

FACT SHEET

VISA AND LONDON 2012

Visa has been a global sponsor of the Olympic Games since 1986 and the Paralympic Games since 2002, and we were the first global sponsor to commit to 2012. Visa is committed to the Olympic Games through 2020.

As the world's biggest sporting event, the Olympic and Paralympic Games provide Visa with an unparalleled opportunity to promote our brand to our broad and diverse customer base and to reinforce preference for Visa products and services at an international and local level.

For London 2012, Visa will be able to demonstrate the convenient, fast and safe alternatives to cash showcasing prepaid, contactless payments, mobile technologies and other innovations. This vision includes:

- **Contactless Visa cards:** These are already being rolled out across the UK and elsewhere in the world. By 2012, contactless cards will be in widespread use in London and the Olympic and Paralympic Games will be an opportunity for showcasing the latest in the use of this technology, demonstrating its full effectiveness for low value payments.
- **Mobile payments:** Phones that act as Visa cards will be available allowing Londoners and visitors to travel around the city and within the Olympic Park and make purchases just by waving their mobile phone against a secure reader at a retailer's till.
- **Prepaid cards:** For visitors, who don't already have a Visa card, prepaid cards will be available allowing visitors to obtain a Visa card which they'll be able to use everywhere they see the Visa sign.

In 2009, Visa became the presenting partner of Team 2012 in the UK - the first time any company has sponsored the entire group of British athletes who are aiming to become part of Team GB and Paralympics GB at the London 2012 Olympic and Paralympic Games. In the run-up to London 2012, Visa will help to build the profile of all the team and sports by integrating Team 2012 and the wider Olympic sponsorship into brand communications and product propositions in the UK.

In August 2008, Visa sponsored the London 2012 Handover Party, a free concert in London to celebrate the moment London officially became the host city for the summer Olympic Games.

Visa will support LOCOG to build a fantastic infrastructure for visitors around ticketing, transport and the flow of spectators, underpinned by fast, secure and convenient payments.

For further information concerning Visa and the Olympic Games, please contact Nancy Panter in San Francisco at (650) 432-1454 or Nicola McKelvey in London at +44 20 7795 5388.