



With more than 1.9 billion cardholders worldwide, Visa is the world's leading consumer payment brand (Source: The Nilson Report). In Europe alone, there are more than 360 million Visa-branded payment cards and these cards can be used in more than 30 million locations across the world. By providing consumers with a convenient, secure and globally accepted electronic payment solution, Visa's goal is to be the preferred alternative to cash and cheques.



Market

In October 2007, Visa Europe became independent of the new global Visa Inc, with an exclusive licence to operate in Europe. Visa Europe operates in 36 countries, however Visa cardholders can use their cards in more than 30 million locations across the world. In addition, Visa/PLUS is one of the world's largest global ATM networks, offering cash access in local currency in over 170 countries.

Every year, Visa facilitates 19 billion point-of-sale transactions. Its 4,600 member banks issue 360 million Visa-branded debit, credit and commercial payment cards to European consumers. Each bank has access to the same

powerful Visa brand, a range of products and services, marketing and other support, plus advanced technological systems to authorise, secure and process Visa transactions.

Visa competes with rivals in the field of electronic payments as well as cash and cheques.

Product

From the creation of the credit card in 1958 through to the invention of the dial-up terminal, the move to magnetic stripe, the shift to chip and pin and the creation of contactless payments, Visa has been at the forefront of change in the payments sector.



Today, recognising that every day and every person is different, Visa offers three cashless payment models to suit individual needs and circumstances: pay now – the debit card; pay later – the credit card, charge card and deferred debit card; and pay in advance – the prepaid card.

Achievements

Regular tracking research conducted by Visa shows that consumers know, like and trust the brand, which is seen as setting the standard among its competitors. Indeed, in a 2009 independent survey of more than 23,000 European subscribers of Reader's Digest, Visa emerged as the 'most trusted credit card brand' in 14 out of 16 countries.

For its member banks, the strength of the Visa brand brings tangible business value. In the UK, for example, it is reported that Visa-branded debit cards generate seven times more international usage than other competitor branded debit cards (Source: Apacs). 2009 saw Visa make its debut in the BrandZ Top 100 Most Valuable Global Brands ranking, taking 36th place.



Recent Developments

With its history as a pioneer in payment options, recent years have been as prolific as ever for Visa.

Visa payWave is a contactless method of paying. By removing the need to insert the card into a terminal, provide a signature or enter a PIN, transactions are completed in less than a second – cards are simply 'waved' in front of a special reader.

Visa Mobile takes contactless technology further by allowing consumers to use mobile phones equipped with near field communication (NFC) technology to complete transactions, instead of using a card.

Prepaid Visa payWave combines the speed of contactless payments with the convenience of a prepaid card and offers consumers an alternative way to control their everyday spending.



1999

Visa conducts the world's first euro transaction using a payment card.

2000

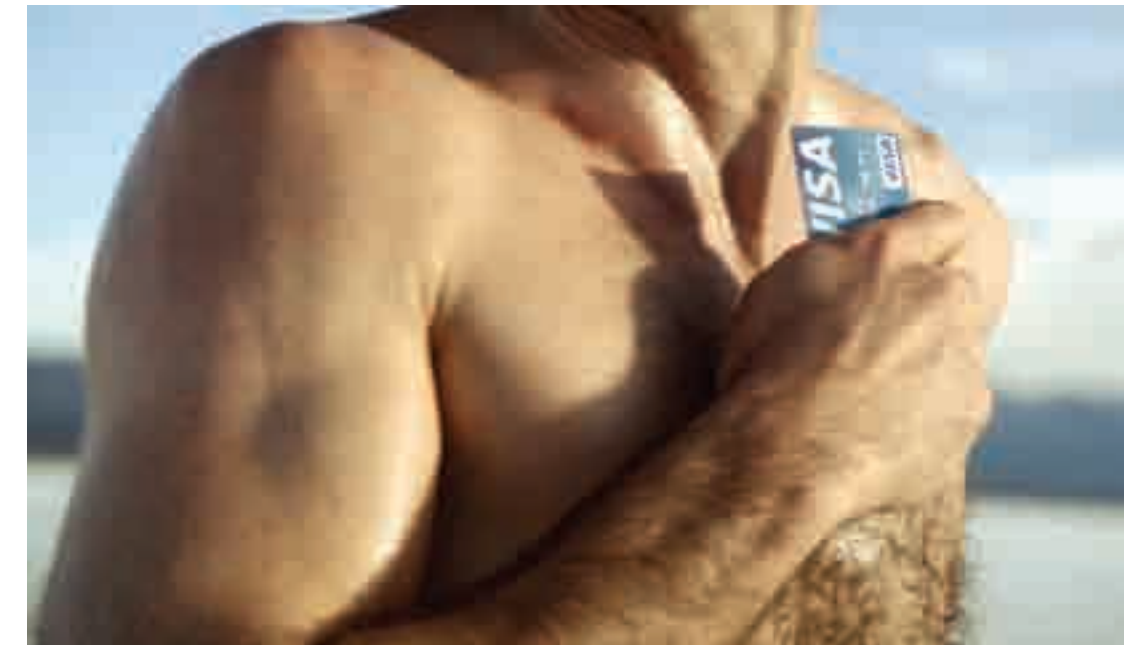
A world first, Visa issues its one billionth card.

2004

Visa is incorporated into Europe and becomes Visa Europe. The following year it revitalises its brand identity for the first time in its history.

2008

Visa celebrates its golden anniversary.



Verified by Visa provides security for consumers shopping online, requiring a password to confirm the transaction is being made between the genuine cardholder and a genuine retailer.

Visa's new one-time code card (pictured above left) features a built-in battery keypad and digital display and offers an even greater level of security when shopping online or over the phone. A consumer simply enters their PIN into the keypad to generate a unique security code which must be entered into the merchant's website to confirm identity and process the transaction. Five banks began trialling the card in 2009: Barclaycard and MBNA in the UK, Cornèr Bank in Switzerland, Cal in Israel and IW Bank in Italy.

Promotion

In 2008 the 'Life flows better with Visa' brand campaign launched across Europe with the 'Running Man' TV advertisement. The campaign aims to show how Visa can make life simpler for consumers and to encourage people to look at Visa in a new way – not as just a credit or debit card provider but as a trusted alternative to money which can bring convenience to their lives.

The latest TV ad, 'Bill', follows a man as he shops using his Visa card for all types of purchase, big and small. The ad features dance and media artist, Bill Shannon, who has developed a unique technique for dancing on crutches, which acts as a visually engaging representation of the brand's 'flow' message. Visa supported this activity with a national promotion to encourage consumers to use their Visa card instead of cash for all types of purchase, large or small.

In sponsorship, Visa builds high profile associations to drive brand awareness and deliver relevant and engaging consumer benefits. Its extensive partnership portfolio comprises some of the world's biggest names in sporting events and entertainment, including the Olympic and Paralympic Games, FIFA World Cup, The O2 in London, Berlin's O2 World, Twentieth Century Fox and Disneyland Resort Paris.

Brand Values

Visa provides trusted services and products which facilitate millions of financial transactions every day. Visa aims to help life flow better by taking the friction out of those transactions, by providing a product that is safe, quick and easy to use, and accepted in 30 million merchant outlets and 1.4 million ATMs worldwide.

visaeurope.com

Things you didn't know about Visa

On the first day of the 2008 Beijing Olympic Games, nearly US\$10 million was spent on Visa cards in Beijing – an 11 per cent increase on the previous year.

In the 12 months ending June 2008, Visa cards were used to make purchases and cash withdrawals to the value of more than 1.3 trillion euros.

One in every nine euros is spent on a Visa card.

On the busiest shopping day before Christmas 2008, Visa Europe processed 731 transactions every second, with a total of 24.5 million in that one day to a value of 1.4 billion euros.

At point of sale, 11.3 per cent of consumer spending in Europe is with a Visa card.

1958	1976	1979	1983	1986	1993
Bank of America launches BankAmericard, the first successful general purpose credit card.	BankAmericard changes its name to Visa.	Visa introduces the first point of sale electronic terminal.	Visa launches the world's first 24-hour ATM network. The following year the 'dove' hologram is introduced to cards for the first time.	Visa becomes the first card payment system to offer multiple currency clearing and settlement and begins its worldwide sponsorship of the Olympic Games.	Visa issues the first smart card to accrue loyalty points, plus corporate business and purchasing cards.