

March 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

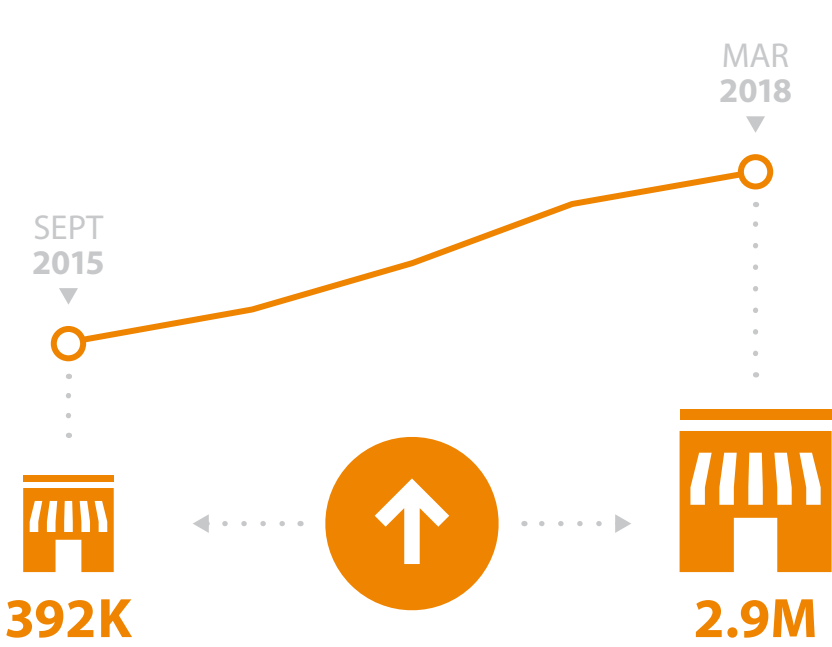
## dropped 76%

in December 2017 compared to December 2015



## Over 2.9M merchant locations

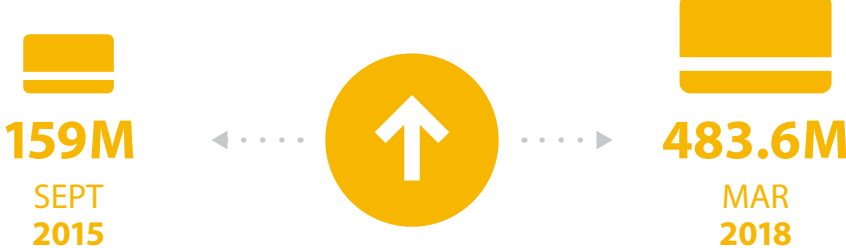
are now accepting chip cards



That's a **626%** increase since the beginning of EMV migration in the U.S.

With **63%** of U.S. storefronts now accepting chip cards

## Number of Visa chip cards in the U.S.



That's a **203%** increase since September 2015

With **67%** of Visa credit and debit cards having chips

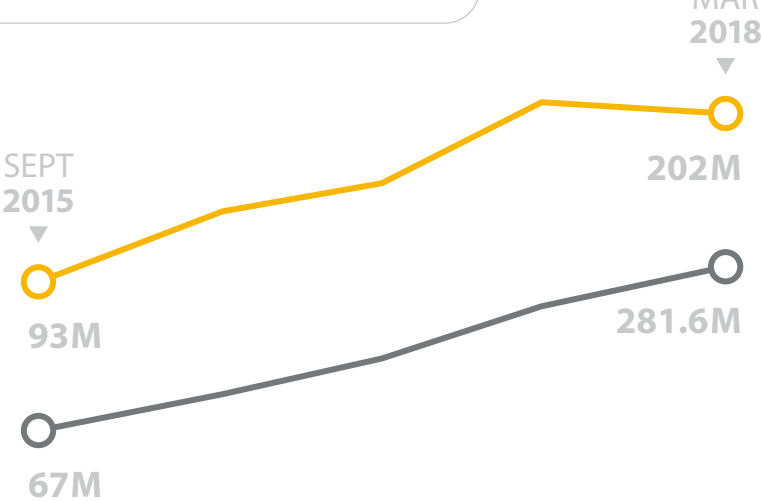


### VISA

#### Total Chip Cards (M)

03/18

Credit : Debit



## Chip transactions

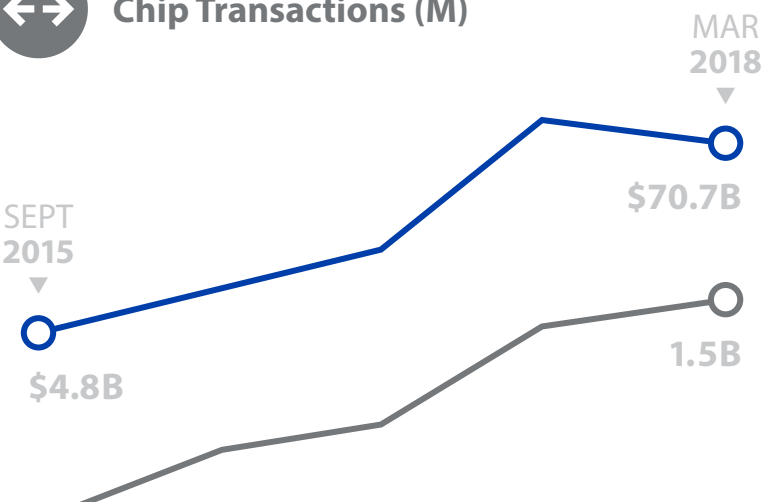
continue to increase in the U.S.

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

### Chip Payment Volume (B)

Volume fluctuation due to seasonality with average payment volumes typically lower after the holidays

### Chip Transactions (M)



**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 March 2018; US chip merchant location data based on VisaNet data as of end March 2018. 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 quarter ended December 2017 compared to the quarter ended 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; Overall U.S. payment volume on EMV cards includes transactions made on all terminals (chip-enabled and non-chip).

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