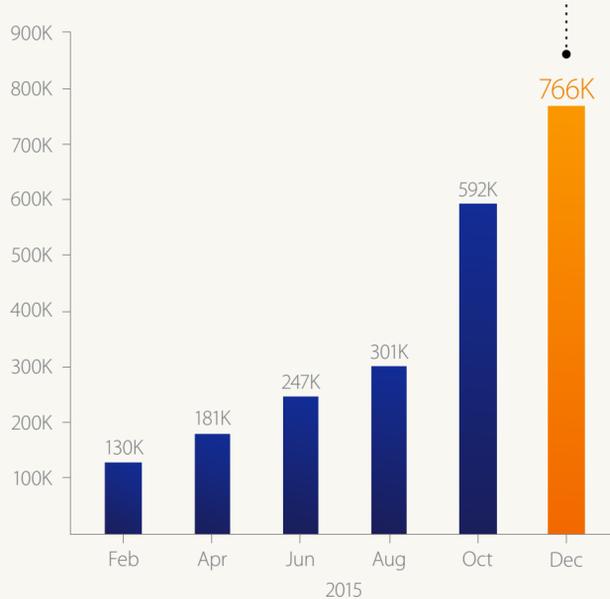
Visa Chip Cards Issued

The number of Visa chip cards in the U.S. grew by more than 644 percent in the last year alone.



Chip Activated Merchant Locations

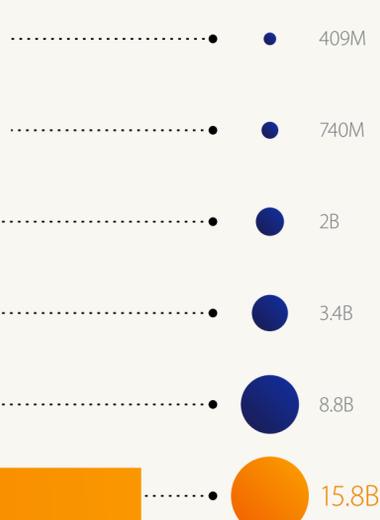
The number of chip activated merchants locations more than tripled in the second half of 2015.



Number of Visa Chip Payment Transactions



Visa Chip Payment Volume



In December 2015, credit payments made with Visa chip cards accounted for 72% of Visa's total credit volume.

Growing Consumer Awareness



According to Visa research, 7 out of 10 Americans have at least one chip card in their wallet, while about 93 percent of consumers are aware of the move to chip cards.



International Travel Has Never Been Easier with Chip Cards



More and more U.S. consumers are using their Visa chip cards to transact conveniently and securely around the world. Thanks to enhancements to Visa's approval rules, the approval rate for Visa chip transactions overseas is over 96.6 percent.



Sources:
 1. January 2015 to December 2015 cards and merchant locations data per operating certificates provided to Visa by client financial institutions.
 2. December 2015 U.S. card data per VisaNet reporting as of January 27, 2016.
 3. Transaction number and volume statistics based on VisaNet data for unique locations with chip transactions.
 4. Survey research data commissioned by Visa, "Visa EMV Chip Card Monitor," fielded in September 2015