

FACT SHEET

Visa Inc. Latin America and Caribbean: The Road to Brazil 2014

In 2014, Brazil will host the FIFA World Cup 2014™ — the world’s most passionately followed sporting event. Visa is a proud global sponsor of this event and will utilize this sponsorship as a platform to grow its transaction volume, enhance preference for its products and services, increase its global brand leadership and expand acceptance in new and emerging markets.

Visa and Football

Visa has a solid commitment to football, one of the most popular sports worldwide, and one of the most followed in Latin America. In addition to its global FIFA sponsorship, Visa has also been a sponsor of Copa Libertadores, the main club tournament in South America, since 2004, and of Copa do Brasil since 2006.

The winner of Copa Libertadores earns a berth in the FIFA Club World Cup. It brings together 38 teams from 11 different countries to compete for the title. These sponsorships provide Visa with exclusive rights in its product category as well as activation rights for financial institution clients and merchant partners.

As part of its commitment to Latin American football, in 2005, Visa instituted an annual award entitled “Premio Goleador Visa,” that recognizes the player who scores the maximum number of goals in Copa Libertadores. The objective of this award is to honor the dedication of the players throughout the duration of the rigorous tournament and stimulate energy and motivation amongst the members of the teams that are participating in the tournament.

The top scoring player is awarded a trophy as well as a Visa product loaded with a financial prize. Visa then makes a donation in the winner’s name, to a local charity in the winning team or player country, which matches the amount awarded to the player.

In Brazil, Visa has also sponsored the first games of star players in their return to Brazilian pitches, such as Ronaldo for Corinthians, Robinho for Santos, Ronaldinho Gaúcho for Flamengo, and Rivaldo for Sao Paulo.

Visa and FIFA: A Global Partnership with Regional Impact

The 2014 FIFA World Cup Brazil™ will create economic benefits for Brazil, while providing Visa with a unique opportunity to build business for its financial institution clients and merchant partners.

Brazil: At Center-Stage

Brazil will be at the center stage of the world in 2014, and Visa is making strategic moves at the global, regional and local levels to make this milestone for the country a valuable experience for its clients and an unforgettable experience for sports fans and Visa customers worldwide.

Host Market Impact

Today, there are over one million merchants in Brazil, and Visa will work with its client banks in the country to expand this number of merchant locations and outlets throughout the region to help prepare for the expected influx of international visitors in 2014 and beyond.

In addition, as we get closer to 2014, Visa will expand its acceptance network into new segments so that people can move around the country using a payment method that is more secure and more convenient.

Marketing Support

For the 2010 FIFA World Cup™, Visa activated its FIFA sponsorship in over 90 countries through partnerships with over 500 financial institutions and merchants. Visa created the “Go Fans” campaign in 30 countries and the “Gooool” videos, available on the Visa “Go Fans” channel at YouTube, reached over seven million views. In addition, Visa’s interactive football guide available on Facebook, Orkut and Mixi had over 60,000 downloads.

Visa had more than 4,000 promotion winners from all over the world visit one of nine South African cities as Visa guests during the 30 days of the tournament. Visa partnered with 14,000 merchants in nearly 200 shopping malls and street commercial centers in South Africa.

In Brazil, Visa created “Go Brasil,” an interactive website to reinforce the company’s commitment to football fans. Visa launched the “You in Africa” promotion, which gave Brazilian consumers the opportunity to win 50 travel packages for two to attend a FIFA World Cup 2010™ game. Furthermore, Visa launched a commemorative pre-paid card whose innovative design included the Jabulani, the official football created by Adidas for the 2010 FIFA World Cup™.

Leveraging Experience

Visa will leverage the experience acquired during the 2010 FIFA World Cup South Africa™, where the company made its debut as a FIFA sponsor. Together with FIFA, Visa created exclusive and unique programs that may be replicated and enhanced in Brazil, including:

- Visa created the “Go 2010 Football Experience” which provided fans with exclusive behind-the-scenes access and once-in-a-lifetime unique experiences, such as a pre-match stadium tour, viewing the team warm-up by the pitch, and a half-time pitch-side tour.



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 Dubai, Croatia, Russia, Mexico, as well as to the host country.

In 2010, Visa brought the 2014 FIFA World Cup Brazil™ Winner's Trophy to Brazil in preparation for the event that will mobilize the country.

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