

# Visa Chip Card Update: December 2016

EMV chip cards and chip-activated merchants combat counterfeit fraud in the U.S.

2016 brought **strong growth and progress** in chip card technology. Here are some of the highlights:



decrease in **counterfeit fraud at chip-enabled merchants** in September 2016 compared to a year earlier



increase in **Visa chip payment volume** in December 2016 compared to a year earlier



increase in **Visa chip cards** in the U.S., totaling 408.1 million cards issued



of **Visa credit payment volume** was done on chip cards in December 2016



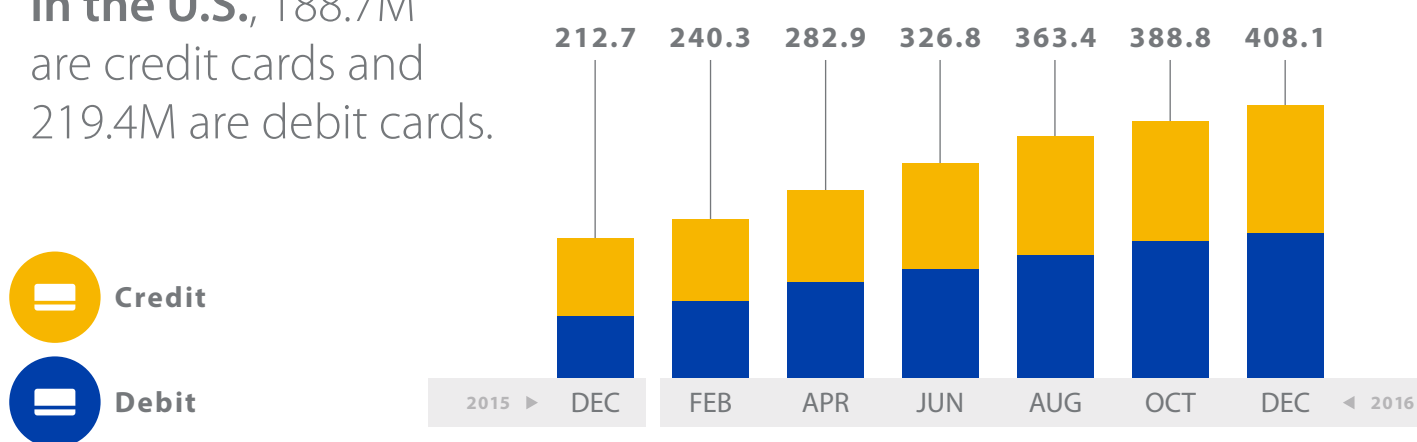
decrease in **counterfeit fraud** for all merchants in September 2016 compared to a year earlier



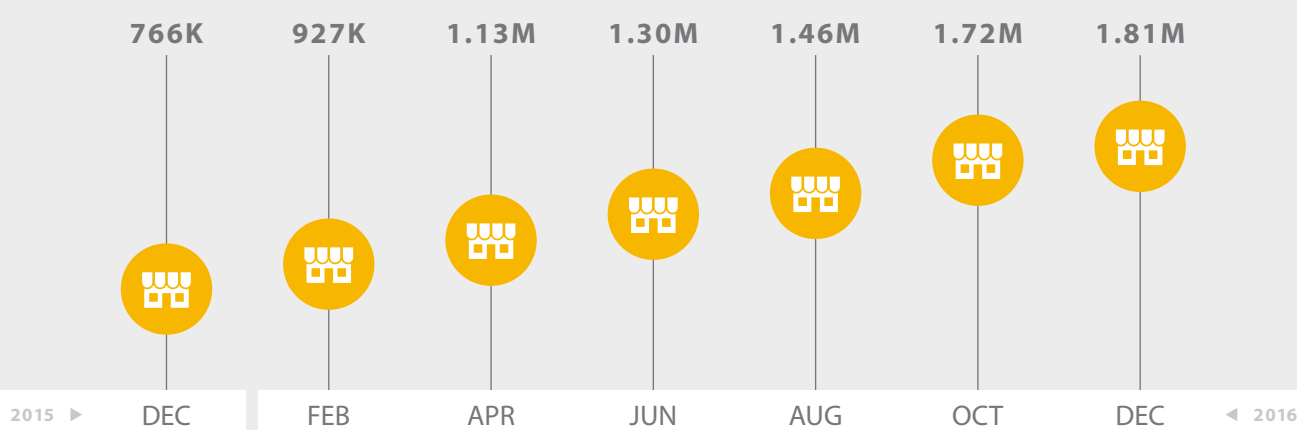
the number of **Small Business who implemented chip terminals** more than doubled in 2016, totaling 1.48 million

Of the **408.1M Visa chip cards circulating in the U.S.**, 188.7M are credit cards and 219.4M are debit cards.

Total Visa Chip Cards (M)



**Nearly 1.81M merchants** are now accepting chip cards, a 135% increase in the last year.



**39% of U.S. storefronts** now accept chip cards



**More than 82% of those locations** are small and medium-sized businesses

**Chip transactions** continue to increase in the U.S.

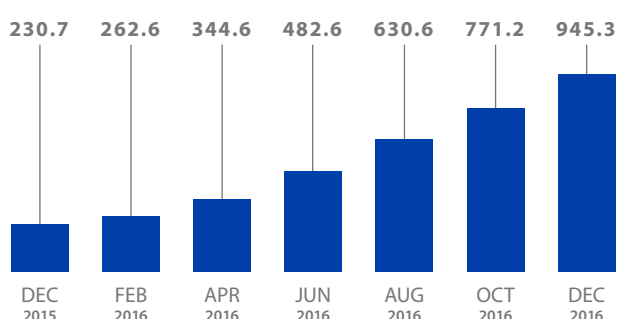


**There were nearly 1B Visa chip transactions in December**, a 310% annual increase

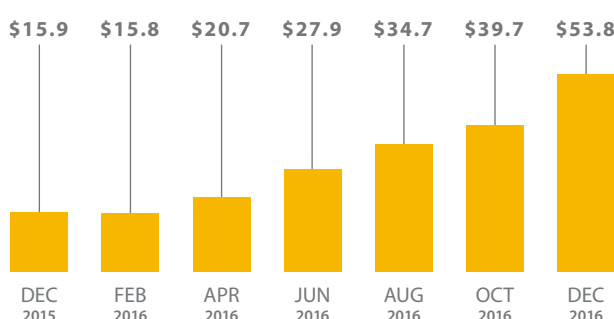


**Chip-ready merchants** now represent 49% of Visa's in-store payment volume

Visa Chip Transactions (M)



Visa Chip Payment Volume (B)



SOURCES: U.S. card figures per VisaNet data and operating certificates provided to Visa by client financial institutions as of end December 2016; US chip merchant location data based on VisaNet data as of end December 2016. Merchants that have completed an EMV activation in the last 30 days considered chip-activated; Counterfeit fraud reduction is based on fully chip-enabled U.S. merchants for the month of September 2016 compared to September 2015. Fully chip-enabled merchants defined as locations where 80% of card present payment volume is chip-on-chip. Data includes both U.S.-issued credit and debit cards; Transaction number and volume based on VisaNet data for U.S. locations with chip transactions as of end October 2016.

