

EMV CHIP CARDS: THE FUTURE OF PAYMENTS

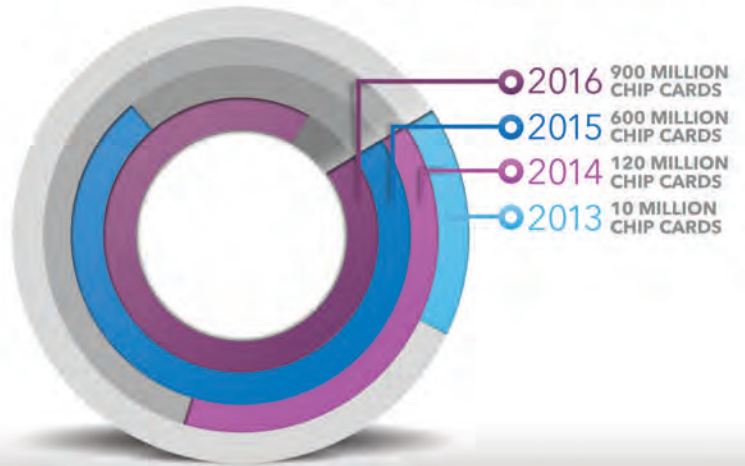
Already in use worldwide for payment, chip cards are starting to be issued in the U.S. with their circulation accelerating in 2015. Chip cards are based on a global standard called **EMV®** to combat the high rate of counterfeit card fraud that is possible with current magnetic stripe technology.



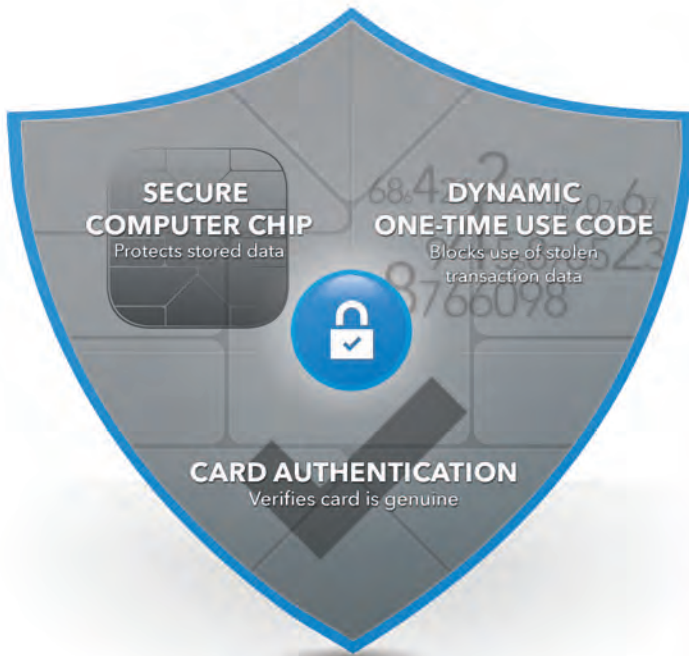
2.37 BILLION CHIP CARDS ISSUED WORLDWIDE²



U.S. MIGRATION PROJECTIONS³



CHIP SECURITY FEATURES COMBAT COUNTERFEIT CARD FRAUD



WHAT'S CHANGING



THE TERMINAL
Slot to insert chip card typically is located on top or bottom of terminal

Magnetic stripe remains on back

THE CARD
Secure computer chip



 ▼ **72%**
Drop in face-to-face fraud since 2004¹

 ▼ **48%**
Drop in domestic counterfeit card fraud from 2011-2013⁵

NOTES:

1. The Nilson Report, *Global Card Fraud*, Nov. 2011
2. EMVCo, *EMV Chip Deployment Statistics*, Q4, 2013
3. EMV Migration Forum, Oct. 2014
4. Financial Fraud Action UK, *Fraud the Facts 2014*, pg. 26, 2014
5. Canadian Bankers Association, *Credit Card Fraud and Debit Card Fraud Statistics*, 2012 and 2013

HOW IT WORKS:



If you swipe your chip card, the terminal will direct you to insert it instead.



Insert card with chip toward terminal, facing up. Do not remove until prompted.



Verify your transaction by signing or entering your PIN. Some transactions may not require either.

NOTE: EMV standards support both PIN and signature.



When the terminal says the transaction is complete, remove your card.

*Terminal prompts are examples only.



LEARN MORE ABOUT CHIP CARDS

About EMV – www.emv-connection.com

EMV FAQ – www.emv-connection.com/emv-faq

EMV Press Room – www.emv-connection.com/press-room

RSPA

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