

COVID-19 accelerated the adoption of debit cards for online purchases in Latin America

With the ongoing effects of the pandemic, the types of purchases that people prioritize have evolved. Payment habits such as the increased use of debit for delivery, curbside pickup, in-store, and in-restaurant purchases may remain even at the high level.¹



Debit card usage and spending lift in Latin America and the Caribbean



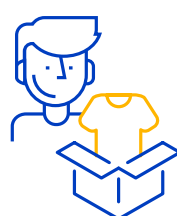
Daily online shopping has tripled since April 2020²



68% of consumers report they are using less cash than before²



Consumers are migrating towards non-cash experiences such as debit (72%), credit (66%), peer-to-peer payments (23%) and digital wallets (21%) during the COVID-19 pandemic²



Debit ecommerce shopping remains the safer choice for 8 out of 10 consumers. The number of people that reported shopping online daily has tripled since April 2020²



Visa debit cards have experienced an increase of 17% in YoY transaction growth and 27% in volume growth from October 2019 to October 2020³

Top 6 things issuers and acquirers need to focus on to help increase debit and eCommerce transaction authorizations



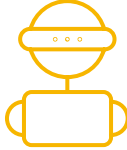
1 Win your customers' trust and gain buy-in for using their debit cards online with messages on safety and security protections



2 Improve the customer experience by providing updated card details to merchants so they can update credentials-on-file



3 Optimize your transaction approval rate by analyzing and optimizing the fraud rules based on false positives



4 Provide "real-time" support tools like chatbots or transaction alert services to assist customers when they are experiencing problems



5 Use risk mitigation services that can further improve authorization decisioning



6 Promote your zero-liability policy so customers know trust is at the heart of every Visa debit transaction

Visa is here to help you

Contact your Visa account executive to find out how we can help you recover, adapt, and remain successful during these times.

VISA donde quieras estar

Sources:
1. Mercator 2021 Outlook: Debit Cards and Alternative Products.
2. C-Space, Latin America & Caribbean Consumer Community, July 2020. 400 interviews made in 7 Latin American & Caribbean markets (Brazil, Mexico, Argentina Colombia, Peru, Chile & Dominican Republic) Consumers can use or answer more than one payment method (percentages do not add up to 100%).
3. Growth in Latin America & Caribbean consumer debit & credit transactions/payment volume from October 2019 to October 2020.

About Visa. Visa Inc. (NYSE:V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of digital commerce on any device, for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce.

The information, recommendations, or "best practices" contained herein (the "Information") are provided "AS IS," and are intended for informational purposes only and should not be relied upon for business, operational, marketing, financial, legal, technical, tax, or other advice. Visa is not responsible for your use of the Information (including errors, omissions, inaccuracies, or non-timeliness of any kind) or any assumptions or conclusions you might draw from its use. Visa makes no warranty, express or implied, and explicitly disclaims the warranties of merchantability and fitness for a particular purpose, any warranty of non-infringement of any third party's intellectual property rights, any warranty that the Information will meet the requirements of a client, or any warranty that the Information is updated and will be error free. To the extent permitted by applicable law, Visa shall not be liable to a client or any third party for any damages under any theory of law, including, without limitation, any special, consequential, incidental, or punitive damages, nor any damages for loss of business profits, business interruption, loss of business information, or other monetary loss, even if advised of the possibility of such damages.