



Payments Innovations Panel

- V. Echeveste (Moderator, Visa)
- R. Wadsworth (Mastercard)
- B. Fung, Central Bank of Canada
- E. Freire, BIS

The players (new world view)



The card is migrating



The Conversion Challenge

Physical POS



ECommerce



Mobile



Growth*

4%

11%

32%

Conversion**

100%

56%

38%

*eMarketer US retail sales estimate from 2014 – 2015

**Source: MarketLive Performance Index, October 2015

Security

The POS is everywhere



Note: All brand names and logos are the property of their respective owners, are used for identification purposes only, and do not imply product endorsement or affiliation with Visa.

Cybercrime is growing...In frequency, magnitude, sophistication and organization



P.F. Chang's

ONLINE.WSJ.COM



Target

WASHINGTONPOST.COM



Mafias

TIMES.COM



Neiman Marcus

BUSSINESSWEEK.COM

"When everything is connected to the internet, everything becomes a potential target for hackers"

Multiple Layers and Constant collaboration are key to foster security in the payments system

- We need to protect data
 - Emv,
 - Cryptography
- We need to devalue the information
 - Tokenization
- We need to prevent fraud
 - Neural tools
- We need customer collaboration
 - Two way messaging
 - Geo localization tools

The User Experience

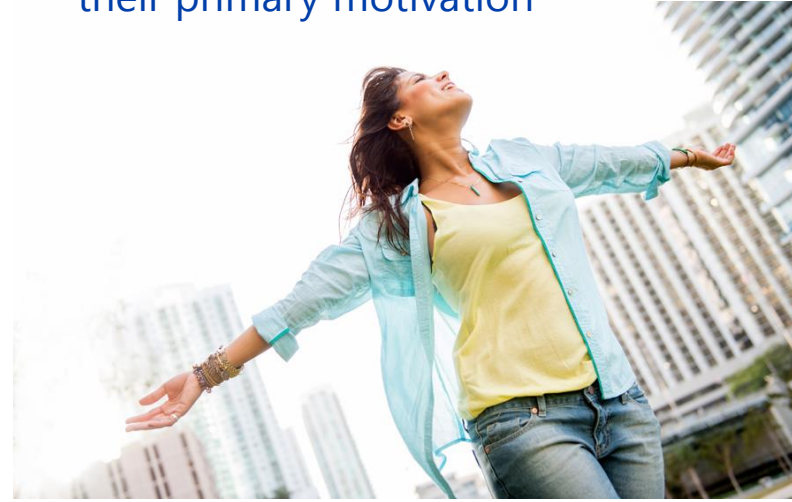
Their Independence is the balance between pleasure and duty..



ANYTHING THAT
MAXIMIZES THEIR
AVAILABLE
TIME IS
WELCOME.

THEY LOVE HAVING
#UNIQUE
EXPERIENCES

Fulfilling their dreams –
their primary motivation



MONEY

THE KEY TO
INDEPENDENCE

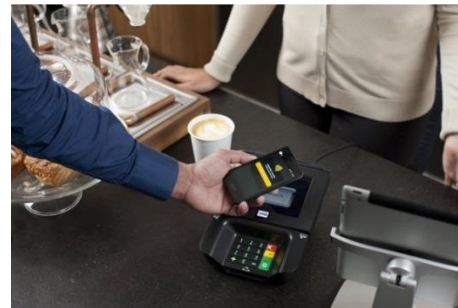
ACHIEVE THEIR DREAMS
HERE AND NOW

THE
INTERNET IS
THEIR
SHOPPING
FACILITATOR
AND THEIR
TIME
OPTIMIZER

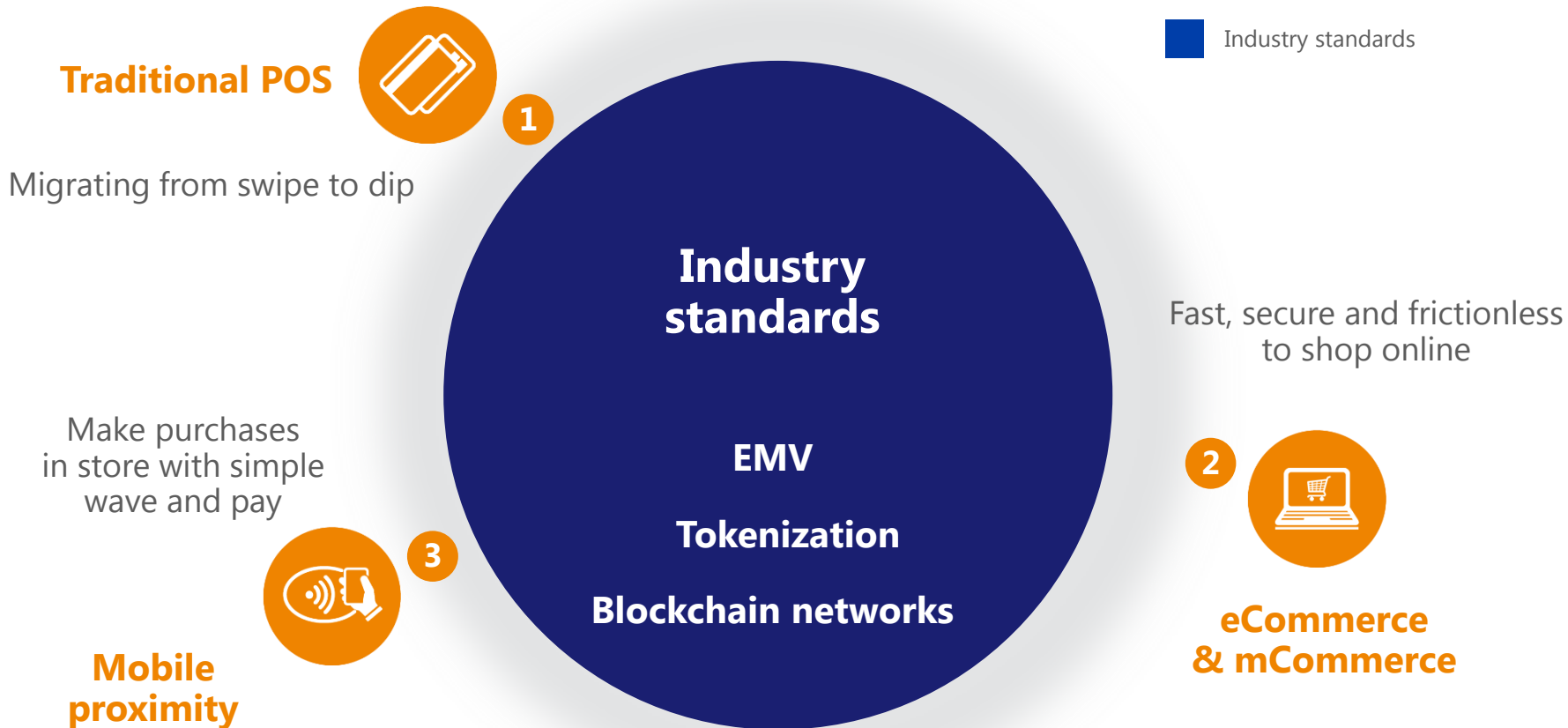
Value Proposition

What are we solving for?

- Enable **frictionless commerce** in all channels
 - Develop solutions that align remote and POS transactions
 - Enable new payment form factors, applications and channels
- Ensure continued **security of electronic payments** regardless of device or channel
- Allow **new stakeholders** to securely participate in the payments ecosystem



Simple as a swipe across channels



Co-opetition is the new normal



- **Drive electronification of payments**
- **Increase network value & Security**
- **Protect Ecosystem**
- **Form deep partnerships**



¿Questions?