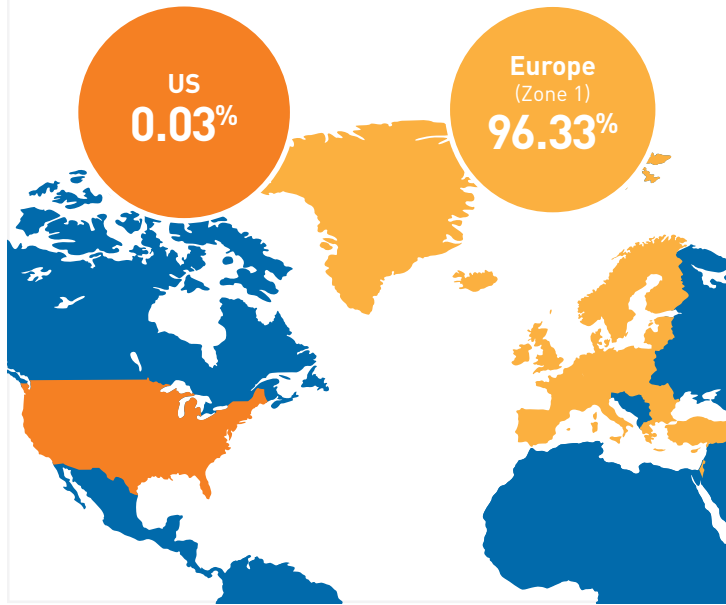


EMV[®] MIGRATION IN THE UNITED STATES

EMV ADOPTION FOR CARD-PRESENT TRANSACTIONS (2013-2014)²⁴

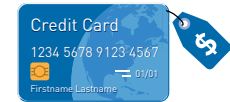


THE COST OF EMV CONVERSION²⁷

Total Price Tag
\$8.65B



Terminal Upgrades **\$6.75B**



Cards **\$1.4B**



ATM Upgrades **\$0.5B**

575 Million Chip Cards Expected to be Issued by US Card Issuers in 2015²⁸

EMV EFFECT ON CARD FRAUD²⁵



UK
Implements EMV In 2004.
Card fraud falls

-33%



France
Implements EMV in 2005.
Card fraud falls

-91%

\$3B The approximate annual cost of card fraud to **US banks**²⁶

EMV AWARENESS

Merchants **66%**²⁹ Consumers **49%**³⁰

²⁴ [Percentage of card present transactions that are EMV, 7/13-6/14](#), EMVCo Newsletter, December 2014.

²⁵ Gemalto, <http://www.gemalto.com/emv/fraud>.

²⁶ Aite Group, reported in "[Bank EMV Upgrades Pit Cost Control Against Risk Control](#)," American Banker, February 19, 2015.

²⁷ [Reuters](#), 3/3/2015.

²⁸ [Press Release](#), MasterCard, 8/13/2014.

²⁹ "[More Than Half of U.S. POS Terminals to Be EMV Chip-Enabled by Year-End 2015](#)," BusinessWire, February 12, 2015.

³⁰ "[Chip Cards Are Coming, But Most Consumers Are Unaware](#)," Wall Street Journal, February 17, 2015.

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