

# Visa Chip Card Update: September 2016

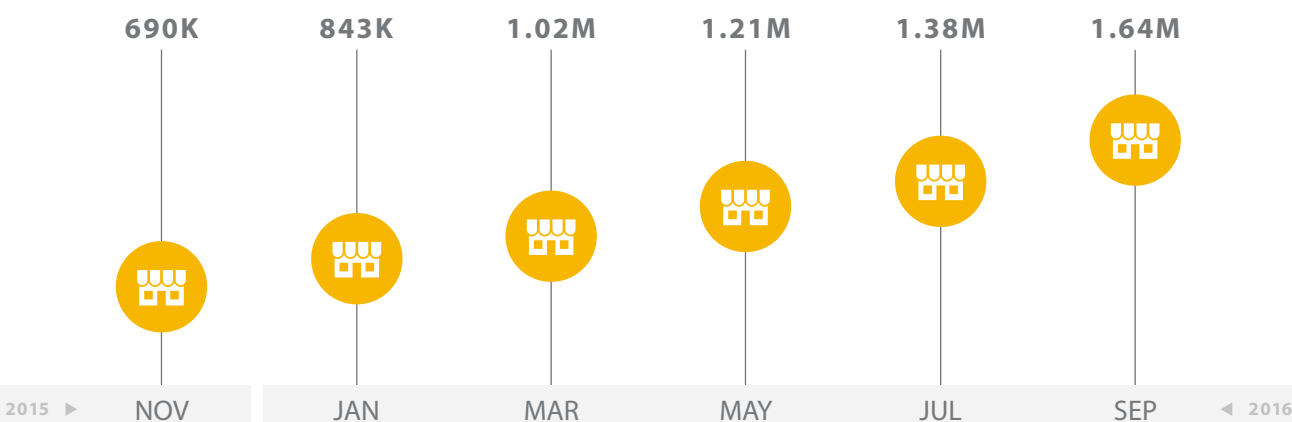
EMV chip cards and chip-activated merchants combat counterfeit fraud in the U.S.

The number of Visa chip cards in the U.S. **increased by 134%** in the last year.

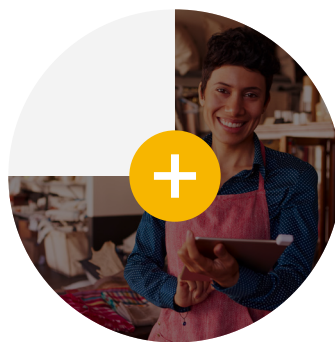


**More than 1.6M merchants** are now accepting chip cards, a 312% increase in the last year.

According to Aite, 84% of non-chip merchants report that they are planning to upgrade to chip or are already in the implementation process.



**Of U.S. storefronts** now accept chip cards



**More than three-quarters of those locations** are small and medium-sized businesses

For merchants who have completed the chip upgrade, **counterfeit fraud dollars** dropped 54% in June compared to a year earlier.

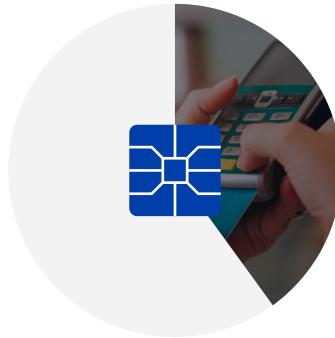


**DOWN**  
**54%**

**Chip transactions** continue to increase in the U.S.

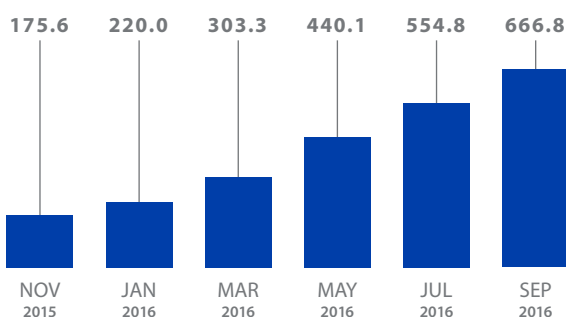


**There were more than a half billion Visa chip transactions in September,** a 744% increase over last year

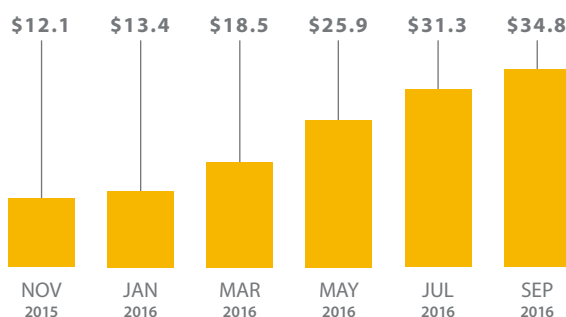


**Chip-ready merchants** now represent nearly 40% of Visa's in-store payment volume

## Visa Chip Transactions (M)



## Visa Chip Payment Volume (B)



**SOURCES:** U.S. card figures per VisaNet data and operating certificates provided to Visa by client financial institutions as of end September 2016; US chip merchant location data based on VisaNet data as of end September 2016. Merchants that have completed an EMV transaction in the last 30 days considered chip-activated; Aite figure on merchant adoption from "EMV Estimates for EMV and NFC: U.S. Merchant Implementation Status, 2016" by Thad Peterson; Counterfeit fraud reduction at fully chip-enabled U.S. merchants for the month of June 2016 compared to June 2015. Fully chip enabled merchants defined as locations where 80% of card present payment volume is chip-on-chip. Data includes both U.S.-issued credit and debit cards; Transaction number and volume based on VisaNet data for U.S. locations with chip transactions as of end September 2016.

**VISA**