

Visa opens up a world of opportunity for Australian businesses

of all shapes and sizes - and in every sector



Creating connections

We bring you more customers, as the world's leader in digital payments:



Serving 3.3 billion¹ accountholders worldwide (that's more than the population of China, India and US combined!)²



of which many millions reside in Australia³

which means your customers can live next door or half-way around the world because



we provide access to a global marketplace.

Convenience



We help businesses like yours provide among the **best customer experiences** by:



Offering choices so your customers can pay you in multiple ways such as card, mobile or wearable⁴



making it easy for your customers to pay now with debit or later with credit (and by supporting innovative 'buy now, pay later' options)



and working with you on loyalty programmes to keep your customers returning.⁵



Security and brand

We bring **peace of mind** by:



Investing in robust security and advanced processing capability as one of the world's most secure, reliable and interoperable global payment systems



ensuring our global expertise in the latest technologies⁶ is used to help Australian businesses



which is why our logo next to yours enhances your brand – consumers are five times more likely to think a business is reputable if they accept Visa.⁷



¹ Visa Operational Performance data. Cards as of September 30, 2018

² US Census Bureau <https://www.census.gov/popclock/print.php?component=counter>

³ VisaNet, December 2018

⁴ Survey of 1,002 Australian consumers conducted by RFI Group in November 2018 showed that within a week of using their mobile device to pay, 70% of consumers will become regular mobile payment users.

⁵ Capabilities open to any Visa merchant through Visa's APIs at developer.visa.com

⁶ Areas of Visa research outlined here - <https://usa.visa.com/about-visa/visa-research.html>

⁷ 2017 Value of Visa Research - a quantitative survey commissioned by Visa and conducted by an independent research firm, Ipsos LLC

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