

Wave Through More Customers Every Day

Fact Sheet for Merchants

Put your business in the fast lane with the new *Visa payWave*[™] contactless payment solution, a convenient and faster way to pay.

Merchants are now able to take advantage of increased speed and convenience with the *Visa payWave* contactless payment solution, a new way to make low-value transactions and everyday purchases faster and more convenient than cash.

What is the *Visa payWave* contactless payment solution?

The *Visa payWave* contactless payment solution provides your customers with a new and secure way to use their *Visa*[®] cards. With the *Visa payWave* payment platform, your customers simply wave their *Visa* card with the *Visa payWave* feature in front of a secure contactless reader at checkout and the transaction is completed in less than a second. With no signature to check or PIN to enter and cardholder receipt optional, expect faster transactions, shorter lines and happier customers.

The *Visa payWave* contactless payment solution is ideal for merchant outlets with high volumes of customers where speed of service is essential — in particular, quick service restaurants, coffee shops, movie theatres, convenience stores, gas stations, grocery stores, drug stores, news stands and video/DVD rental stores.

What are the benefits of the *Visa payWave* contactless payment solution?

- > *Greater speed and convenience* — your customer simply waves the *Visa* card with the *Visa payWave* feature in front of a secure contactless reader; with no more fumbling for cash and no customer signature or PIN required, you'll see faster service at check out, shorter lines and less abandonment. Lines have been reduced by as much as 23%¹, resulting in higher turnover at the point-of-sale. Ease of use drives a favourable customer shopping experience.

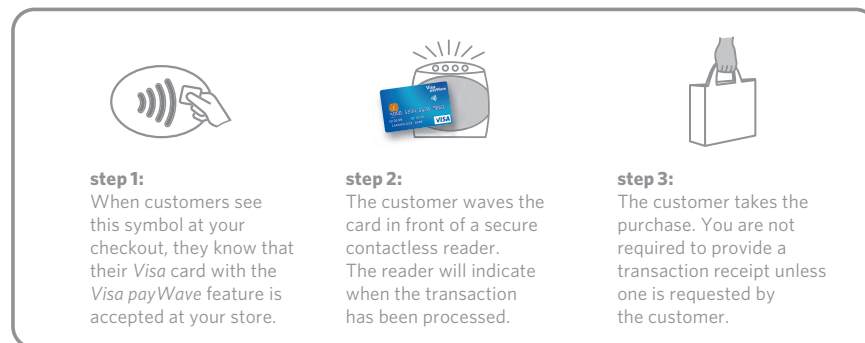



- > *Cost savings* — faster service translates into increased efficiency and cost savings, while less cash handling helps reduce the costs of cash management and slippage.
- > *Higher average ticket size* — consumers typically spend more when using cards than paying with cash, average incremental ticket size increase 22% versus cash².
- > *Enhanced security* — the *Visa payWave* payment platform leverages the security benefits of chip card technology providing you and your customers with a secure contactless payment solution.
- > For most merchants, a *Visa payWave* terminal simply connects to your existing POS terminal.

How does a *Visa payWave* transaction work?

Visa cards with the *Visa payWave* feature are embedded with an antenna and a microchip. The chip, via the antenna, is able to communicate with the secure contactless reader.

- > The customer waves the *Visa* card with the *Visa payWave* feature in front of a secure contactless reader at the check out counter (instead of inserting the card or having it swiped by the merchant).
- > Customer maintains control of the card for the entire payment process.
- > The reader will indicate when the transaction has been processed. The merchant simply follows the prompts on the reader.
- > Merchants are not required to provide a transaction receipt unless one is requested by the customer.



To see if a *Visa* card has *Visa payWave* capability, just look for this symbol  on the card.

Is the *Visa payWave* payment platform secure?

- > The *Visa payWave* payment platform leverages the security benefits of chip technology, providing you and your customers with a secure contactless payment solution.
- > Only the *Visa*-approved contactless readers can process the information on *Visa* cards with the *Visa payWave* feature.
- > A secure contactless terminal can only process one transaction at a time, so transaction errors are minimized.

Visit Merchant Resources at visa.ca or contact your Acquirer/Payment Processor to learn how your business can benefit from accepting *Visa payWave* transactions.