

FACT SHEET

Visa FIFA Sponsorship At-A-Glance

Overview

- Visa is one of only six global FIFA Partners.
- Visa's FIFA sponsorship runs through 2014 and includes global rights in the Financial Services product category to all FIFA World Cup™ activities.
- Visa and FIFA work together globally to create exclusive programs at a number of FIFA World Cup™ competitions to deliver value to cardholders and merchants using Visa's network of approximately 15,500 financial institution clients.

Global Reach

- The impact of the FIFA World Cup™ and more than 40 other FIFA World Cup™ competitions reaches virtually every country where Visa operates and extends our unique set of global marketing programs.

FIFA Prefers Visa

- In recognition of Visa's sponsorship of the FIFA Women's World Cup 2011™, Visa credit, debit and prepaid cards will be the preferred method of payment at all FIFA venues and the Onsite Stadium Merchandise Booths.

Host Market Impact

- Visa implements and manages the entire payment system infrastructure and network throughout all FIFA World Cup venues, including the FIFA Women's World Cup 2011™.
- Visa installed hundreds of point-of-sale (POS) acceptance devices and a dedicated ATM network at competition venues to support the 2010 FIFA World Cup South Africa™.
- Around the 2010 FIFA World Cup™ Visa and its client banks in South Africa signed up numerous merchant locations and outlets throughout the region to provide a legacy of improved acceptance once the event itself was over.

Marketing Support

- Visa activates its global FIFA sponsorship by creating locally-tailored merchant and cardholder marketing programs around the world. The business objectives of these programs include generating incremental business for financial institution clients and Visa merchants as well as creating an awareness of Visa's global FIFA sponsorship and upcoming FIFA events. Prizes for Visa cardholders include trips to select events, exclusive behind-the-scenes experiences as well as football merchandise.

Go Fans

- For the 2010 FIFA World Cup™ Visa introduced a global FIFA-themed marketing campaign – Go Fans – which included television, print and out of home advertisements, usage promotions, experiential offers for cardholders and merchant discounts. More than 90 markets throughout the world activated Visa FIFA-themed marketing programs around the 2010 FIFA World Cup™ with over 500 financial institution clients.

Client and Partner Engagement

- Visa research shows that using world-class sponsorship properties in marketing efforts supports a wide range of corporate objectives including helping to drive product usage and brand preference.
- Utilizing FIFA's sponsorship via activation rights, financial institution clients can drive business and corporate brand objectives. A wide range of marketing opportunities exist within the FIFA partnership to help clients drive
- Visa product acquisition, usage, retention, awareness and motivate employees.

Enhancing the Fan's Experience

- Demonstrating Visa's innovative product capabilities, the Visa Passfirst electronic ticket purchase and stadium entrance service was successfully implemented at the FIFA Futsal World Cup 2008 in Brazil.
- In South Africa for the FIFA Confederations Cup South Africa 2009 and 2010 FIFA World Cup, Visa and national retailer, Pick N Pay, launched a special program in which cardholders had an opportunity to win pairs of tickets by using their Visa cards at the point of sale. The Pick n Pay Group is one of Africa's largest and most successful retailers of food, clothing and general merchandise.

- Through the Go 2010 Football Experience program, fans had the opportunity to take advantage of unique behind-the-scenes access and once-in-a-lifetime experiences at both the FIFA Confederations Cup South Africa 2009 and the 2010 FIFA World Cup South Africa™, such as touring the pitch while players are warming up before their match, visiting the changing rooms and walking down the players' tunnel.
- Visa helped bring the FIFA World Cup™ closer to football fans around the world by taking the 2010 FIFA World Cup South Africa™ Winner's Trophy to South Africa, Dubai, Croatia, Russia, Brazil, Mexico and Russia.

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For further inquiries:

Nancy Panter

Visa Inc.

Office: +1 (650) 432-1454

npanter@visa.com