



FACT SHEET

Visa's Global Sponsorship Portfolio

When the World Is Watching

When the eyes of the world turn to marquee sporting and entertainment events, Visa is there. Our sponsorship of respected events brings the Visa brand to life and creates value for our stakeholders, amplifying our brand message, creating strong ties with consumers at moments of great passion and allowing Visa to deliver value to our clients and partners.

Visa Is There

Visa sponsors events, such as the Olympic and Paralympic Games and the FIFA World Cup™ — the world's most beloved and celebrated sporting events. Visa's strategic sponsorships allow us to reach global and local audiences and initiate programs that benefit our business. They also enable our clients to celebrate these events and participate in business-building marketing programs. Such sponsorships drive business results for our stakeholders, build affinity for Visa and its products with a global audience, facilitate the development and advancement of the payment infrastructure in event host cities and help lift economies in emerging markets where we do business.

FIFA World Cup™ (Global)

Visa is one of six global FIFA Partners with exclusive global category rights through 2014. The partnership provides Visa with global rights in the Financial Services product category to all FIFA World Cup™ activities that may be activated by Visa's financial institution clients and merchant partners. These provide a powerful opportunity to drive business and corporate brand objectives. A wide range of marketing opportunities exist within the FIFA partnership to help our clients obtain maximum exposure. Building promotions around this partnership can accomplish a wide range of corporate objectives including helping to drive product usage and brand preference through the amplification of brand messaging.

The FIFA partnership links Visa, the world's leading payment brand, and football, the world's most passionately followed sport, in a unique relationship that delivers tangible business value for our shareholders, financial institution clients, their cardholders and the merchant community. Visa and FIFA also have shared equities — market leadership, global ubiquity, acceptance and public awareness — that allow Visa to put the full strength of its marketing efforts behind the partnership. With worldwide exclusive access to the FIFA World Cup™ and more than 40 other FIFA competitions, Visa can tap into the passions and reach of the "world's favorite

sport.” These celebrated global FIFA competitions create economic benefits for host nations and provide Visa with a unique opportunity to build business for its

financial institution clients and merchant partners. Working together, Visa and FIFA create exclusive and unique programs at FIFA tournaments that drive incremental value to Visa cardholders and clients.

Visa also is committed to enhancing the fan’s FIFA World Cup™ experience by developing cardholder programs that touch the very core of their passion for the game both globally and locally.

The Olympic and Paralympic Games (Global)

Since 1986, Visa has been a proud Worldwide Sponsor of the Olympic Games and will be the exclusive payment services sponsor and the only card accepted at Games venues through 2020, including the London 2012 Olympic Games, the 2014 Olympic Winter Games in Sochi, Russia, the 2016 Olympic Games in Rio de Janeiro, Brazil, the 2018 Olympic Winter Games in PyeongChang, South Korea and the 2020 Olympic Summer Games. July 11, 2011 marks Visa’s 25th anniversary as a sponsor of the Olympic Games and member of the IOC’s TOP (The Olympic Partner) Program.

The Olympic Games enable Visa to deliver additional benefits to clients and their cardholders with expanded point-of-sale presence, exclusive acceptance programs for Olympic-related transactions and increased access to unique experiences for Visa clients to offer to their customers through Visa marketing programs.

The unwavering and growing appeal of the Olympic Games has provided Visa with a flexible platform on which to build integrated marketing campaigns. Over the years, Visa’s use of the Olympic sponsorship to support its business has evolved with its business strategy. For instance, in the early days of our Olympic sponsorship efforts centered on using advertising to highlight Visa’s global acceptance (“It’s Everywhere You Want to Be”). Today, Visa utilizes sponsorship properties across the marketing and product spectrum to drive both high-level brand goals and usage (“More People Go with Visa,” “Go World”) and to promote specific product attributes.

Visa’s commitment to the Olympic Movement, National Olympic Committees, national teams and individual athletes has been an important factor in ensuring the continuance and success of the Olympic Games. Visa has created a number of programs around the world to help sustain Olympic teams and athletes as they embark on their journey to the Games. Visa was also the first worldwide Olympic partner to mount marketing destination programs linked to the cities hosting the Olympic Games.

Visa also retains exclusive category rights to all 205 National Olympic Committees and their Olympic teams around the world. These rights include advertising and

promotional use of Olympic marks and imagery from the Olympic Games as well as marks from the National and International Olympic Committees.

National Football League (US)

Since 1995, Visa's NFL sponsorship has provided a wide range of benefits — including access to the Super Bowl, the NFL Pro Bowl and the NFL Draft — to connect with Visa cardholders and drive value for financial institutions, merchant partners and shareholders.

Visa is the Exclusive Payment Services sponsor of the NFL and teams including the New England Patriots, San Francisco 49ers, New Orleans Saints, Carolina Panthers, Cleveland Browns, Buffalo Bills, and Baltimore Ravens. Through these NFL team relationships, Visa is the preferred card for ticket sales, concessions and merchandise and has point-of-sale branding online and at all team payment terminals within the stadiums, including concession areas and team shops.

Visa's NFL campaign includes participation from financial institution clients that issue Visa cards and merchant partners that accept them. Visa's marketing support for financial institution clients includes participation in national promotions, access to Visa's unique NFL experiences, and other customized promotional opportunities. Visa continues to implement national usage promotions in the US and once-in-a-lifetime NFL experiences, such as ticket and game day packages, to connect with NFL fans and bring them closer to their favorite teams.

For six consecutive years, Visa has also teamed up with the NFL and NFL PLAYERS to help high school and college students take control of their financial future. Financial Football is a free money management video game and the centerpiece of a nationwide initiative to promote financial literacy. Visa has partnered with 29 state governments to distribute the Financial Football game to more than 12,000 high schools.

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