Welcome to
The Visa Ready Summit
2016
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Visa Ready Summit

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• 2:15 PM Welcome by Bill Gajda, SVP, Innovation & Partnerships
• 2:30 PM Mobile Point of Sale (mPOS)
• 3:30 PM Visa Integrator Program
• 4:30 PM Biometrics for Payments
• 5:30 PM Closing Remarks
• 5:40 PM Onwards Networking, Cocktails and Snacks
Bill Gajda
Senior Vice President
Innovation and Strategic Partnerships
Evolving Payments & Commerce Landscape

- Evolving Financial Needs
- Merchant Experience at the POS
- Sophisticated Security Threats
- Digitization of Commerce
- New Players and Networks
- The Age of the Developer and Platforms
Introduced in 2012
Certification program
Speed to market
Benefits stakeholders
Marketing boost
Third-party solutions that meet Visa’s payment security standards

- Mobile POS
- Mobile Payments
- Biometrics
By 2020 there are expected to be more than 50 billion devices connected to the Internet.

Introducing the Visa Ready Program for Internet of Things

Visa Ready strategic partners will offer manufacturers:

1. Streamlined integration to the Visa Token Service
2. Access to participating issuers
3. Guidance on Visa Ready certification for devices
4. Visa certified reference designs
Money was not coin, currency or credit card. That was form, not function... Digital money will be a universally accepted global currency.

Dee Hock, 1960
Mobile Point of Sale

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• Global Landscape
• Visa Ready Program for mPOS
• Square
• iZettle
• Q&A/Panel
Doug Deibert
Senior Director
Digital Solutions
Global Landscape

mPOS Providers

Year | Providers
---|---
2012 | 17
2013 | 80
2014 | 136
2015 | 225

* source: pymnts.com
Next Generation POS

• Signup / onboarding
• Simple pricing
• Easy configuration
• Loyalty
• Analytics and management
• Accept anywhere, and all form factors
Visa Ready Program for mPOS helps the ecosystem

Global | Technology Partners | Financial Institutions | Businesses
Visa Ready | Easy Set Up

1. Contact
2. Evaluation
3. Contract
mPOS Data Visualization

With 93% of global mPOS volume (on 80% YoY growth) and over 2.9 million active devices, the United States does not fit on this data visualization.

Note: Data values from 2014
USA | Market Segmentation

Payment Volume US$ (billion)

2013: $36
2014: $65
2015: $100* (Estimated)

17% Retail General
16% Services General
14% Fast Food – Food Trucks
14% Contractors
12% Personal – Beauty Services
India | Market Segmentation

2013 | 2014 | 2015
---|---|---
$1 | $2 | $5*

Payment Volume US$ (billion)

* Estimated

24% Contractors
20% Direct Sales
14% Retail – General
13% Taxi – Transportation
12% Professional Services
Globally, Visa Ready has over 120 solutions certified, with 70 solution providers.
Break
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Visa Integrator Program
Visa

Exploring the possibilities of a digital experience in a cardless world
Visa Integrator Program

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• Visa Token Service: 1 year later
• Visa Ready: Empowering the mobile ecosystem
• Introducing the Visa Integrator Program
• G&D: HCE in a box
• Infosys: Integration model
• Inside Secure: Security
• Q&A/Panel
Visa Token Service has achieved major milestones in 2015.
2015 was a busy year – with more to come...

3rd Party token requestors and issuer wallets, VDEP, and Integrator Program

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<th>2015</th>
<th>2016 and beyond</th>
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<td>Issuer wallets</td>
<td>Connected Car</td>
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<td>CapitalOne</td>
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- May
- September
- Fall ’16
- December
- February
- 2016 and Beyond
Introduction of first Issuer wallets using Host Card Emulation (HCE)

Issuer Considerations

• Deliver payment experience within their mobile banking apps
• Ability to launch payment experience in countries where solutions are not yet available
• Available on devices with Kit Kat 4.4 or above and NFC technology

2015 Launches
Visa’s vision to make **purchases** on mobile and connected devices as **simple, convenient** and secure as using a card.
Visa Ready helps bring innovative payment methods to market quickly

- Assists financial institutions, merchants, and developers to build and implement mobile payment solutions that meet Visa's requirements

- Streamlines access to Visa specifications, software (SDKs), tools and best practices

- Allows 3rd Parties to connect with Visa, allowing them to easily create products and services that grow global acceptance
The Integrator Program was designed to support Issuers desire to offer unique mobile payment solutions.
Integrator Program: Work with Visa and Issuer to develop and maintain unique payment app

- Issuer can define user experience, including decision to embed payment functionality in mobile banking app or offer as standalone app
- Partner assists issuer with on-boarding to Visa Token Service, mobile app development, testing and launch
Each Visa Ready partner brings a unique perspective on key issues and best practices.
Break

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Biometrics in Payments
Enhancing the Payment Experience
Biometrics for Payments

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• Introduction to Biometrics for Payments
• Morpho
• Future of Biometrics for Payments
• Q&A/Panel
Mark Nelsen
Senior Vice President
Risk Products and
Business Intelligence
Biometric authentication relies on physiological or behavioral traits that are measurably unique enough to help verify an individual’s claimed identity.
Beyond the Fingerprint
Secure Enrollment and Storage

**Enrollment**
- Binding the biometric with the intended account holder

**Storage**
- Maintaining biometric information in an easy to access, hard to steal manner

Visa Confidential
Biometrics is not binary

Authentication Trade-off

- False Acceptance Rate (FAR)
- False Rejection Rate (FRR)

Similarity Threshold
What about spoofing?
Deployments

Mobile Payments
- Local
- Authentication

Fraud Management
- Database
- Identification

Account Access
- Database
- Authentication
Visa’s Role

• Support biometrics in new payment technology—i.e., mobile payments

• Provide specifications to ensure security and interoperability

• Contribute to defining industry authentication standards

• Develop partnerships to enhance security and cardholder experiences
Biometrics in Payments

Thank You
Visa’s vision to make purchases on mobile and connected devices as simple, convenient and secure as using a card.

visaready@visa.com
Thank You

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