## Visa Olympics History & Milestones 1976-2016





**Visa** brand first formed: National BankAmericard Inc. changes its name to **Visa**—a simple, memorable name that is pronounced the same in every language—and adopts the blue-and-gold flag



Building on the "anytime, anywhere" promise, **Visa** launches a global ATM network, providing
24-hour cash access to cardholders across the
world and contributing to the convenience of
modern business and leisure travel



**Visa** becomes exclusive payment services sponsor and only card accepted at Games venues; **Visa** becomes a charter member of the IOC TOP Program. The IOC announces a shift in the Olympic Games quadrennial starting in 1994



**Visa** sponsors its first Olympic Winter Games in Calgary, Alberta and its first Olympics in Seoul, South Korea



**Visa** adds electronic signature capability with the acquisition of Interlink



**Visa** develops global marketing programs targeting financial institutions and merchants tied to Albertville Olympic Games



The ladies short program at the Olympic Winter Games in Lillehammer becomes one of the most watched events in U.S. television history with a 48.5 Neilson Rating



The **Visa** check card debuts



Olympic Games celebrate its 100th anniversary in Atlanta, Georgia. **Visa's** first financial literacy program launches

**Visa** develops product showcase initiative tied to the Atlanta Olympic Games. An expanded **Visa** hospitality program hosts record 3,200 guests



**Visa's** total payments volume reaches \$1 trillion USD

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The number of **Visa-**branded cards issued reaches 1 billion

**Visa** introduces the Zero Liability guarantee that cardholders will not be held responsible for fraudulent charges made on their cards



**Visa** establishes the global Team **Visa** program and Go World campaign

**Visa** receives multiple honors for its Olympic campaign (#1 in Sponsorship and Advertising Awareness, Favorite Olympic Campaign, Company Doing Most to Support Olympic Movement and Favorite Athlete in Michael Phelps)



Torino, Italy hosts the Olympic Winter Games as **Visa's** total payments volume reaches \$4.4 trillion USD



**Visa** launches the **Visa** mobile platform, a business and technology framework for facilitating the adoption of mobile payments and value-added services

Launch of **Visa** payWave



**Visa** adds ~90,000 ATMs and signs up 216,000 merchant acceptance locations throughout China

**Visa** appears on the New York Stock Exchange as the largest initial public offering in U.S. history

Team **Visa** athlete Michael Phelps breaks Mark Spitz's record with eight gold medals in a single Olympic Games



**Visa** renews Olympic sponsorship through the 2020 Olympic Games



**Visa** launches its first ever "social-at-the-core" global digital campaign (achieving 60.7M "cheers" across 36 markets)



**Visa** Launches "Everywhere You Want to Be," a Corporate Platform That Reconnects the Company to Its Heritage

Team **Visa** athletes Meryl Davis & Charlie White become the first U.S. pair to win a gold medal in ice dancing

**Visa** opens new innovation hub at One Market in San Francisco

**Visa** announces the launch of Visa Checkout - a quick and easy payment service that enables consumers throughout the United States, Canada and Australia to pay for goods online, on any device, in just a few clicks



Visa powers Samsung Pay



**Visa** celebrates its 30th anniversary at 16th Games as a TOP sponsor