



WORLDWIDE PARTNER

FACT SHEET

FIFA World Cup™ sponsorship highlights

Significant increases in international spending in South Africa and participation by millions globally in social media initiatives cap a great debut sponsorship for Visa.

Visa utilized the sponsorship in more than 90 countries around the world through partnerships with over 500 financial institutions and major merchants¹.

Spending by foreign visitors to South Africa on Visa cards between 1 June and 4 July 2010 was USD257.5 million (R1.9 billion)² which is a 68 percent increase, or USD104 million (R780 million), over the same period last year³.

Visa used its “go fans” campaign in 30 countries and there were greater than seven million viewings of “Gooool” videos on Visa’s “go fans” YouTube channel. In addition, there were approximately 60,000 downloads of Visa’s match planner application on Facebook, Orkut and Mixi.

Visa hosted more than 4,000 prize winners from around the world across nine cities over the 30 days of the tournament.

Visa partnered with 14,000 merchants in close to 200 malls and street precincts in South Africa to help theme the retail environment.

Visa has used the sponsorship to promote financial literacy programs in Sub-Saharan Africa while a further 30 countries have launched the Financial Football program.

The sponsorship has helped develop Visa’s business in Africa with new acceptance channels, new merchant partnerships and new business development activities with financial institutions.

Visa is one of six global FIFA partners with exclusive global category rights through 2014, and was the exclusive card for the 2010 FIFA World Cup™. In recognition of Visa’s sponsorship of the 2010 FIFA World Cup South Africa™, Visa credit, debit and prepaid cards were the only payment cards accepted, along with cash, at all FIFA stadiums and the Onsite Stadium Merchandise Booths.

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¹ Visa Inc and Visa Europe territories

² USD1=R7.5

³ Data up to and including the final will be released on Tuesday 13 July 2010