

Visa Digital Strategy: enabling the future of electronic payments

The Visa logo, consisting of the word "VISA" in a bold, blue, sans-serif font. To the right of the logo are several horizontal bars in yellow and blue, some overlapping, creating a modern, abstract graphic element.

VISA

**CIS International Financial & Banking
Forum of CIS member states:**

“Minsk business meetings”

Andriy Shcherbina

Director, Emerging Products & Innovation – CIS/SEE

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“Top of Wallet” (TOW) gives its way to TOM, TOP, TOD

Is your card well positioned across the upcoming experiences ?

Top of Wallet

- Plastic cards
- Physical wallet

3.7%

Growth in retail sales

Top of Merchant

- Token on File
- Websites
- Apps

11.4%

Growth in B2C
eCommerce
(ex travel)

Top of Phone

- Google-Apple-Samsung Pay
- Issuer Pay Apps

37%

Growth in NFC mobile
handsets used for
payments

Top of Device

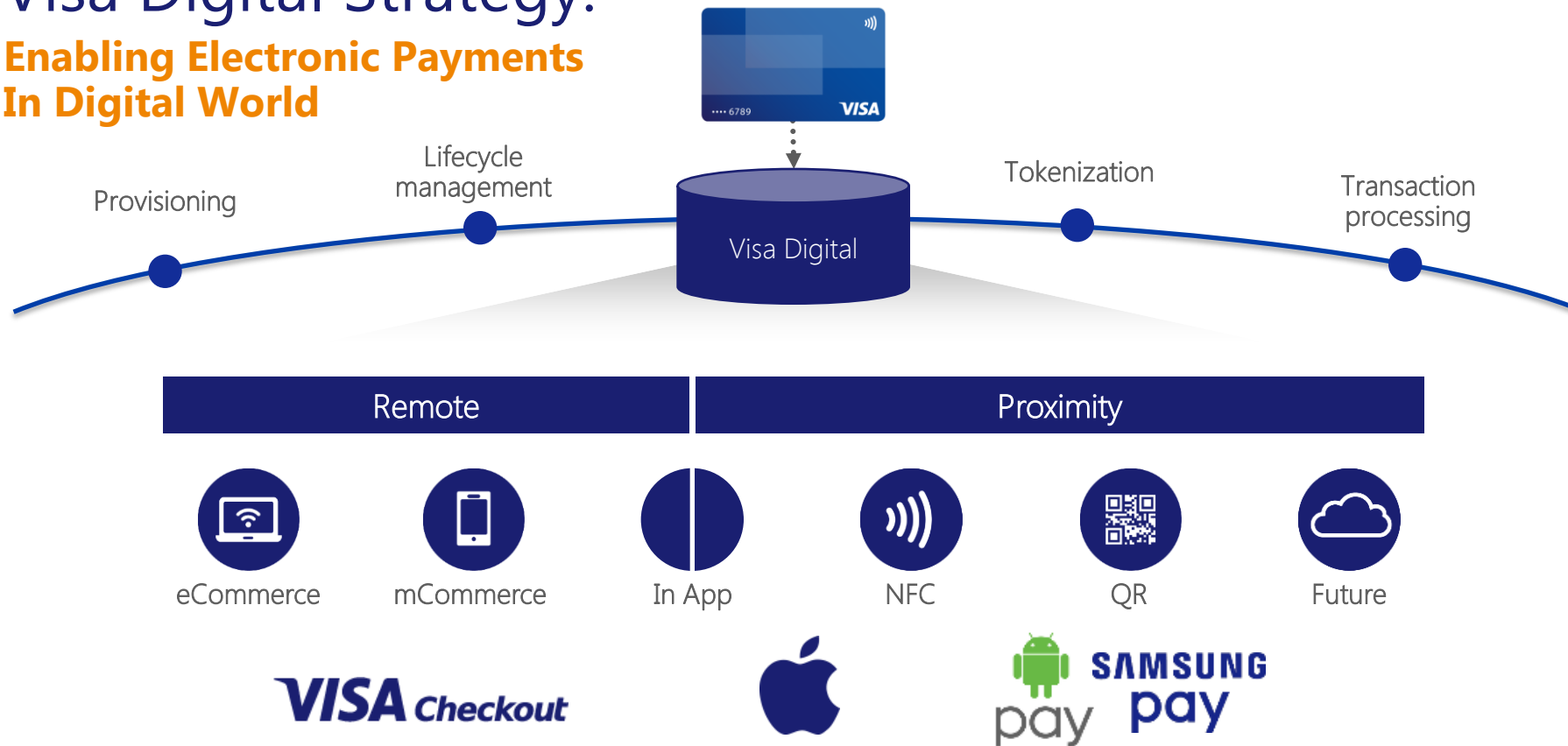
- Internet of Things
- Wearables
- Consoles
- Cars

91%

Growth in Wearable
devices

Visa Digital Strategy:

Enabling Electronic Payments In Digital World



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Tokenization

VISA

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VISA

VISA

VISA

Tokenization is securing digital payments

Payment tokens (EMVCo) enhance the security of digital experiences

Tokenization

Replaces a traditional card account number with a unique payment token/digital account number



Tokens are transparent to cardholders while provisioning, replacing, or transacting

Enhanced Security

Sensitive card information not shared with merchant

Domain Control

Restricts the use of a payment token by device, merchant, transaction type or channel

Format-Preserving

EMVCo token uses standard ISO 8583 message format

Payment tokens (EMVCo) enhance the security of digital experiences and enable payments through digital form factors

Visa Digital Solutions platform

Visa Token Service

Identification & Verification



Supports issuer authentication of cardholders when cards/tokens are added to new devices/solutions

Token Provisioning



Generates tokens and provisions these tokens to new devices or solutions

Token Lifecycle Management



Manages actions to tokens after initial provisioning, including add, delete, and update of token and cryptographic keys

Visa Token Vault: Maintains mapping of tokens to underlying PAN

Visa Digital Enablement Program

A commercial program providing a common Visa framework for token deployment between Visa issuers, Visa merchants and third party platform or service providers.



Certification of Visa Core Services



Standard partner & issuer integrations



Brand & Service Best Practices



Maintain consumer choice, known brand, security & data protocols



Standard Commercial Terms



No need for bi-lateral negotiation, global scale & reach



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Visa Token Service: Enabling In-Store Mobile Payments

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Enhanced security
through collaboration
across Visa, Apple and
card issuing banks

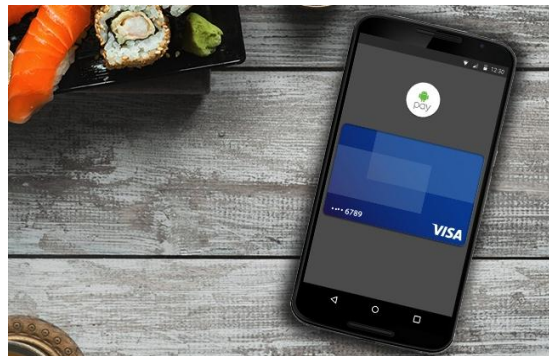
**Simple, convenient
and secure payments**
in-store or in-app

**175+ Visa issuers have
launched in the U.S.
since October 2014**

VISA



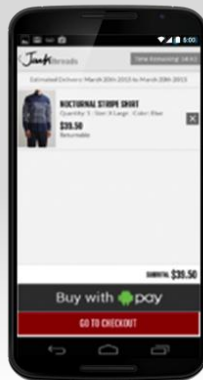
Android Pay lets Visa credit, debit, and prepaid cardholders use their Android devices for everyday purchases in-store and within Android apps.



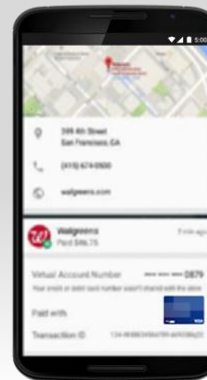
In-store



In-app (post launch)



Enhanced receipts



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VISA**SAMSUNG
pay**

Add card via Samsung Pay

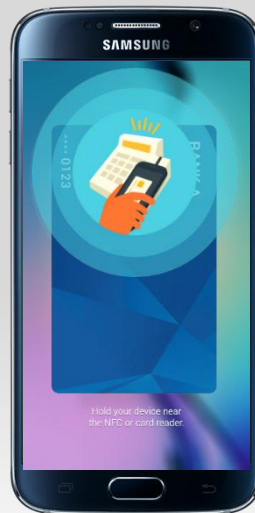


Swipe up to launch



Scan fingerprint

In-store with NFC
or MST*



Tap to pay

Payment Security

VISA
Token Service

+

SAMSUNG **Knox**

+

ARM TRUSTZONE
System Security

* Refers to Samsung's proprietary Magnetic Secure Transmission technology

VISA

Issuers can create their own Android payment experience through Visa's APIs and SDK

Issuer Considerations

- Desire to deliver payment experience within their mobile banking apps
- Desire to launch payment experience in countries where solutions are not yet available
- Only available on devices with Kit Kat 4.4 or above and NFC technology



VISA

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Frictionless eCommerce

VISA

Making payments easier online with Visa Checkout

Cancel

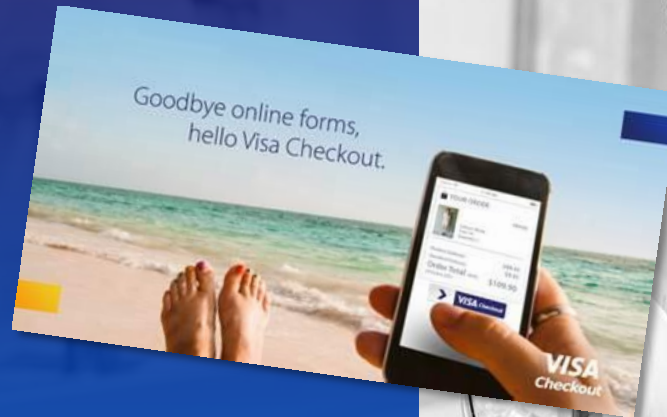
42%

abandon transactions because entering billing and shipping information is too difficult

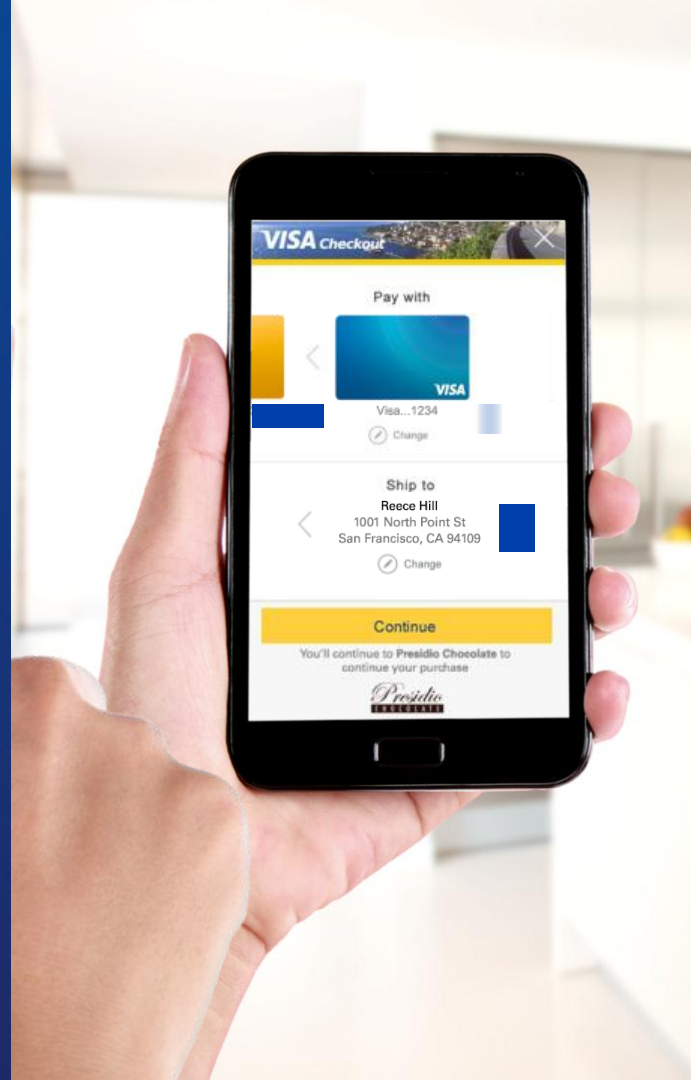
Submit

45%

more likely to transact with safer checkout



Simple like
swiping a card



Visa Checkout design



Checkout
without
leaving
merchant's site

consistent
shopping
experience
across web
and mobile

Recognizable
card art &
dynamic
button

Simplified
credentials for
easy login

Device
fingerprinting
+ step-up
authentication

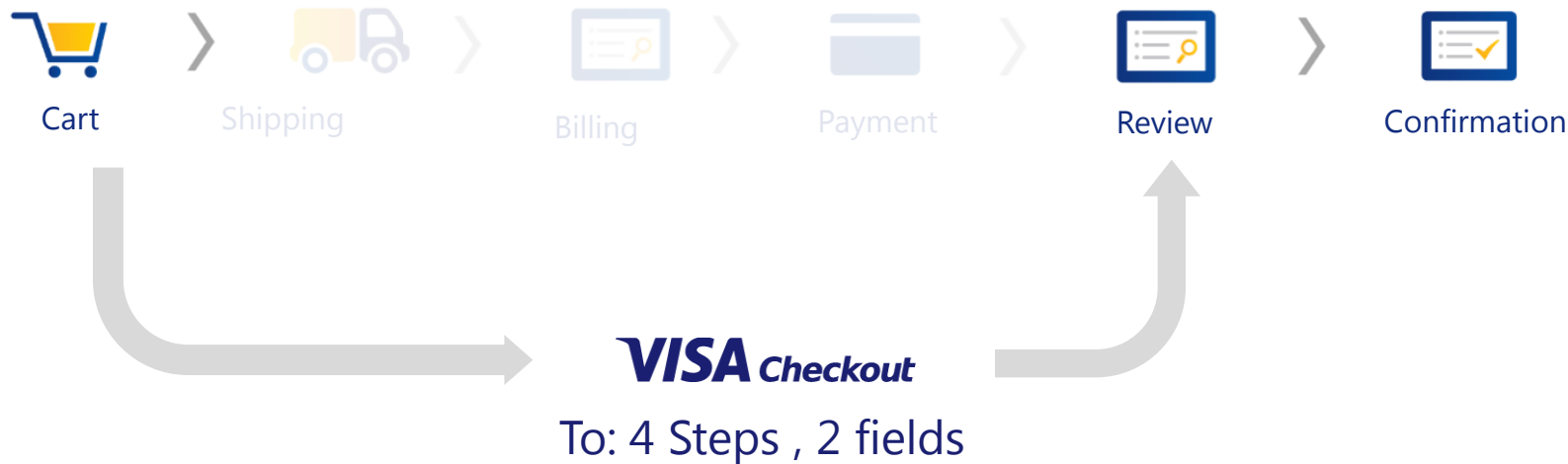


Visa Checkout removes friction and is designed for merchants and issuers

Visa fits easily into the existing flow

Merchant flow with Visa Checkout*

From: 6 Steps , 42 fields

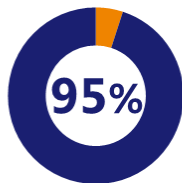


* Based on existing flow

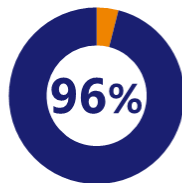
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Visa Checkout Performance



say sign-up
was easy²



feel secure making
a purchase with
Visa Checkout³

... and Visa Checkout customers want to
return for more shopping



22% FASTER

Visa Checkout enrolled customers completed
transactions from the shopping cart page 22%
faster than traditional checkout process

7%



The average transaction size for
Visa Checkout orders is 7% higher
than non-Visa Checkout orders
among retail and travel sites studied²

VISA CHECKOUT conversion

PAYPAL EXPRESS CHECKOUT conversion

TRADITIONAL CHECKOUT

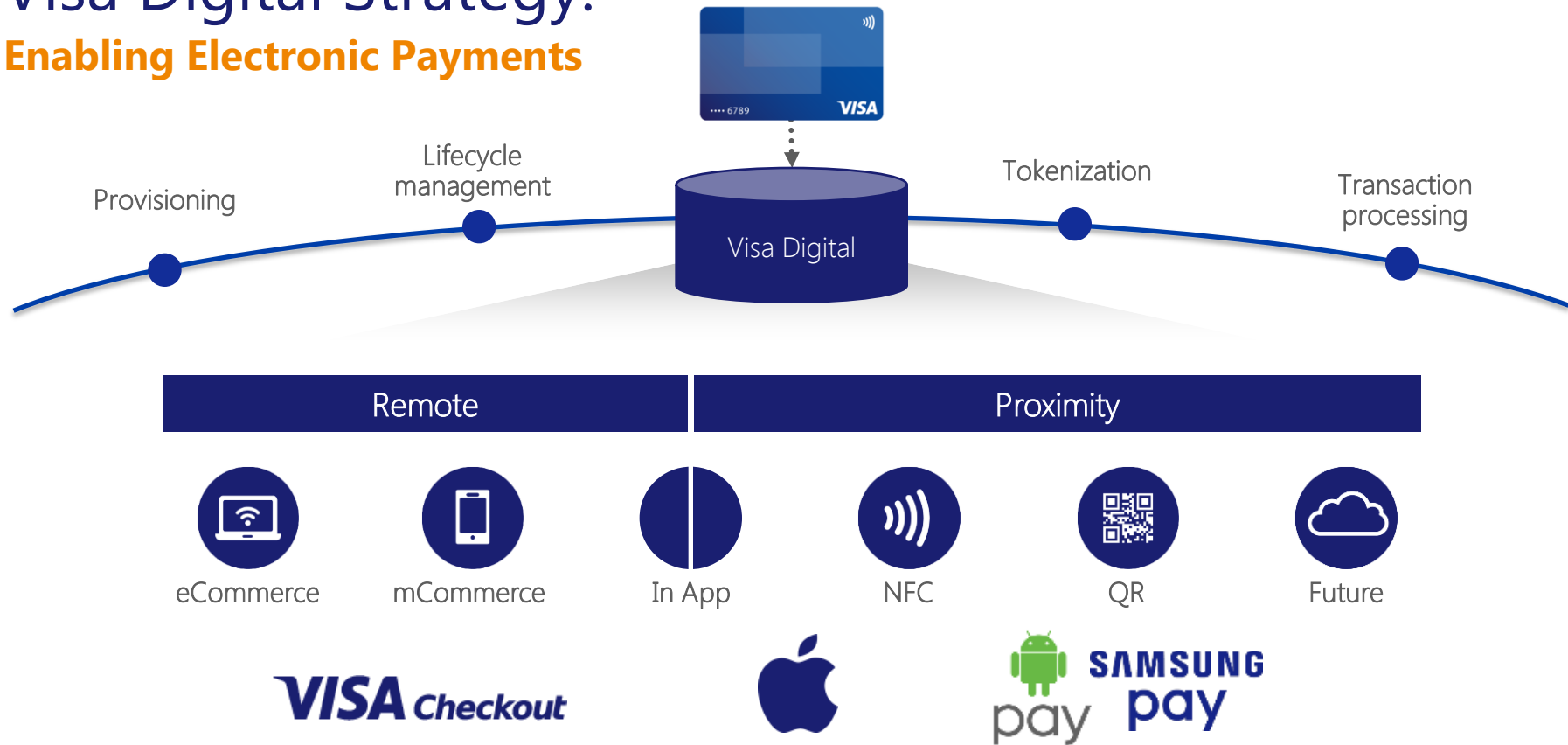
66% Higher Conversion

Visa Checkout enrolled customers have a
66% higher conversion rate when compared
to traditional checkout customers ¹

Sources: ¹Internal anonymous bank data; ²comScore 2015 Visa Checkout Study ³Millward Brown Visa Checkout Customer Experience, March 2015

Visa Digital Strategy:

Enabling Electronic Payments



Thank you

VISA