



Visa and First Data Partner on EMV Common Debit Solution

Agreement with First Data's STAR® Network Provides Issuers, Acquirers and Merchants an EMV Solution Compliant with Debit Regulation and Supports U.S. EMV Migration

FOSTER CITY, Calif. and ATLANTA – Feb. 26, 2014 – Visa Inc. (NYSE: V) and First Data's [STAR® Network](#) announced an agreement to share Visa's common debit solution offering issuers, acquirers and merchants a streamlined and cost-effective approach for debit EMV chip adoption. EMV cards contain an embedded computer processor or a chip that generates a one-time code for each transaction making it nearly impossible for criminals to counterfeit. This feature will help protect merchants and issuers from fraud losses stemming from counterfeit payment cards used at the point of sale.

The collaboration between these two payments industry leaders on the license agreement will help to enable the development of regulation-compliant debit EMV solutions using a common Application Identifier (AID). First Data's STAR Network will use PIN and no CVM functionality on the common AID to facilitate different types of debit transactions on its network, including PIN, PINless and signature cardholder verification methods. The AID will facilitate U.S. debit transactions from any debit network that licenses the Visa common AID solution and is enabled on a Visa card.

"This agreement is a significant step to accelerate EMV adoption by addressing Regulation II compliance for debit EMV transactions," said Barry McCarthy, president, First Data Financial Services. "First Data's STAR Network is pleased to lead the effort by being one of the first debit networks to take this step and assist issuers, acquirers, and merchants with equal access to a shared EMV chip card technology. Not only does it accelerate the migration to EMV adoption, but also moves the industry a step closer to additional debit payment security," McCarthy added.

With the addition of First Data's STAR Network, Visa debit issuers can now choose among several competing network options for their EMV chip debit cards, while also reducing the complexities of chip implementation.

"Visa's priority is to facilitate the U.S. migration to EMV technology as efficiently and quickly as possible," said Elizabeth Buse, Global Executive, Solutions, Visa Inc. "Under our approach, issuers and merchants

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will have a streamlined path to achieve the security benefits of EMV while minimizing disruption to legacy systems.”

The common debit solution will both support issuer choice and flexibility, allowing network changes without reissuing cards and merchant and acquiring routing choices without costly host systems reprogramming. Minimal updates are required for all when new participants adopt the solution.

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About Visa Inc.: Visa is a global payments technology company that connects consumers, businesses, financial institutions, and governments in more than 200 countries and territories to fast, secure and reliable electronic payments. We operate one of the world’s most advanced processing networks — VisaNet — that is capable of handling more than 30,000 transaction messages a second, with fraud protection for consumers and assured payment for merchants. Visa is not a bank and does not issue cards, extend credit or set rates and fees for consumers. Visa’s innovations, however, enable its financial institution customers to offer consumers more choices: pay now with debit, ahead of time with prepaid or later with credit products. For more information, visit corporate.visa.com.

About First Data and the STAR Network: First Data’s STAR Network is one of the nation’s leading electronic funds transfer (EFT) networks, with more than 2 million retail and ATM locations. First Data is the global leader in payments processing and electronic commerce solutions.

Around the world, every second of every day, [First Data](http://FirstData.com) makes payment transactions secure, fast and easy for merchants, financial institutions and their customers. First Data leverages its vast product portfolio and expertise to drive client revenue and profitability. Whether the choice of payment is by debit or credit card, gift card, check or mobile phone, online or at the checkout counter, First Data takes every opportunity to go beyond the transaction. More information about the company is available on FirstData.com as well as on [Twitter](https://twitter.com/FirstData), [LinkedIn](https://www.linkedin.com/company/firstdata), [Facebook](https://www.facebook.com/firstdata) and [YouTube](https://www.youtube.com/firstdata).

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