

Discover new use cases for transfers to card

Digital Products Team, Russia

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Brief details



Objective

Money transfer to a card is a solution which enables funds to be sent to any eligible debit, credit or prepaid Visa card in real-time. This platform targets two tremendous dimensions:

1. **Person-to-person transfers** – to give Visa cardholders the ability to transfer money in a faster manner by using any channel (open web, internet banking, mobile banking, ATMs) available 24/7
2. **Funds Disbursements** (business-to-consumers) – to offer fast and efficient funds disbursement options for a variety of different applications including: reimbursements, refunds, payouts, government disbursements (social transfers)

We plan to develop both dimensions and ready to collect new ideas of the employment of our technology.



Tech trends

There's a nearly \$50 trillion opportunity emerging for faster digital payments globally by replacing cash and slow forms of payment.

In the U.S., person-to-person (P2P) and funds disbursements represents a \$10 trillion opportunity, which includes approximately \$1 trillion in P2P payments and \$9 trillion in various forms of disbursements and payouts.



Our Expectations

The consumers' expectation of how quickly and easily they can move their money has changed, which has been influenced by how quickly they could download a movie or an app, just the whole need for instant gratification.

We're all trying to respond to the customer's need to do things on the go.

We are looking for end-to-end cases for p2p transfers and funds disbursements.

Specifically, we are open to concepts which include person-to-person transfers via remote channels (web, internet banking, mobile banking) and funds disbursements (business-to-consumers transfers).

1. Person-to-person transfers

One solution, multiple applications – P2P

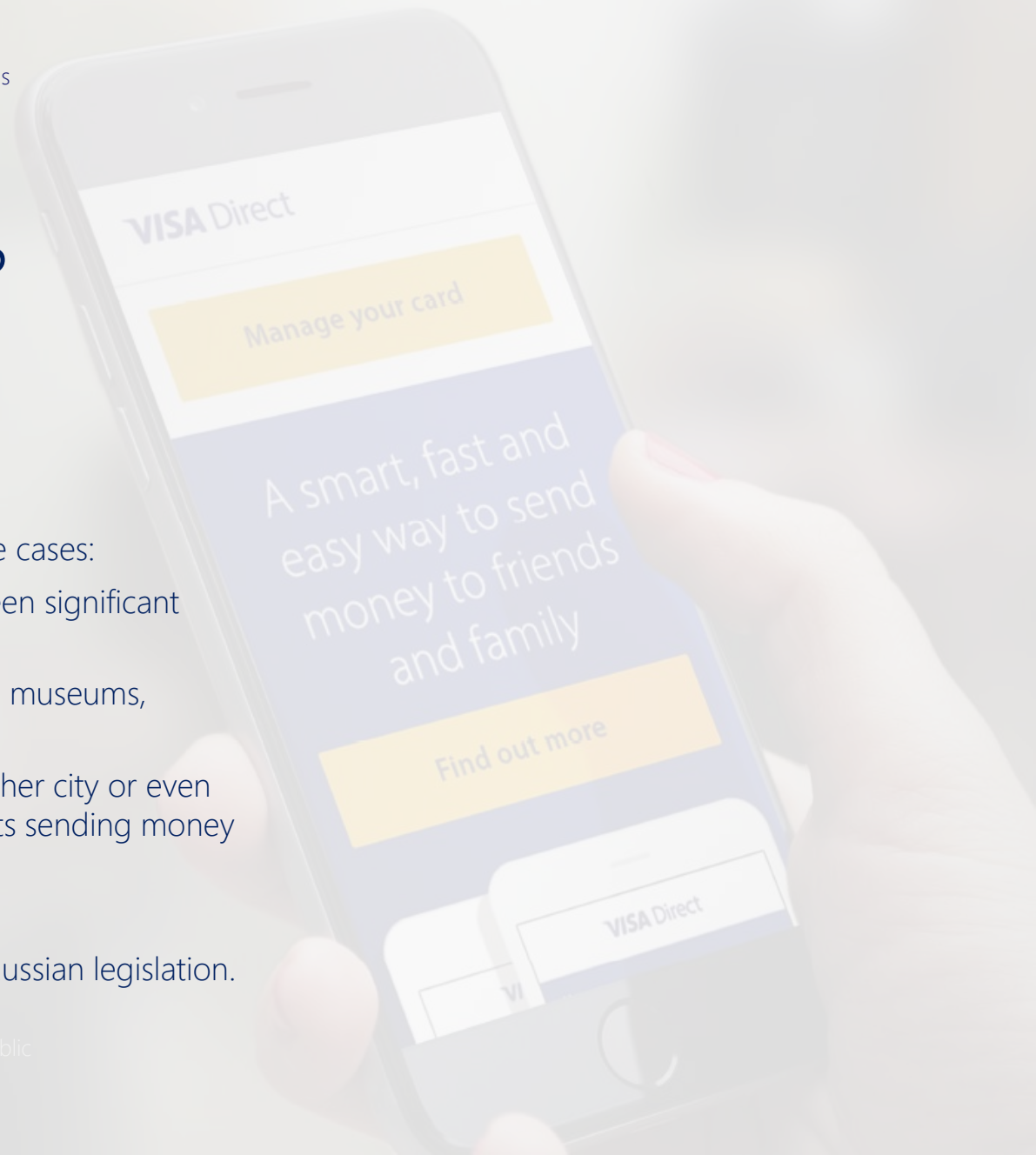
Whether you are sending or receiving funds, p2p can help you create innovative experiences for customers.

We're looking for new opportunities to expand the usage and new use cases:

- **Transferring money to friends and family:** transfer money between significant others, collecting money to buy a present for a friend
- **Splitting bills:** while going to restaurant, buying tickets to cinema, museums, ordering pizza, etc.
- **Sending remittances:** Parent support their child who studies in other city or even country; A graduate sends the money to his elderly parents; expats sending money to their families.

We are ready to discuss more detailed cases.

The requirement is that the proposed cases should be conformed to Russian legislation.



2. Funds Disbursements (business-to-consumers) One solution, multiple applications – Funds disbursements

This dimension only begins to develop. Very few cases are already in the market. There are numerous opportunities to create various scenarios in different industries.

Transfers to cards offer fast and efficient funds disbursement options for a variety of different applications including:

- **Reimbursements**
for example, for travel and entertainment expenses
- **Refunds**
payback or repayment from a trade point
- **Payouts**
insurance payouts, gambling payouts, etc
- **Government disbursements**
allowance payments, pension payments, other social remittances

We are ready to discuss more detailed cases. The requirement is that the proposed cases should be conformed to Russian legislation.

Funds disbursements

One solution, multiple applications

Transfers to cards real-time payment experiences can help businesses across multiple industries improve operational efficiency:



Lotteries + Gaming



Government payouts



Property + Casualty



Financial institutions



Contract staffing



Sharing economy



Microfinancing institutions



Online marketplaces



Tutoring



Life insurance

What you need to know about transfers to cards

Hundreds of millions of Visa cards

The fact that you can reach hundreds of millions of Visa cards and initiate payments to them in real time – that itself is a compelling proposition.

Transfers to cards work on top of **VisaNet**, so all of the virtues of VisaNet – covering **17,000 financial institutions across 200 countries and 175 currencies**, in real-time, automated and with high reliability and security – translate onto transfers to cards.

p2p has solved real pain points around speed and ease

Visa requires issuers to make funds available to cardholders **within a maximum of 30 minutes of approving the transaction** – this is called Fast Funds Mandate.

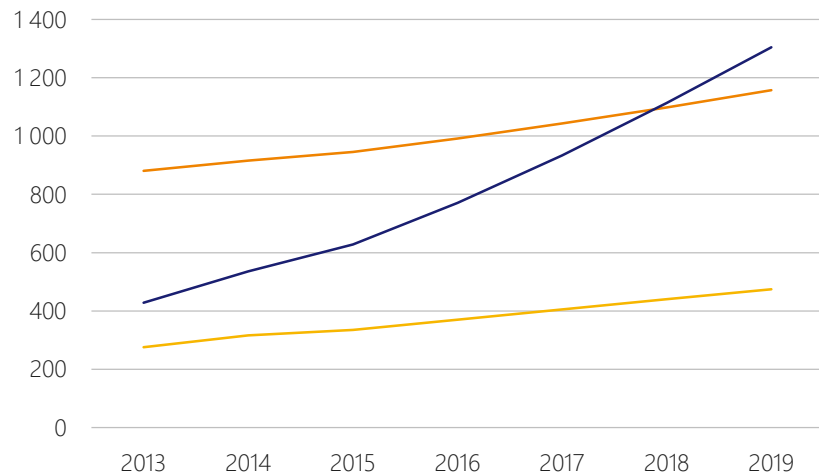
De facto, the funds are available to recipient cardholder in 30 seconds after the sender made the transaction.

Russia is well developed p2p market

- p2p was launched on the Russian market in 2008.
- **Russia is 100% Fast Funds market:** Issuers support FF for Debit and Credit cards as it was mandated in 2011.
- **Almost every retail bank** provides the possibility to make card-to-card money transfers.
- Key channels are **mobile and online banking** – p2p service is a basics for the banking application.

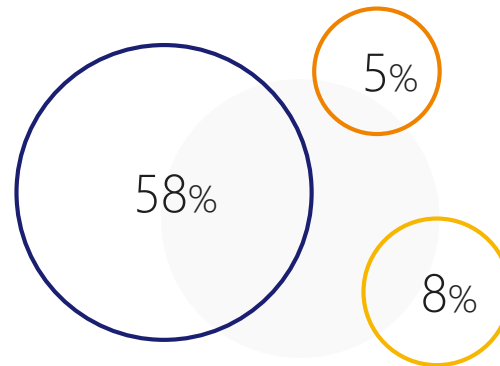
Money transfers to personal cards will grow twice as fast as other transfer technology

Money transfers using technologies
RUB, bln¹



¹According to Json and Partners, June 2016

CAGR



- Transfers via Visa, MasterCard
- Transfers to bank accounts
- Remittance systems (money transfers without opening accounts)

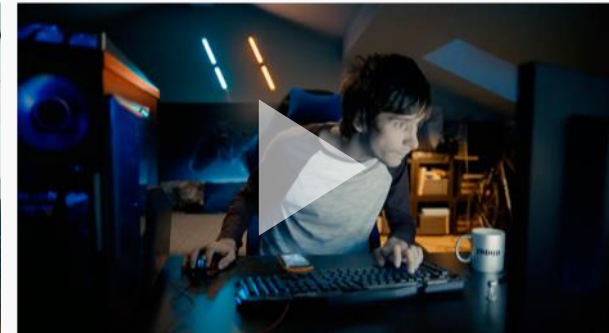
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Since 2011, Russians have been making person-to-person transfers four times more often.

Source: Rossiyskaya Biznez-Gazeta, November 24, 2016

For an inspiration

Please see the videos that emphasizes the possibility to transfer money to **Visa cards** instantly via your banking tools on YouTube channel



Creative stories

Brother, remember your coupe? Well, it's a cabrio now. I need the 16 digits of your Visa card.

Love, Sis



Grandson, congratulations on your promotion to Vice President. Such a smart little boy. Give me the 16 digits for your Visa, I'll send some money as a gift.
Granny Varya
P.S. You looked so skinny in that newspaper, are you eating well?!

Your Anna

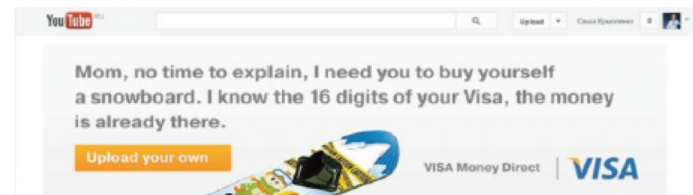
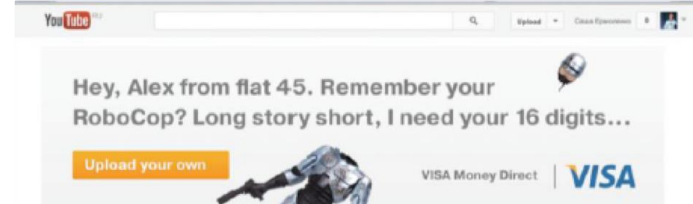


Dear Bank,
I've found out I am not your only one. We won't meet anymore. But I remember our 16 digits...



Простой способ перевести деньги на карту Visa

Друг, привези мне смартфон. С меня деньги, с тебя только 16 цифр твоей карты Visa.



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