

FACT SHEET



innovation

A Legacy of Innovation

From the time of the creation of the first general-purpose credit card 50 years ago to the latest in mobile payments and money transfer services, Visa has been a consistent leader in innovation in the payments industry. This dedication to innovation is guided by a single rationale — to create better money. The innovations in which we choose to invest make Visa more attractive to more consumers and business, expand the acceptance of Visa payments to new merchant environments and bring electronic payments to geographies where they don't exist today.

Visa's Innovation Rationale

Visa continually innovates by enhancing its products, systems and services to create better money and enable more people and merchants in more places to enjoy the advantages of electronic payments. Better money means secure, convenient, accepted and rewarding electronic payments that provide greater value than cash, checks and other competing payment products. Better money enables Visa to grow transaction volume, enhance our brand, expand our network to new geographies and merchant segments, and ultimately, deliver greater value to our clients and Visa account holders.

Visa's Innovation Enablers

Visa is positioned to deliver new and unique payment alternatives tailored to specific market needs efficiently and cost-effectively. When it comes to innovation, Visa has four competitive advantages that allow us to deliver efficient and effective advancements in electronic payments:

Comprehensive Products

Visa has the one of world's most comprehensive set of payment products and services for consumers and businesses, including credit, debit and prepaid payment cards and related services.

Global Magnitude

Visa connects thousands of financial institutions, millions of merchants and hundreds of millions of cardholders in 200 countries and territories. The magnitude of this global payment system provides important economies of scale and delivers significant benefits to all participants.

Significant Benefits

Technology is the backbone of Visa innovations. Our global transactions processing network is one of the most scalable, versatile, reliable and secure processing networks in the industry. VisaNet securely and intelligently processes high transaction volumes and delivers business-critical information every second of every day to and from everywhere in the world.

New channels. New technologies.

Visa is one of the most recognized financial services brand in the world and is the worldwide symbol for better money. More people are aware of Visa and use Visa than any other payment brand, giving us the "permission" to expand our offerings to new channels or through new technologies.

Visa's Approach to Innovation

As the leader in the industry, Visa has both the ability and the responsibility to innovate in a way that preserves and enhances the trust and integrity of electronic payments, while also meeting the specific needs of all participants in the Visa network. Our approach to innovation is focused on:



Growing Network

Growing the number of participants in Visa's network and growing Visa's business "network effect." This means using deep consumer insights to identify unique customer needs — in both existing and new market segments and geographies — and deliver products and services tailored to each of them.

Increased Interactions

Increasing the number of interactions among participants by providing flexible access to VisaNet and facilitating secure and convenient interactions among stakeholders.

Continually Enriching

Continually enriching the value of interactions among participants in the Visa network by taking full advantage of Visa's rich transaction data to create value-added information services, develop robust incentive programs and reduce transaction risk.