

September 2017

Visa Chip Card Update

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

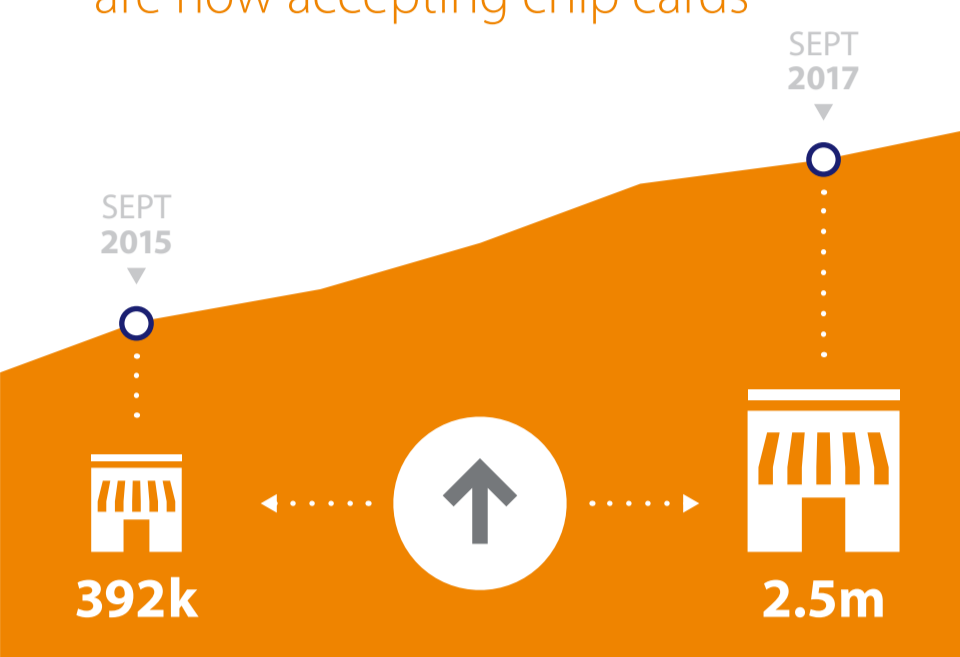
For merchants who have completed the chip upgrade, **counterfeit fraud dollars**



dropped 66%

in June 2017 compared to June 2015

Over 2.5m merchant locations are now accepting chip cards



That's a **542% increase** since the beginning of EMV migration in the U.S.

With **55% of U.S. storefronts** now accepting chip cards

Number of Visa chip cards in the U.S.

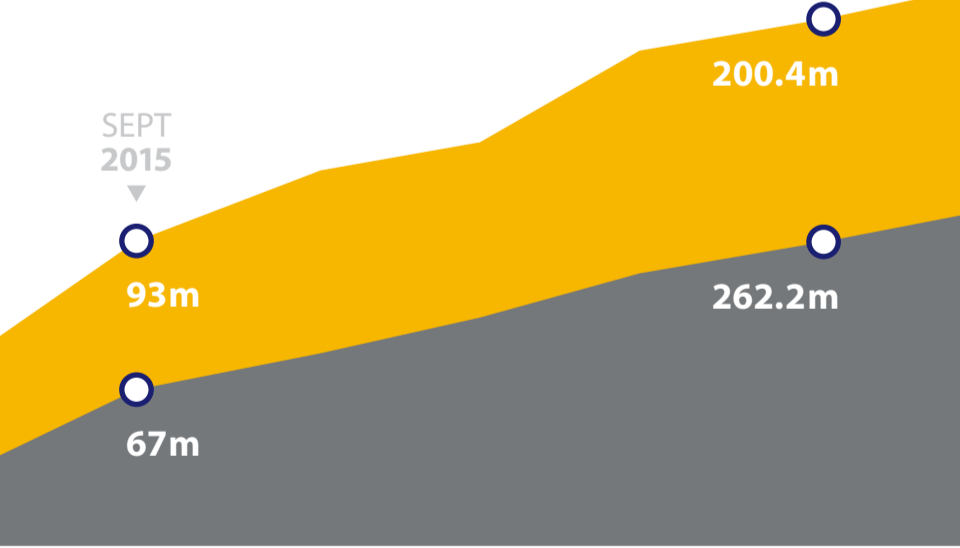


That's a **190% increase** since September 2015

With **64% of Visa credit and debit cards** having chips

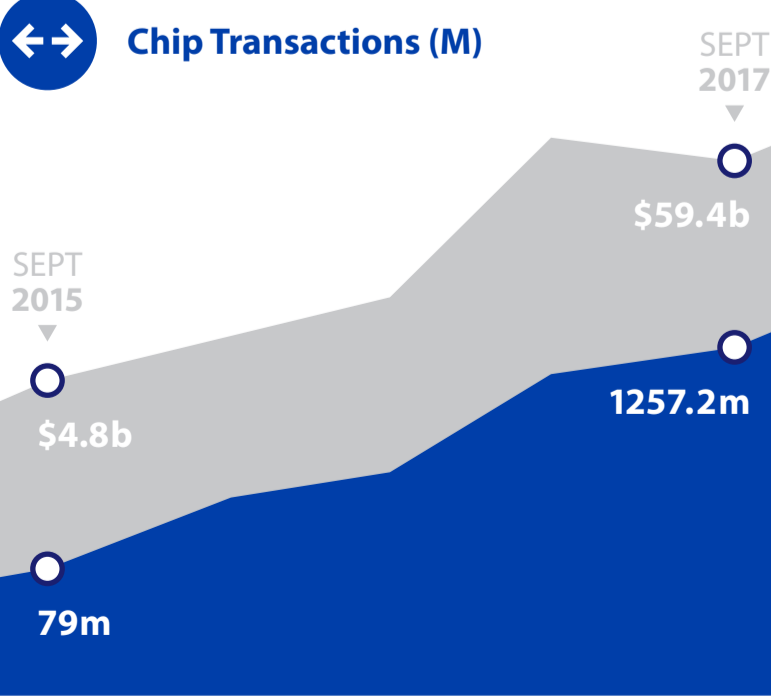
Total Chip Cards (M)
09/17

Credit ▼ Debit ▼



Chip transactions continue to increase in the U.S.

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 September 2017; US chip merchant location data based on VisaNet data as of end September 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 June 2017 compared to June 2015. Fully chip enabled merchants included 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 September 2017.

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

