

Real-time push payment solutions

# Visa Direct

Lending Disbursements

Enabling real-time<sup>1</sup> push-to-card payments  
to over a billion cards globally



[ 1 ] Actual fund availability depends on receiving financial institution and region. Visa requires fast-funds enabled issuers to make funds available to their recipient cardholders within a maximum of 30 minutes of approving the transaction. Please refer to your Visa representative and the Visa Direct Original Credit Transaction Global Implementation Guide for more information.

**VISA**

—

Visa Direct is a fast, convenient and secure way to disburse funds to your customers on the cards they already carry



### Enables same-day delivery of approved loan funds

Enables deposit to debit without the need to issue cards, offering convenience and funds within minutes<sup>1</sup>



### World class risk management & analytics

VisaNet provides the technology backbone to support Visa's payment innovation and services including Verification APIs, Tokenization, Security and Controls



### Industry leading payments innovation

Visa Direct enables new use cases and digital experiences with the ubiquity, scale and reliability of the Visa Network and brand



### Support responsible lending

Visa Rules, Original Credit Transaction (OCT) guidelines and standards, and VisaNet network governance are designed to mitigate risk

82%

of consumers surveyed would be more likely to work with a business that offers fast disbursements through push-to-card<sup>2</sup>

Distribute funds faster<sup>1</sup> than checks and ACH

80%

of merchants surveyed cited cash flow as a way that real-time payments would change how they do business<sup>3</sup>

Give faster access to cash flow

72%

of consumers surveyed considered a debit card number to be more convenient than bank account and routing numbers<sup>2</sup>

Create engaging experiences for your customers

> 61 B

transactions processed annually<sup>4</sup> that Visa analyzes and risk scores to provide intelligence in order to help merchants and financial institutions identify fraud and stop it in its tracks

Visa Network protects payments in multiple layers including predictive fraud analytics

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## Send funds to consumers and businesses fast

### Send



Sender

Enables real-time<sup>1</sup> funds disbursements for approved small business and consumer loans



Acquirer  
Processor  
Service Provider



Single  
Connection



### Visa Direct solution



#### Speed

Deliver funds in minutes with transactions processed in real time<sup>1</sup>



#### Security

A safe way to send and receive funds, backed by Visa's industry-leading payment security



#### Convenience

Seamless payments to the cards your customers already carry in their wallets

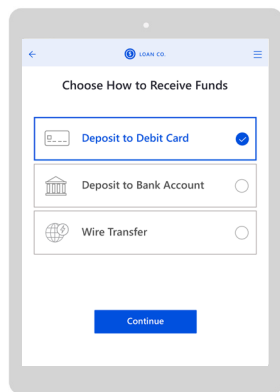


#### Ubiquity

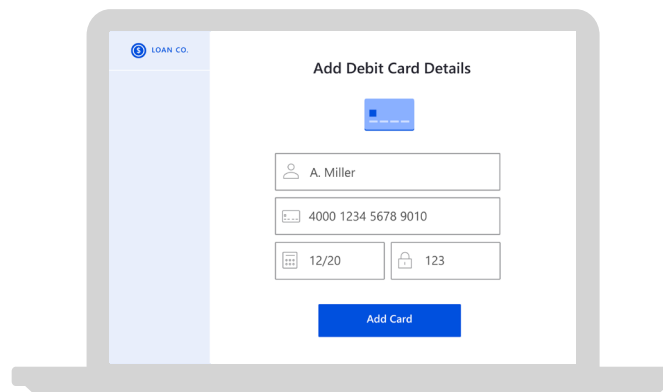
Works with more than a billion cards across Visa's global network

## Easy steps for a compelling loan disbursement experience<sup>2</sup>

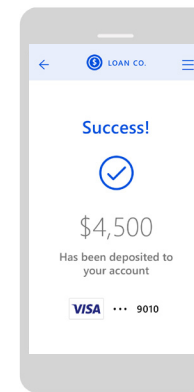
### 1. Choose deposit to debit



### 2. Add debit card



### 3. Receive funds<sup>1</sup>



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## Frequently asked questions

### What is an OCT transaction?

The Original Credit Transaction (OCT) is a VisaNet transaction that can be used to send, or “push” funds to an eligible U.S. debit or reloadable prepaid card, resulting in a credit of funds to the cardholder’s account.

### Do I have to issue a new card?

No, Visa Direct works with your customers’ existing and eligible consumer debit, small business debit, and reloadable prepaid cards, and is interoperable with eligible cards from other networks. Some prepaid cards such as gift cards and IRS regulated Healthcare Savings and Flexible Spending Accounts are restricted.

### How many issuers have enabled Visa Direct today?

Today, 98% of Visa’s U.S. consumer debit payment volume is OCT enabled for Visa Direct (with 93% fast funds enabled, as of January 2018 according to issuer attestations), which offers businesses the ability to connect to approximately 490M U.S. Visa Debit cards.<sup>2</sup>

### How long does it take cardholders to receive their funds?

Transactions are processed in real time and fund availability varies by financial institution. Visa requires U.S. issuers to make funds available to its cardholders within a maximum of 30 minutes of approving the transaction.

### Is Visa Direct safe and secure?

#### What about the risk of fraud?

The scale, security and reliability of Visa’s network is the backbone for a new generation of payment services through Visa Direct. Visa Direct transactions use the same established system for processing transactions, handling exceptions, addressing fraud situations and providing value-added capabilities to meet a financial institution’s needs. In terms of fraud risk for OCT, once the transaction is approved, it is considered “good funds” and irreversible by the sender. The recipient issuer receives the OCT and uses it to make funds available to the recipient’s Visa account. Most Service Providers will have risk tools to mitigate risk.

### What are the transaction limits for Visa Direct?

The VisaNet system limit per transaction is US\$50,000 for funds disbursements. Some issuers may impose their own internal transaction limits and risk rules.

### How do I get started with Visa Direct?

Please consult with your acquirer / processor or service provider, or contact one of the partners listed on the back of this brochure.

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## Visa Direct guidelines for small-dollar credit lending

- Only unsecured loans
- The lender does not have automatic recourse in the event the loan is not repaid or as a condition of making the loan (e.g., does not require an authorization to automatically debit the borrower’s account or require a post-dated check or electronic check).
- Repayment terms are in substantially equal installments.
- There is no automatic rollover or renewal

Merchants, Acquirers, Processors, Service Providers and Issuers in the Visa Direct ecosystem must abide by the requirements detailed in the Visa Direct Original Credit Transaction (OCT) Global Implementation Guide (GIG) and Visa Core Rules and Visa Product and Service Rules (Visa Rules). These guidelines above are specific to small dollar credit lending and serve to exist in accordance with the OCT GIG and Visa Rules.

# Contact a Visa Direct partner to get started with fast loan funds disbursements today

Providers of Visa Direct help merchants connect to Visa's global payment network, enabling them to design new customer experiences. As of January 2018, these providers include:



Matthew Carberry  
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Manoj Verma  
Chief Revenue Officer  
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With Visa Direct, you get tools, knowledge and experience backed by the security and reliability of one of the world's largest electronic payments networks.

To learn more, contact your Visa Account Executive or visit [visa.com/visadirect](https://visa.com/visadirect).

