

Powering faster payments

Real-time payments are quickly becoming a preferred way to pay for anything from splitting the check to catching a shared ride. While person-to-person (P2P) payments have been booming in recent years, business disbursements are just gaining traction in the United States. Want to offer consumers a fast, safe and convenient way to send money anytime, anywhere? Visa Direct can help.

Growing demand

With the rise of mobile and shared services, consumers and businesses (including independent contractors) increasingly expect faster, more convenient ways to pay.



75% of business payees prefer instant to one-hour payment speeds.²



89% of U.S. debit cardholders with health insurance say they would likely use a debit card for direct payouts, such as healthcare reimbursements.³

20.8 billion devices



Gartner predicts that 20.8 billion connected devices will be in use by 2020—that's nearly five devices for every adult on earth.⁴

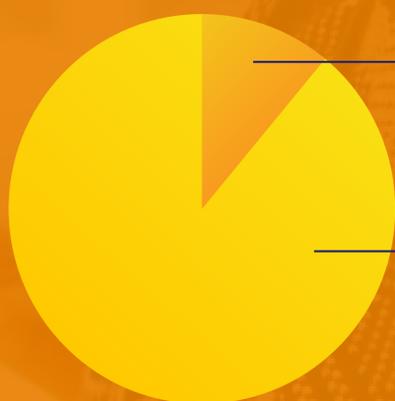
Total independent workers in the U.S.



Independent workers now represent 27% of the U.S. working population.⁵ Rapid growth of on-demand services, sharing economy platforms and ecommerce marketplaces is transforming the way people work and get paid.

Great opportunity

Real-time payments¹ offer a \$10 trillion opportunity in the U.S.⁶



\$1.2T personal payments (P2P)
(examples: paying family and friends, remittances, micro-businesses)

\$9T funds disbursements (B2C business to consumer + G2C government to consumer | B2B)
(examples: healthcare payments, insurance claims, tax refunds and shared service payouts)

29 billion transactions are expected to move to faster payments in U.S.²



Eligible U.S. debit or prepaid cards enabled for Fast Funds¹ rose from 7 percent to 93 percent in just the past year.⁷

Why Visa Direct?

Visa Direct is a global platform for real-time payments, allowing companies to send money instantly to millions of consumers and small businesses. Here's how it can benefit your business.

Speed



Transactions are processed in real-time¹ vs. days and 24/7/365 (that means weekends and holidays too).

Simplicity



Visa Direct is more convenient than entering bank/routing number or depositing paper checks.

Security



Visa's industry-leading payment security, including risk controls, helps reduce fraud.

Scale



Visa's global network provides access to millions of cardholders across networks.⁸

Learn more at www.visa.com/visadirect

¹ Actual fund availability varies by financial institution. Visa requires U.S. issuers to make funds available to its cardholders within a maximum of 30 minutes of approving the transaction.

² U.S. Federal Reserve Bank, Strategies for Improving the U.S. Payment System 2015, Federal Reserve Report 2014

³ Visa Internal Research, Consumer Fast Funds Disbursements, October 2016. U.S. debit cardholders with health insurance.

⁴ <http://www.gartner.com/newsroom/id/3165317> / Ages 15-64, according to the World Bank (<http://data.worldbank.org/indicator/SP.POP.1564.TO.ZS>)

⁵ Independent Work: Choice, Necessity, and the GIG Economy, October 2016, McKinsey Global Institute

⁶ Aite (Sizing P2P Payments, 2010); Aite (Business to Consumer Disbursement, 2012); Bureau of Labor Statistics, 2015; Government Accountability Office, Contingent Workforce Study, 2015; eMarketer, 2014 and National Retail Federation, 2014 and IBIS; Wall Street Journal 1/5/15; Nilson Report 1080 (Feb. 2016)

⁷ VisaNet, approval rates for month ending Dec. 31, 2016

⁸ Using the Visa Push Payment Gateway Service.

