

Visa Chip Card Update: June 2017

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 182% since October 2015.**

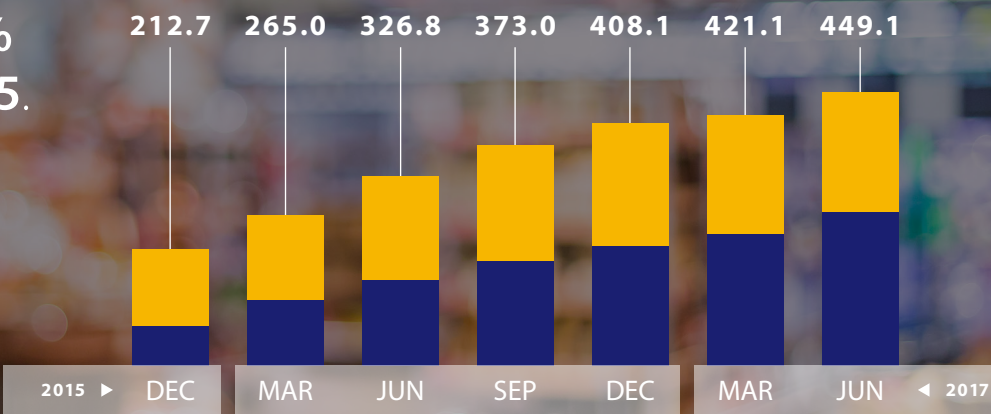


Credit

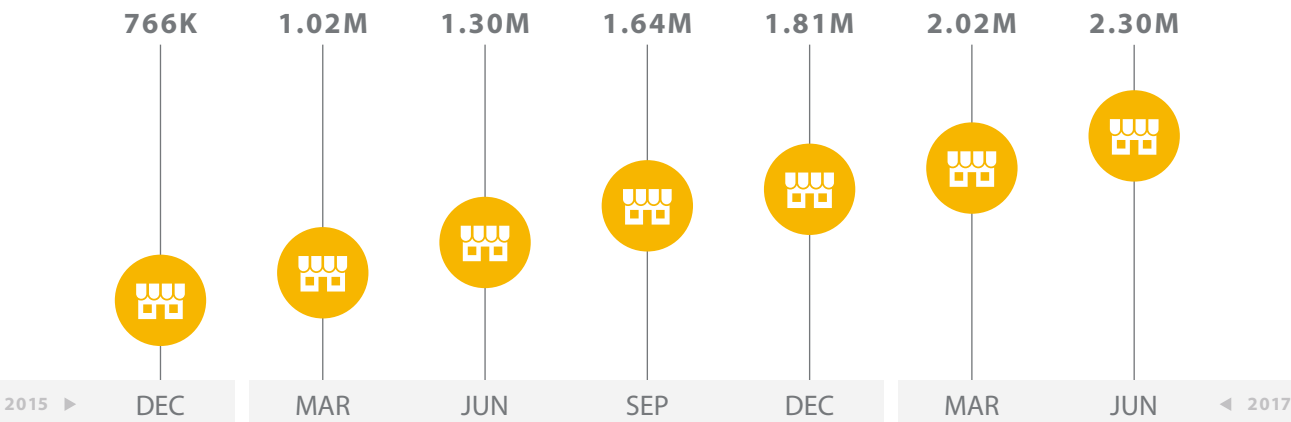


Debit

Total Visa Chip Cards (M)



Over 2.3M merchant locations are now accepting chip cards, a 473% increase since the beginning of EMV migration in the U.S.



62% of Visa credit and debit cards are chip cards



50% of U.S. storefronts now accept chip cards

For merchants who have completed the chip upgrade, **counterfeit fraud dollars** dropped 58% in March 2017 compared to a year earlier.



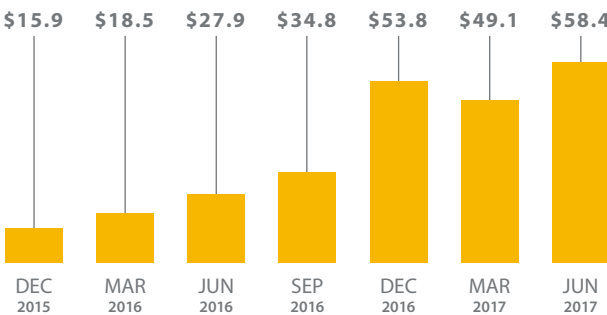
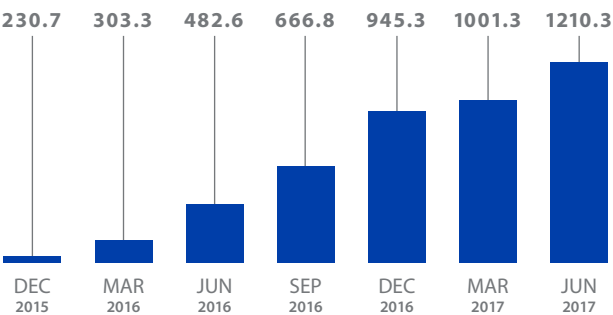
DOWN

58%

Chip transactions continue to increase in the U.S.

Visa Chip Transactions (M)

Visa Chip Payment Volume (B)



Volume fluctuation due to seasonality, with average holiday season volumes typically higher than other quarters.

SOURCES: U.S. card figures per VisaNet data and operating certificates provided to Visa by client financial institutions as of end March 2017; US chip merchant location data based on VisaNet data as of end March 2017. Merchants that have completed an EMV transaction in the last 30 days considered chip-activated; Counterfeit fraud reduction at fully chip-enabled U.S. merchants for the month of December 2016 compared to December 2015. 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 March 2017.

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

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