2017 Visa Security Symposium Webinar

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Forward-Looking Statements

The materials, presentations and discussions during this meeting contain forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. These statements can be identified by the terms "will," new," "continue," "could," "accelerate," and other similar references to the future. Examples of such forward-looking statements may include, but are not limited to, statements we make about our plans and goals regarding authentication, risk and fraud, the effect of developments in regulatory environment, and other developments in electronic payments.

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- the impact of regulation, including its effect on issuer and retailer practices and product categories, and the adoption of similar and related laws and regulations elsewhere;
- developments in current or future disputes
- macroeconomic and industry factors such as: global economic, political, health and other conditions; competitive pressure on customer pricing and in the payments industry generally; material changes in our customers' performance compared to our estimates; and disintermediation from the payments value stream through government actions or bilateral agreements;
- systemic developments, such as: disruption of our transaction processing systems or the inability to process transactions efficiently; account data breaches involving card data stored by us or third parties; increased fraudulent and other illegal activity involving our cards; failure to maintain interoperability between our and Visa Europe's authorization and clearing and settlement systems; loss of organizational effectiveness or key employees; and
- the other factors discussed under the heading "Risk Factors" herein and in our most recent Annual Report on Form 10-K and our most recent Quarterly Reports on Form 10-Q.

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Disclaimer

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Day 1 – General Session

Event Summary

- More than 350 Visa clients, merchants, processors, agents and event sponsors attended the two-day conference
- 31 industry expert panelists and speakers, including:
  - Jim McCarthy, Executive Vice President of Innovation and Strategic Partnerships, Visa
  - Margaret Reid, Senior Vice President of Risk Services, Visa
  - Wayne Best, Senior Vice President and Chief Economist, Visa
- Nine sponsor organizations

2017 Visa Security Symposium

The Future is Digital – Securing A Connected World

- Groundbreaking change is underway in the payments ecosystem

- New players and technologies rapidly expanding offerings in the payment space

- Data is at the core of security and risk management solutions

- Payments business is based on consumer trust

- Innovation and collaboration are the key to securing a connected world
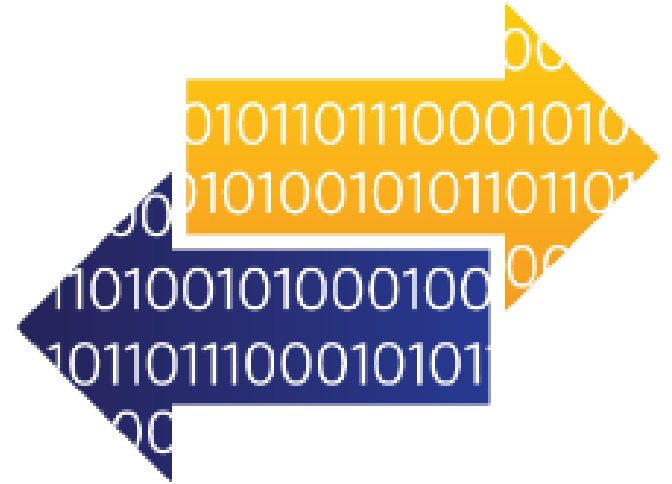
Opportunity Through New Inflection Points

Visa Executive Keynote Address

- Visa has been innovating payments since the 1950s

- The Internet of Things (IoT) and the integration of payments will continue to fuel payments innovation

- Visa's objective is to "de-risk" the innovation process

Digitizing Physical POS

Tapping into New Payment Flows

Accelerating eCommerce

Creating Next Generation Experiences

A Hacker's Perspective

Guest Speaker Keynote Address

- Samy Kamkar: Renowned hacker best known for creating the MySpace worm – the fastest spreading virus of all time

- Review of open-source software, hardware and payment systems highlighting insecurities and privacy implications of technology

- The hackers perspective: *"It is easier to attack than defend"*

- Top threats: Social engineering, stolen databases, and misconfigured or unpatched software

- *"Most effective way to protect an environment: Multi Factor Authentication for user access"*

Managing Risk in a Digital Environment

Panel discussion exploring the future of risk management and consumer authentication in the evolving digital world

- Panel participants from Visa, Aite Group, Microsoft and Google

- Examples of advances in digital authentication

- Review of the balance between data analysis, artificial intelligence and consumer privacy

The Regulatory Landscape

Panel discussion reviewing regulatory and legislative activity related to cyber security and payments

- Panel participants from Visa, Payment Card Industry Security Standards Council, National Institute of Standards and Technology and the U.S. Secret Service

- Outline of how public/government and private sector organizations are working together on payment security

- Review of the role information sharing may play in the future of cyber security

Payments: A Different Perspective

Panel discussion outlining the unique perspectives women bring to payment security and risk management

- Representatives from Visa, Women in Security and Privacy and Global Payments

- Personal success stories from panelists and their own ongoing efforts to promote diversity and inclusion within their organizations

- Opportunities for "mentor" relationships and building a diverse workforce in security and risk management

Disrupting the Disrupters

Cyber Threats, Compromise Trends and Mitigation through Innovation

- Review of compromise trends
- Payment compromise case studies
- Visa's efforts to "disrupt the disrupters"
- Quick wins for fighting back

Redefining Electronic Payments

Panel discussion on the ever-evolving payments acceptance model and managing risk in the age of innovation

- Panel participants from Visa, WePay, Square and Verifone

- Defining how technology innovation can expand electronic payment acceptance

- Ideas for the next big change in electronic payments acceptance
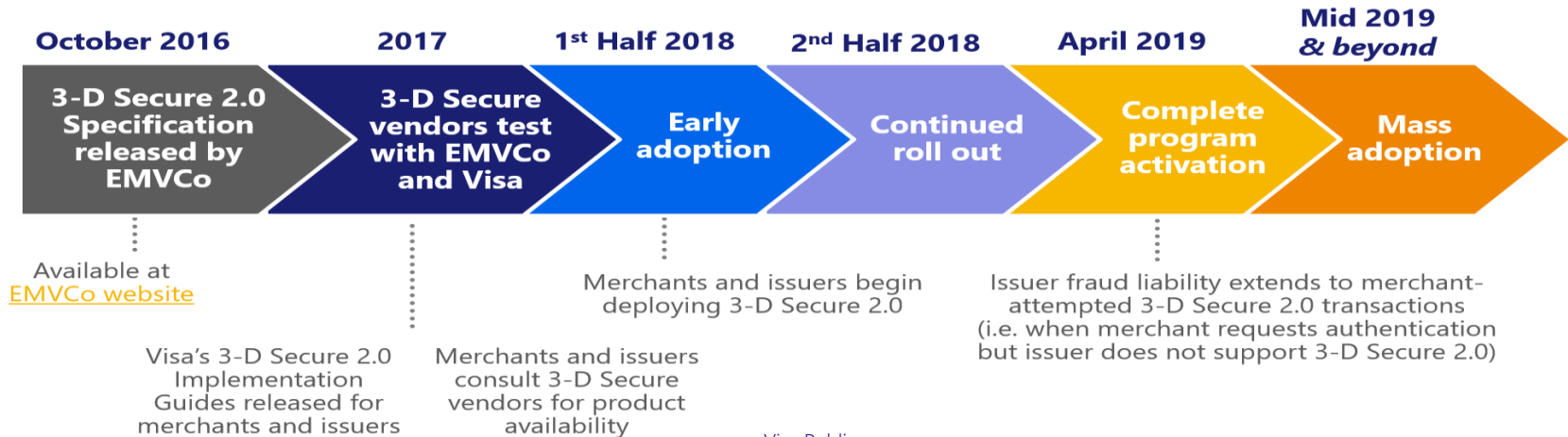
Day 2 – General Session and Breakouts

VISA

3D-Secure 2.0

Review of fraud trends, history of 3-D Secure and highlights of Version 2.0 and Visa's roadmap for implementation

- Card Not Present volume and fraud are growing

- 3D-Secure improves consumer authentication in an online environment

- 3D-Secure 2.0 provides enhanced data and frictionless shopping experience for the consumer

October 2016	2017	1st Half 2018	2nd Half 2018	April 2019	Mid 2019 & beyond
3-D Secure 2.0 Specification released by EMVCo	3-D Secure vendors test with EMVCo and Visa	Early adoption	Continued roll out	Complete program activation	Mass adoption

Available at **EMVCo website**

Visa's 3-D Secure 2.0 Implementation Guides released for merchants and issuers

Merchants and issuers consult 3-D Secure vendors for product availability

Merchants and issuers begin deploying 3-D Secure 2.0

Issuer fraud liability extends to merchant-attempted 3-D Secure 2.0 transactions (i.e. when merchant requests authentication but issuer does not support 3-D Secure 2.0)

Breakout Session I – Acquirer/Merchant Track

Full review of Global Brand Protection program objectives and details for identifying and mitigating fraud schemes

- Global Brand Protection reviewed the team's mission and objectives

- Outline of top focus areas to aide acquirers in identification of brand protection violations

- Highlight of mitigating controls and stakeholder resources

Areas of Immediate Focus

Identification Category	Drivers	Observed Trends*	Identification Category	Drivers	Observed Trends*
Internet Gambling	Regulatory Requirements	↑	Online Cigarettes	Government Inquiries	↑
Internet Pharmacy	Government Inquiries	↑	Cannabis	Inconsistent Federal/State Laws	↔
Intellectual Property	Legal and Regulatory Risk	↑	Payday Lending	Government Inquiries	↔
Binary Options Fraud	Law Enforcement & Issuer Complaints	↑	Prohibited Adult Content & Human Trafficking	Government Inquiries	↔

*April 2016 - April 2017

Breakout Session II – Service Provider Track

Third Party Agent Program review, Visa's Merchant Purchase Inquiry Service and tips on spotting Money Laundering

- Understanding benefits of Third Party Agent Program and a review of enhancements to the Global Registry of Service Providers

- Presentation on Visa's efforts to create proactive dispute resolution between issuers and merchants using Visa Merchant Purchase Inquiry

- EverCompliant shared details on how criminals use online tools to launder money

Economic Trends

Visa's Chief Economist, Wayne Best, shared information on global economic and payment industry trends

- Trending information on consumer spending, real estate purchases and interest rates

- Understanding the power of data

Upcoming Events and Data Security Resources

Access these online links to learn more:

Upcoming Webinars – Under Merchant Resources/Training on www.visa.com
- "CNP Fraud Intelligence", November 1, 2017

Visa Online Merchant Tool Kit provides helpful information to make a seamless EMV transition
- Streamline your chip migration – www.VisaChip.com/businesstoolkit

Visa Data Security Website – www.visa.com/cisp
- Alerts, Bulletins
- Best Practices, White Papers
- Webinars

Visa Global Registry of Service Providers – www.visa.com/onthelist
- List of registered, PCI DSS validated third party agents

PCI Security Standards Council Website – www.pcissc.org
- Data Security Standards, Qualified Assessor Listings, Data Security Education Materials