

FACT SHEET

Global Financial Literacy Efforts

A Decade of Financial Education

Visa believes the most important financial tool is not a product – it is knowledge. That is why for over a decade Visa has been developing financial literacy programs that teach individuals how to spend, save and budget responsibly. Supporting financial literacy is good for our business and the right thing to do.

About Visa Financial Literacy Programs

- First program launched in 1995; spread globally in 1996
- Visa's global financial literacy initiative is localized across more than 30 countries
- Program websites receive 75,000 unique visitors and 1 million page views each month
- Hundreds of thousands of pieces of free materials have been distributed

Around the World

Our free financial literacy programs are global in reach and scope. Visa has an ambitious plan to share its financial literacy programs with 20 million people worldwide by May 1, 2013. Here are highlights from programs around the world: U.S.: "Practical Money Skills for Life" (www.practicalmoneyskills.com) and "What's My Score" (www.whatsmyscore.org) programs have been used by millions

of adults and youths to learn how to manage money wisely; Visa launched a program with McDonald's to provide personal finance education to over 500,000 of the restaurant chain's employees, the largest program of its kind in the U.S. In addition, 29 state governments have officially distributed Visa's NFL-themed personal finance video game to every public high school in those states.

- **South Africa:** Visa commissioned an industrial theater show that builds on the African story-telling tradition to deliver fundamental financial literacy messages.
- **Canada:** The "Choices & Decisions - Taking Charge of your Financial Life" program offers an in-class resource used by educators across the country.
- **Latin America:** Visa's "Finanzas Practicas" (www.finanzaspracticass.com) is the first comprehensive personal financial management program in the region.
- **Asia Pacific:** "MyMoneySkills" (www.MyMoneySkills.com) is available in ten different languages and offers the most relevant information needed to meet the daily financial needs of people of all ages.

For More Information

For more information, or to speak with a Visa representative, contact info@practicalmoneyskills.com.