

Frictionless experiences while protecting your customers

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The payments landscape has evolved more in the last 5 years than it has in the last 50

The traditional 4party model has expanded...

And technologies available to fraudsters become more sophisticated and accessible leading to a growing attack surface

The Four Party Model has Changed Checkout.com smava pagantis GOCARDLESS Klarna. Bitstamp **⊘**CURVE **PAYSTRAX** Atom bank 7wise Acquirers Issuers swisscard × gonto Ravolus Zettle money farm $\bar{N}26$ nexi **⊠**monese LEDGER **NETWORK** SolarisBank ρριο STARLING BANK M monzo ivalua stripe *!!!!* Numbrs Sumup[⋄] o raisin Rapyd **Ebury** Merchants **Cardholders** nuvei avalog worldremit anycommerce adyen Middleman **Fraudster Counterfeit Card** Maker **Dark Web** Collaboration **Criminals are Uniting like Never Before**



What we define as payment technology is blurring

2

The spenders of the future are digital natives

3

Security, privacy and protection are paramount to safeguard growth



Evolution of Money

600 BCE Coins



1600s CE Paper Money



1950s CE Plastic Cards



Digital Revolution
Public/Private Credentials
Digital Payments





3000s BCE Jewelry

> Totems Stamps



300s BCE - 1100s CE Family Names



1800s+ CE

Passports

Drivers' Licenses

Social Security Numbers



Late 1900s + CE
Digital Records

and Identity

Spenders of Tomorrow: Young Generations

30-32%

of the world's population

27%

of the workforce

Shopping and spending habits



\$4.47

in current spending power across the globe

VISA

89%

buy in-store after finding product on social media





2/3

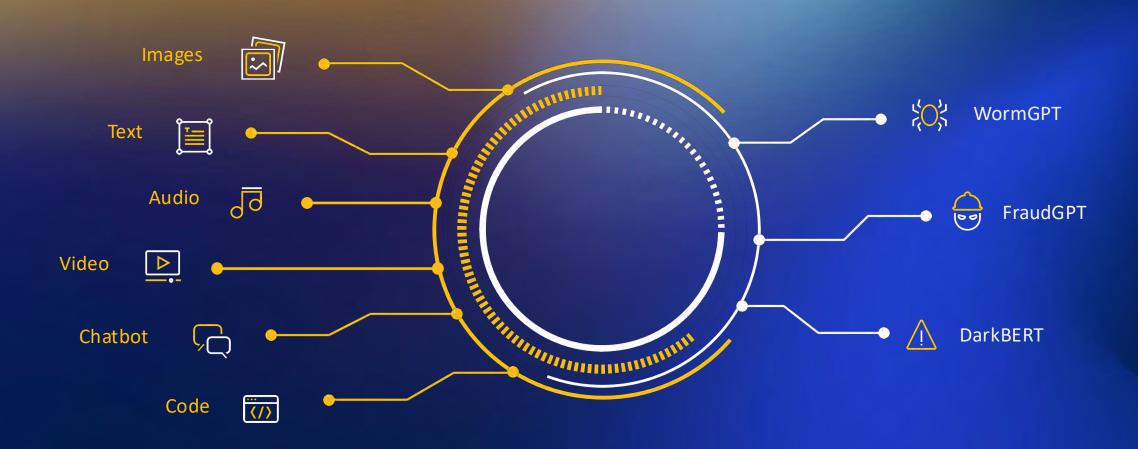
Younger Australian generations research online while in-store





Now

Evolution of AI and Nefarious AI





VISA Risks remain elevated across the ecosystem



If cybercrime were a country; it would be the third largest economy¹



2

For every \$1,000 accepted by eComm merchants, \$36 turn out to be fraudulent across Asia Pacific²



In Asia Pacific Visa prevented nearly \$7bn in card fraud in one year³

^{2. 2023} Visa <u>Research</u> into eCommerce fraud

^{3.} Visa data for the year ending March 2023

VISA

What can we do as a payments industry, to balance customer experience with fraud protection?



VISA Visa is creating a safer, faster future of commerce

Tokens

PassKey



Click-to-Pay



Flexible Credential





Visa has been at the forefront of secure payments technologies through tokenisation

1 Billion Tokens issued in Asia-Pacific

Results of Tokenisation:

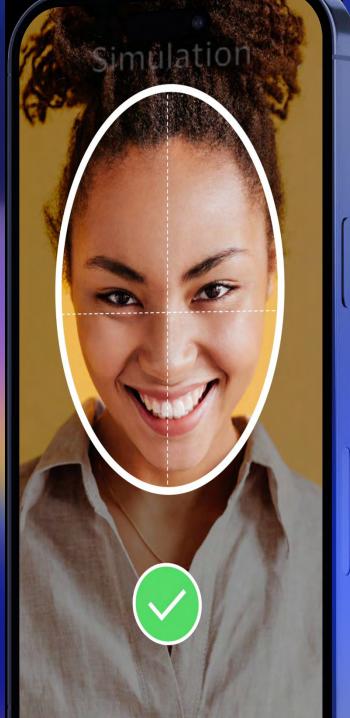
- 58% reduction in payments fraud
- 2.5% improvement in payment success rates
- \$2 billion revenue uplift



VISAPayment Passkey

Public & private cryptographic keys are generated





VISAPayment Passkey

Visa Payment Passkey is ready to use







Creating your Visa Payment Passkey...



Leather Chair

Modern mustard leather chair shaped for style and comfort. Perfect for any reading nook.

\$ 799.99



Buy now



C>>> Click to Pay

Wherever Alex sees the Click to Pay icon...





Leather Chair

Modern mustard leather chair shaped for style and comfort. Perfect for any reading nook.

\$ 799.99



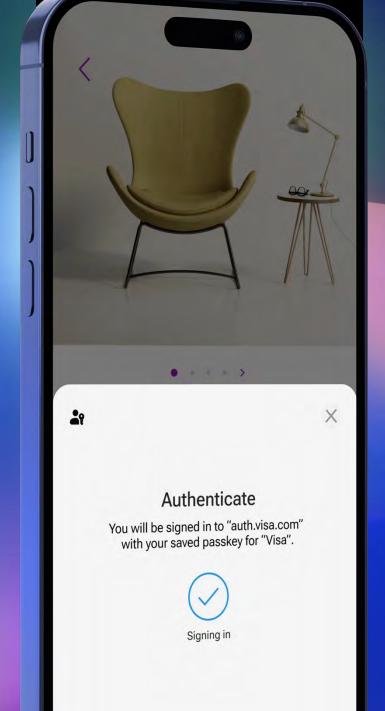
Buy now





She uses Visa Payment Passkey to prove it's her...

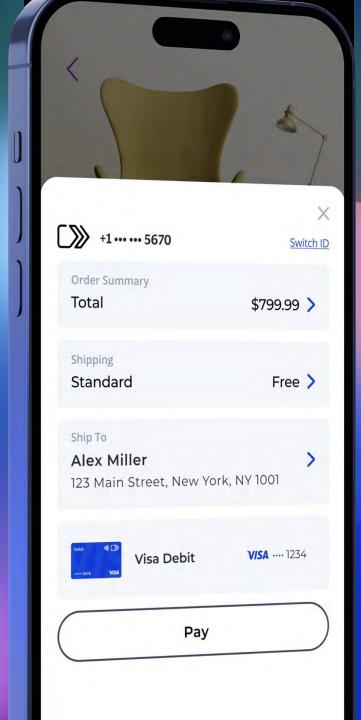




C Click to Pay

Her preferred card will load...







Then it's click to pay and done!

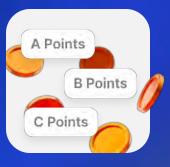


Today

In future



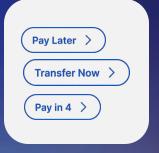




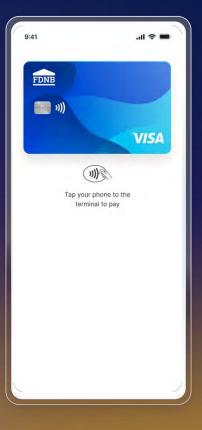
Loyalty programs



Multiple apps

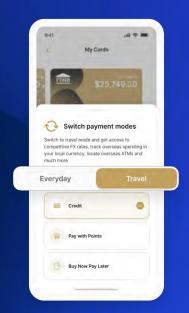


Multiple ways to manage



Single unified digital credential







Easy provisioning



Integrated loyalty and offers

The state of the s



FDNB Now Your world of privileges just got an upgrade! You've qualified for additional benefits with your new Visa Infinite card.

Automated credential updates

Multiple funding sources and payment types

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Credential controls built in



VISA Closing remarks

1

Things move very fast, so we must collaborate to stay across the changing trends

2

Customers don't care how they pay – they just want it to be seamless and safe

3

Visa is here to help you navigate the complexity; balance the opportunities and scale