

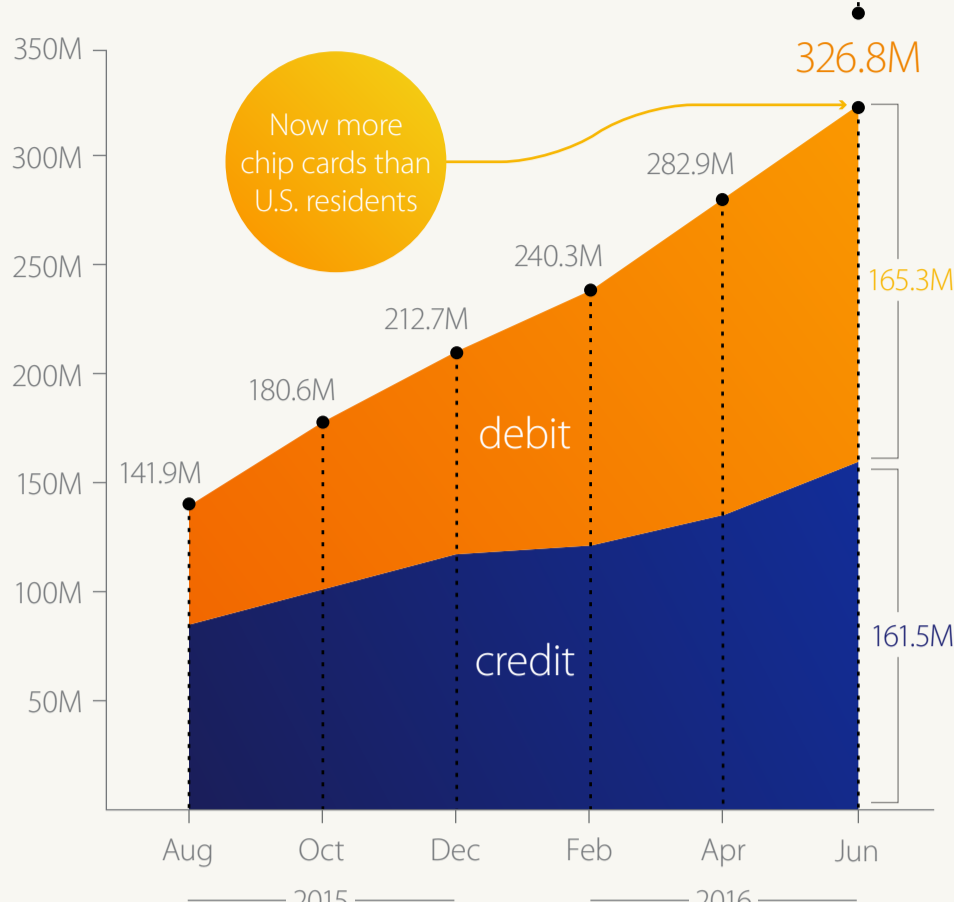
Visa U.S. Chip Update: June 2016

Steady progress in chip adoption



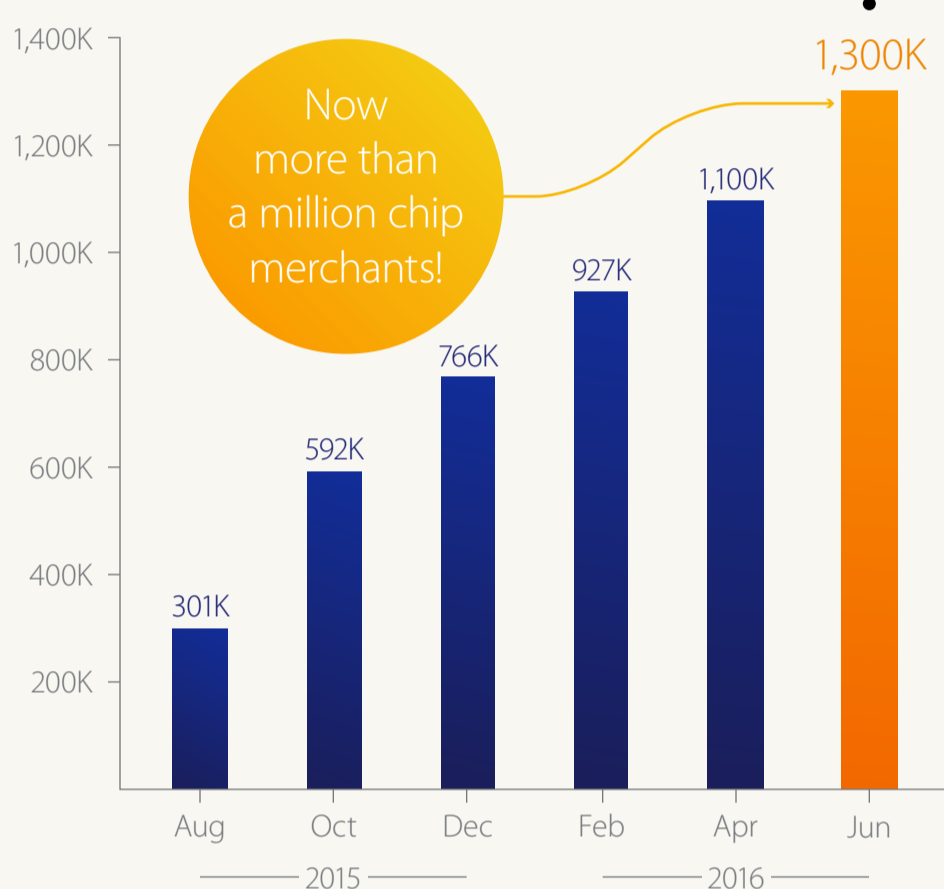
A Visa Chip Card for Every American

With more than 326 million Visa chip cards in the U.S. as of June, there are now more chip cards than U.S. residents (an estimated 325 million as of December 2016).¹



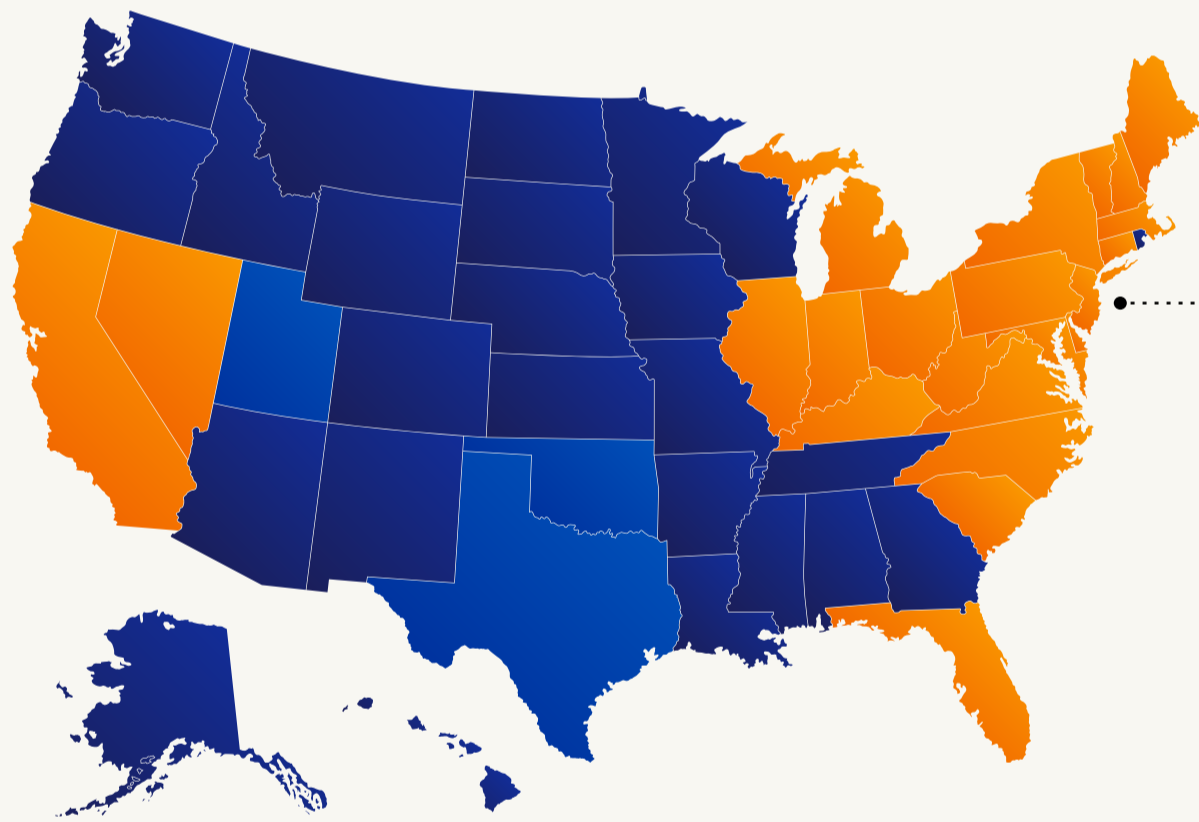
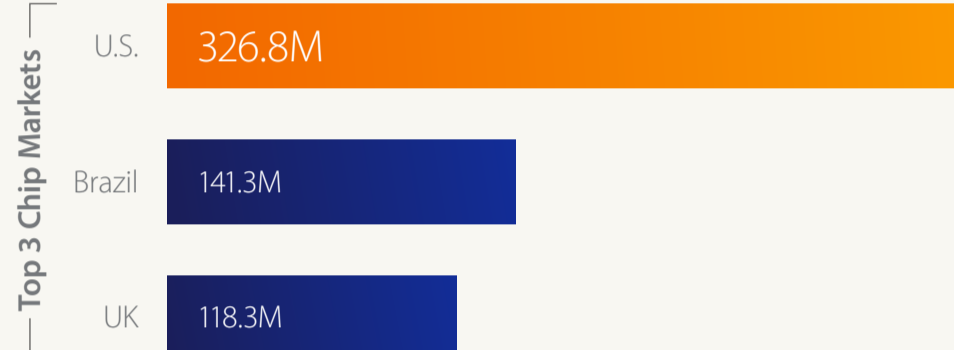
Tens of thousands of merchants turn on chip terminals each week

The U.S. added more than 100,000 chip-enabled merchant locations in June, bringing the total to 1.3 million, or about 28 percent of the total merchant population in the U.S. More than three-quarters of those chip-ready locations are small and medium-sized businesses.³



The World's Largest Chip Market

The U.S. is the largest chip market in the world with more cards than the U.K. and Brazil combined, the second and third largest chip markets respectively.²



State of the States for Chip Adoption

In California, Connecticut, Florida, Michigan, New Jersey, and Pennsylvania, one in three merchant locations is now chip-enabled.

Top Ten States for Chip-Ready Merchants

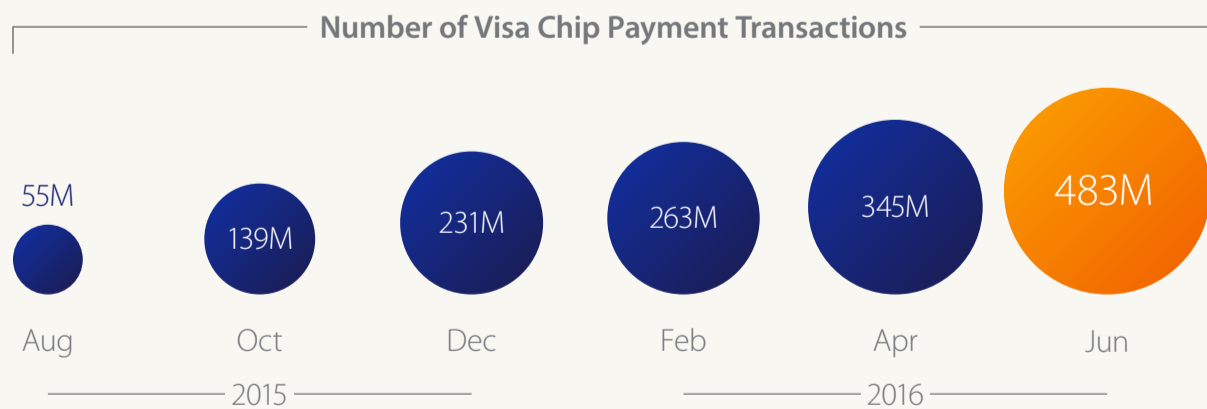
1. New Jersey
2. Pennsylvania
3. California
4. Connecticut
5. Florida
6. Michigan
7. New York
8. Delaware
9. Ohio
10. West Virginia

Penetration of Chip Locations: 30%+, 25-29%, 20-24%



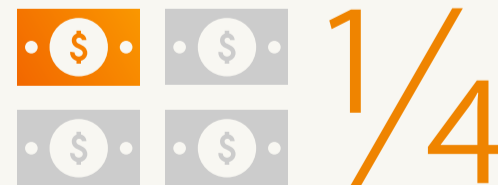
Chip Merchants See Decline in Counterfeit Fraud

As more payments are made using secure chip technology, the impact on counterfeit fraud has continued to grow. At chip-enabled merchants, counterfeit fraud dropped 35 percent in March compared to a year earlier.⁴



Steady rise in secure chip-on-chip transactions

Chip-on-chip transactions have increased more than 1500 percent year over year. In June, one in four dollars spent in-store on a Visa card was spent with a chip card in a chip terminal.⁵



International Travel Has Never Been Easier with Chip Cards

More and more U.S. consumers are using their Visa chip cards to transact conveniently and securely around the world. Thanks to enhancements in Visa's acceptance rules, the approval rate for Visa chip transactions overseas is 96.8 percent. Tourists visiting the U.S. are also enjoying a better chip payment experience, as U.S. acceptance for foreign-issued chip cards continues to grow.



Sources: ¹U.S. card figures per VisaNet data and operating certificates provided to Visa by client financial institutions as of end June 2016. ²U.S. Monthly Population Estimates according to the U.S. Census Bureau, Population Division; ³Global card figures per most recently available operating certificates provided to Visa by client financial institutions as of end March 2016; ⁴US merchant location data based on VisaNet data as of end June 2016; ⁵Counterfeit fraud dollars at U.S. chip-enabled merchants for the month of March 2016 compared to March 2015. Data includes both U.S.-issued credit and debit cards; ⁵Transaction number and volume based on VisaNet data for U.S. locations with chip transactions as of end June 2016.