

June 2018

Visa Chip Card Update


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

For merchants who have completed the chip upgrade, counterfeit fraud dollars

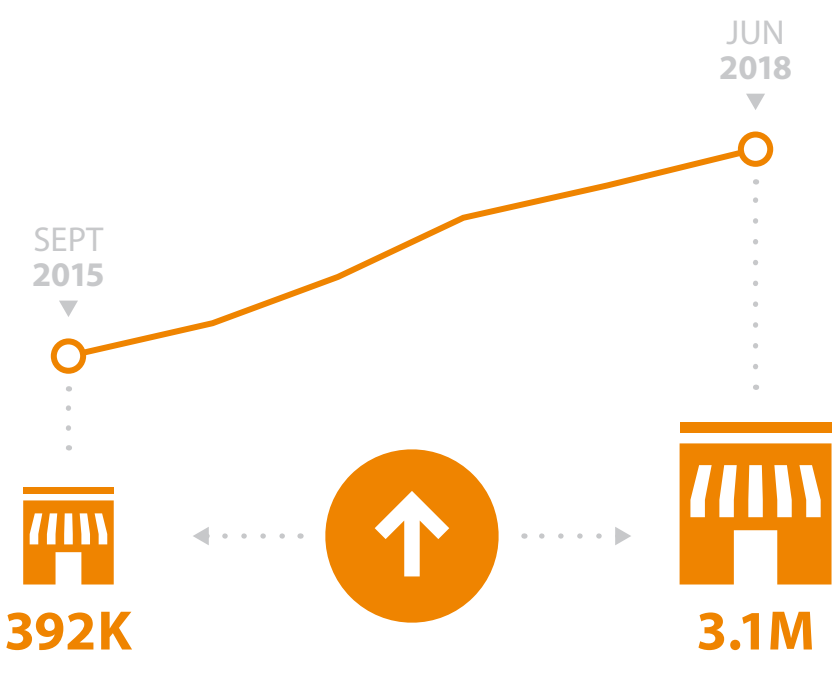
dropped  **75%**

in March 2018 compared to September 2015



Counterfeit fraud dollars for all U.S. merchants declined  **46%**

Over 3.1 M merchant locations are now accepting chip cards



That's a **680% increase** since the beginning of EMV migration in the U.S.

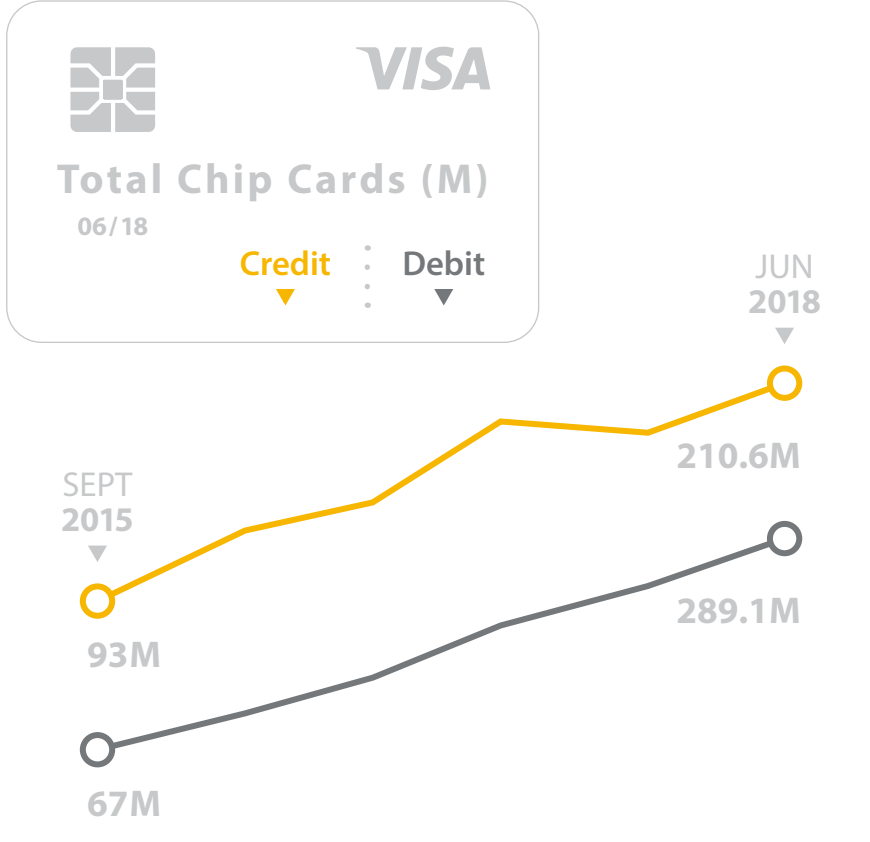
With **67% of U.S. storefronts** now accepting chip cards

Number of Visa chip cards in the U.S.




That's a **214% increase** since September 2015

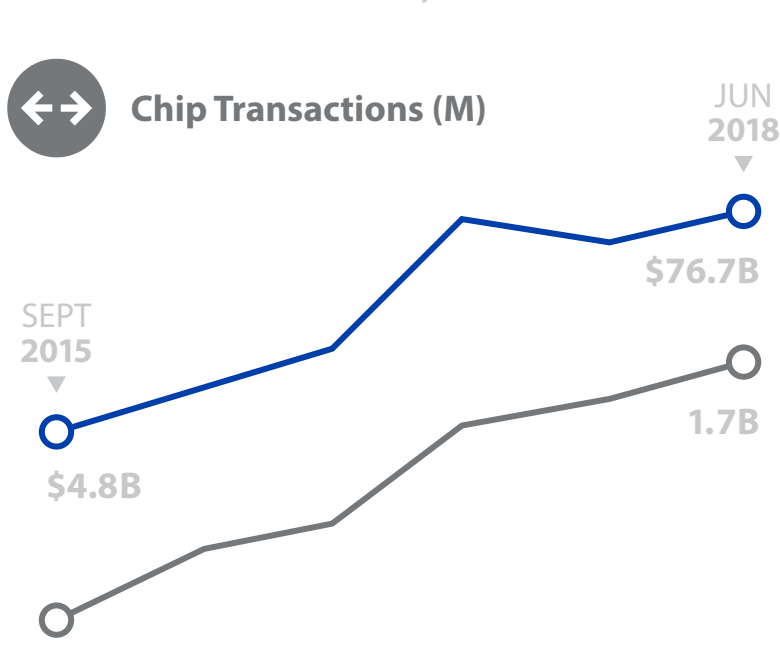
With **69% of Visa credit and debit cards** having chips



Chip transactions continue to increase in the U.S.

 **97%** of overall U.S. payment volume in June was on EMV cards

 **Chip Payment Volume (B)**
Volume fluctuation due to seasonality with average payment volumes typically lower after the holidays



SOURCES: U.S. card figures are estimates based on the number of active cards per VisaNet data and operating certificates provided to Visa by client financial institutions as of the end of June 2018; US chip merchant location data based on VisaNet data as of end June 2018. Merchants that have completed an EMV migration in the last 30 days considered chip-activated; Counterfeit fraud reduction at fully chip-enabled U.S. merchants for the quarter ended March 2018 compared to the quarter ended September 2015. Decline in counterfeit fraud dollars for all U.S. merchants in the quarter ended March 2018 compared to the quarter ended September 2015 includes chip-enabled and non-chip-enabled merchants. Fully chip-enabled merchants defined as locations where 75% 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 June 2018. Overall U.S. payment volume on EMV cards includes transactions made on all terminals (chip-enabled and non-chip). EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.

Card-not-present includes e-commerce, mail order, and telephone order transactions.

