



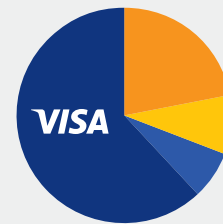
# Why Visa?



A relationship with Visa gives you access to resources, financial tools and consumer programs that can be good for your business and your customers.

Credit and debit card brand preference

**62%** of those surveyed prefer Visa.\*



- 22% MasterCard
- 9% Discover
- 7% American Express

## ✔ Strategic and analytic tools offer valuable insights

- Card Performance Accelerator (CPA) tool
- Helps you efficiently create financial projections for your clients' business while helping advance their card portfolio performance

## ✔ Financial literary resources help guide customers of all ages

- Personal finance articles
- Calculator
- Videos
- Lesson plans
- Games
- Much more

## ✔ Turnkey marketing programs help promote engagement

- Relationship with national brands: Uber, NFL and PayPal
- Access to online and in-store offers through Visa's Merchant Offer Program

## ✔ Debit card acceptance programs can drive usage

- Debit card acceptance for loan repayment program
- Can give you operation and interchange cost savings and efficiency
- Can give customers greater flexibility and increased peace of mind

Learn more about why a relationship with Visa makes sense:

Visit Visa Online (VOL)

<https://www.visaonline.com>

Go to Community Issuers Website

<https://www.visa.com/CommunityIssuers>

Talk to your  
Visa Account Executive

\*U.S. Credit/Debit Cardholders are aged 18+ and own a credit/charge card and/or debit card

Sources: Simmons Research National Consumer Connect Study, Spring 2018, (Nationally representative sample of 20,366 U.S. adult credit and/or debit cardholders aged 18+); Simmons Research National Consumer Proprietary Research Study, Spring 2018, (Nationally representative sample of 2,000 re-contacts projected to a sample of 20,366 U.S. adult credit and/or debit cardholders age 18+, commissioned by Visa).