



FACT SHEET

Visa China

March 2010

Visa is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories, enabling them to use digital currency instead of cash and checks.

Our business primarily consists of the following:

- We provide transaction-based services to our financial institution and merchant customers through VisaNet, our secure, centralized and global processing platform. In addition, we provide value-added services, including risk management, fraud protection, loyalty, dispute management and debit issuer processing.
- We offer a diverse range of branded payment products, which our financial institution clients use to offer credit, debit, prepaid and cash-access programs to their customers (individuals, businesses and government entities).
- We own and manage the Visa brand, which provides the assurance of acceptance at millions of merchant outlets and 1.6 million ATMs in more than 200 countries and territories worldwide¹.

Visa China at a glance

- As of 31 December 2009, Visa had 23 financial institution clients in China which include 18 Chinese domestic and five international financial institutions. These are:
 - Agricultural Bank of China
 - Bank of China
 - Bank of Communications
 - Bank of Beijing
 - Bank of Shanghai
 - China Construction Bank
 - China CITIC Bank
 - China Everbright Bank
 - China Merchants Bank
 - China Minsheng Banking Corp. Ltd.

¹ Data as of September 30, 2009. As reported by our financial institution customers and therefore may be subject to change; includes merchant outlets and ATMs in the Visa Europe territory.



- China UnionPay
 - China Bohai Bank
 - Guangdong Development Bank
 - Huaxia Bank
 - Industrial and Commercial Bank of China
 - Industrial Bank Co., Ltd
 - Shanghai Pudong Development Bank
 - Shenzhen Development Bank
 - Societe Generale (China) Limited
 - HSBC Bank (China) Company Ltd.
 - Citibank (China) Company Ltd.
 - The Bank of East Asia (China) Ltd.
 - Standard Chartered Bank (China) Ltd.
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- Visa opened a representative office in Beijing in 1993 with the approval of the People's Bank of China.
 - Another representative office was opened in Shanghai in May 1996.
 - In November 2004, Visa Information Systems (Shanghai) Co. Ltd. was established in Shanghai.

Leading Products and Services

Visa provides individuals, businesses and governments with access to the world's largest retail electronic payments network through a range of Visa-branded products and services that deliver choice, convenience and security. Meanwhile, Visa also provides its financial institution clients with a diverse range of branded payment platforms, which they use to offer credit, debit and cash access products.

In China, Visa has been working with financial institutions to introduce innovative products and services to accommodate the evolving needs and interests of Chinese cardholders:

- Since 2000 through to the end of 2009, more than ten Chinese financial institutions have issued either Visa Platinum credit or Visa debit cards. These banks are including: China Merchants Bank, China Construction Bank, China Mingsheng Bank, CITIC Bank, Bank of China International, Bank of Beijing, China Everbright Bank, Guangdong Development Bank, Industrial and Commercial Bank of China, Shanghai Pudong Development Bank, and Bank of Agriculture.
- In April 2008, China Merchant Bank launched the first Visa Infinite credit card in China. The launch of Visa Infinite, Visa's most premium card product, reflects an important step forward in the internationalization of China's financial services. Visa Infinite cardholders in China today can enjoy



'infinitely' superior, exclusive privileges, including the opportunity to network with like-minded premium customers at special Visa Infinite events. Other financial institutions to have issued Visa Infinite card in China include China Everbright Bank China CITIC Bank and China Minsheng Banking Corp. Ltd.

Innovation

Visa is committed to innovation that enables more people in more places to enjoy the benefits of electronic payments at any time, in any location, using a multitude of devices. Recent innovations pioneered by Visa around the globe include Visa Money Transfer, contactless payment, online payments, mobile payment and mobile-based services.

As of December 2009, innovative payment initiatives deployed by Visa and its Chinese financial institution clients included:

- With the help from Visa, China UnionPay completed VisaNet chip certification in March 2005.
- In April 2005, Visa and the Bank Card Test Center jointly established an EMV laboratory - the first laboratory in China with an EMV terminal testing capability that meets international EMV standards.
- As of December 2008, seven Chinese acquiring hosts have passed Visa EMV certification, one issuing system passed Visa EMV certification in China.
- In April 2008, Visa and the Industry and Commercial Bank of China announced the launch of the first EMV Peony-Visa Platinum chip card in China. The EMV Peony-Visa Platinum card chip provides the cardholders not only the customized services offered by Visa Platinum platform, but also the benefits brought by EMV chip technology which provides both cardholders and the merchants the greater security. EMV is the foundation for emerging payments such as contactless and mobile payment solutions.
- In May 2008, Visa and the Industry and Commercial Bank of China launched the first Peony-Parkson Visa payWave credit card in China. The launch of this high-tech, contactless payment feature symbolizes the greater improvement in card acceptance in China, particularly in the area of the improved efficiency and security.
- In December 2008, Visa and China Everbright Bank successfully launched a One-time password authentication service for online shopping payment, which was the first of this kind service in the world. The service utilizes Verified by Visa, an online authentication tool, and provides cardholders an increased level of protection which enable cardholders in mainland China to use a mobile phone based one-time password to authenticate themselves when they use their Visa card for purchases over the internet.
- In November 2009, Visa announced it was extending the global reach of its Visa Money Transfer Service to mainland China through cooperation with the Industrial and Commercial Bank of China



(ICBC). Visa Money Transfer gives consumers a convenient, cost-effective and secure way to send funds directly to recipients' Visa cards domestically and internationally. Senders can initiate a Visa Money Transfer to make person-to-person payments, send funds to friends or family members, or make account transfers. The ICBC Visa Money Transfer program launched in China will be available initially in Beijing, Shanghai and Shenzhen and will provide the bank's 70.8 million internet banking customers² a safe and convenient option to transfer funds to Visa cards globally.

- By the end of December 2009, ten issuers had begun to implement Verified by Visa technology in China. They include: China Merchant Bank, Bank of China Credit Card (International Ltd.), China Construction Bank Corporation, Industrial and Commercial Bank of China Ltd, China CITIC Bank, China Minsheng Banking Corporation Ltd, Industrial Bank Corp. Ltd, China Everbright Bank, Agriculture Bank of China and Bank of Communications.

Security

Visa understands that we must protect each link within our control and work with others to preserve the trust in every Visa payment. To that end, Visa employs multiple layers of security. These layers work together to help ensure that fraud is identified as soon as it occurs and that, when fraud does make an impact, it is quickly erased or limited to the extent possible. Visa's security strategy focuses on:

- Securing the payments environment to protect card data.
- Monitoring, identifying and preventing fraud through technology and best practices.
- Managing the impact of fraud by helping issuers and acquirers recover from its effects.
- Maintaining trust in Visa payments through merchant and consumer education.
- Creating an environment of partnership by promoting industry engagement and accountability around security.

In October 2009, Visa announced PCI DSS (Payment Card Industry Data Security Standard) validation for leading domestic online merchants in China. This is in line with Visa's global objective and strategies to reiterate the importance of enhancing data protection for cardholders around the globe through promotion of PCI DSS compliance. Leading payment gateways Payease, Ctopay, IPS, NPS, 99bill, BilltoBill and AsiaPay have now been validated. Top online merchants Alibaba.com and China Southern Airlines have also completed network vulnerability scans, which is one of the pre-validation requirements for online merchants. Please visit www.visa.com.cn for the completed list.

² ICBC Interim Annual Report 2009 (by end of September)



Global Brand

The Visa brand transcends language, cultures and geography under a common payment mark that we believe symbolizes convenience, flexibility and security to hundreds of millions of consumers across the world.

To support and enhance the brand, Visa has exclusive partnerships with a stable of world-class sports and entertainment franchises including FIFA (Fédération Internationale de Football Association) and the Olympic Games.

- FIFA — The FIFA partnership provides Visa with global rights to a broad range of FIFA activities — including both the 2010 and 2014 FIFA World Cup™ and the FIFA Women's World Cup — that tap into the passions and reach of the “world's favorite sport.”
- The Olympic Games — Visa's relationship with the Olympic Games began with the 1988 Games in Calgary. Today, Visa is a worldwide Olympic partner with a commitment to be the exclusive payment card and official payment service of the Olympic Games through 2020. This includes the Vancouver 2010 Olympic Winter Games, the London 2012 Olympic Games, the Sochi 2014 Winter Olympic Games and the Rio de Janeiro 2016 Olympic Games.

Visa and the Olympic Games

Visa has been a proud sponsor of the Olympic Games for 22 years and was the exclusive card of the Beijing 2008 Olympic Games. Visa was the only card accepted at all Olympic Games venues for any official Games-related transactions.

Visa's support of the Olympic Games serves the dual purpose of fostering the Olympic spirit and building our business.

- We recognize that the Olympic Games are one of the world's most recognized and most cherished global events. They embody values of excellence, respect and leadership – values we at Visa share. As such, the Olympic Games are an ideal platform for Visa to grow our business and deliver tangible value to merchants, cardholders, and our financial institution clients.
- In the two decades of our Olympic sponsorship we have focused our efforts and our investments in supporting Olympic athletes. Our athlete support reaches beyond the direct financial support we provide to the International Olympic Committee (IOC) that helps enable the Games to happen and the dreams of athletes to come true.



Driving Value

By harnessing our global reach, marketing experience and customer relationships, Visa is in a unique position to create short- and long-term value not only for the host city but for many of the markets in which we do business. It's linking the Visa family to the Olympic family. By reaching out to cardholders through our financial institution clients, Visa has an opportunity to bring the magic of the Olympic Games to the fans that support the efforts of their favorite athletes.

In advance of the Beijing 2008 Olympic Games, Visa worked with more than 380 of its financial institution customers in 66 countries worldwide to offer Visa cardholders the once-in-a-lifetime opportunity to attend the Beijing 2008 Olympic Games. In Asia Pacific alone, 3,500 Visa cardholders and their partners - a total of 7,000 people - won packages to the Olympic Games in the region's "Win a Trip to the Games" cardholder promotions. The cardholder promotions were supported by regional Olympic-themed advertising campaigns starring international movie star Jackie Chan and Olympic gold medalist and Team Visa athlete Liu Xiang.

Visa cardholders residing in Asia Pacific also had the opportunity to capture their vision of the Olympic motto, "Faster, Higher, Stronger" and China, the host country of the upcoming Games with a photo competition called "Visa Moving Images" (VMI) that showed their own interpretation of the competition themes. Visitors to the VMI website (www.visasupporters.com/movingimages) were able to vote for their favorite images.

Working with Olympic sponsor, Bank of China, Visa installed a dedicated ATM network and hundreds of point-of-sale (POS) acceptance devices at competition and non-competition venues, including the Main Press Center and the Olympic Village to support the Games. Visa and its client banks in China installed more than 118,271 ATMs and signed up some 520,681 merchant locations or outlets³ throughout China to help prepare for the influx of international visitors traveling to China.

Supporting the Olympic Spirit

In a number of countries, Visa sponsors both national teams and individual athletes with the potential to be selected for their national teams. Through its Team Visa program, Visa is assisting hundreds of Olympic athletes around the world through the lifecycle of their careers: before the Games through our Team Visa financial and mentoring programs; during the Games; and after the Games through our partnership with the World Olympians Association (WOA).

Visa partnered with the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG), China National Tourism Administration (CNTA), the Beijing Tourism Administration (BTA) and the Pacific Asia Travel

³ By 30 June, 2009, as reported by our client financial institutions in China and therefore may be subject to change.



Association (PATA) to help develop China's payment infrastructure and tourism potential among key destination markets in the lead up to the Games.

Visa and BOCOG installed and operated 62 in-venue information kiosks to provide Games-time information services onsite. Visa also worked with the Beijing Tourist Administration and the Beijing Youth League to create and operate 55 offsite information kiosks, including six at the Capital Airport, at key high traffic districts in Beijing. These were manned by some 20,000 volunteers, and provided Olympic and travel information for guests at the Games.

To enhance the tourist experience in Beijing, Visa together with the BTA launched a "Best Merchants in Beijing" program aimed at encouraging merchants at numerous tourist attractions in Beijing to accept international payment cards. The merchants were from nine key areas frequented by tourists including the Badaling Great Wall, the Silk Street market and the Panjiayuan Antique Mall. Visa also opened a Customer Center near Houhai in Beijing to help Visa cardholders with lost or stolen cards, as well as provide multilingual emergency services and general cardholder assistance.

These efforts are in line with the five-year global alliance Visa signed with the CNTA in December 2003 to promote China worldwide as a key travel destination. Visa was declared the "Official Partner of China Tourism" and since then has aided various promotional efforts to stimulate inbound travel and business revenue.

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