



Frictionless experiences while protecting your customers

Anthony Watson

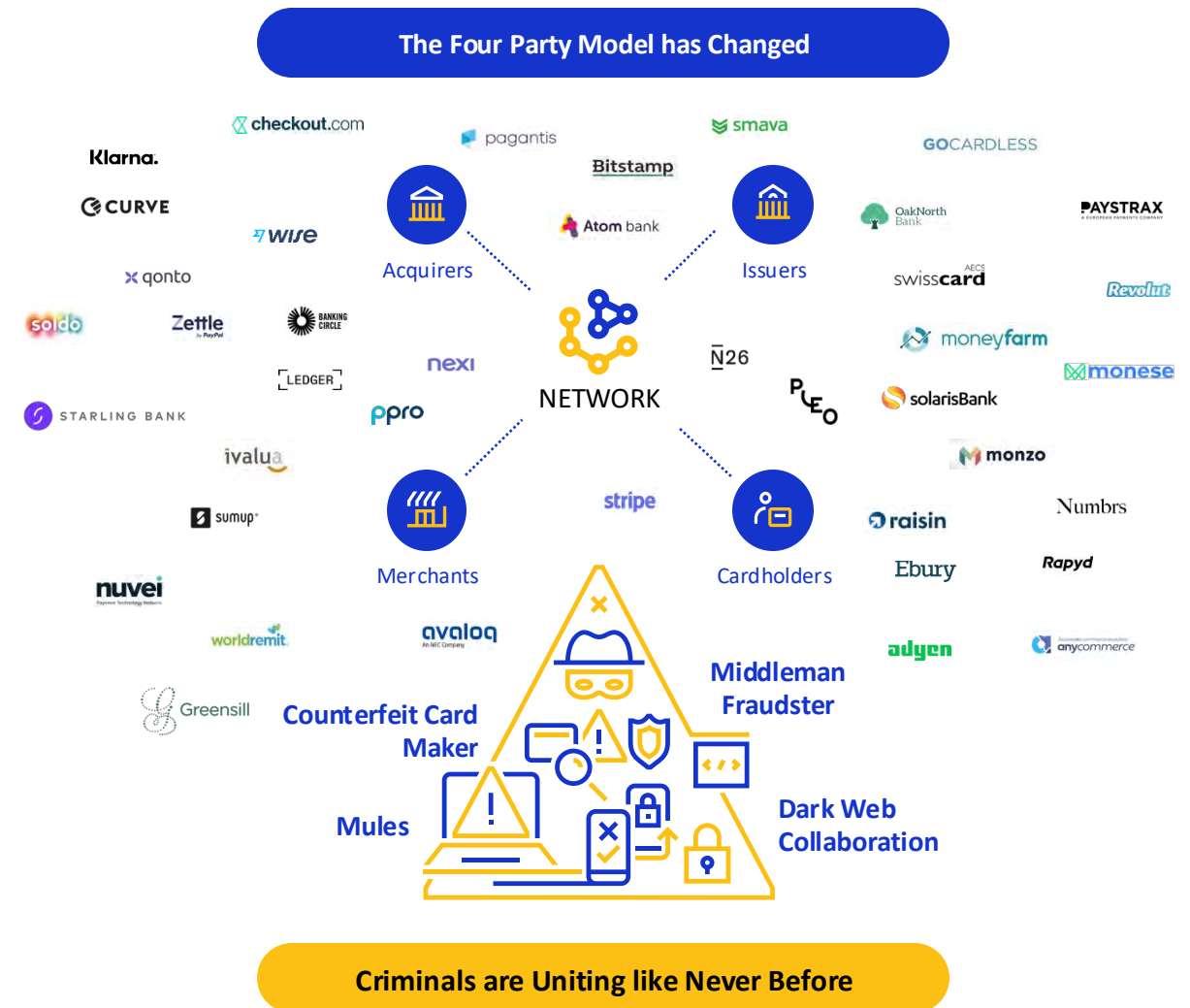
Country Manager,
New Zealand and Pacific Islands



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

The traditional 4-party model has expanded...

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



1

What we define as
payment technology is
blurring

2

The spenders of the
future are **digital natives**

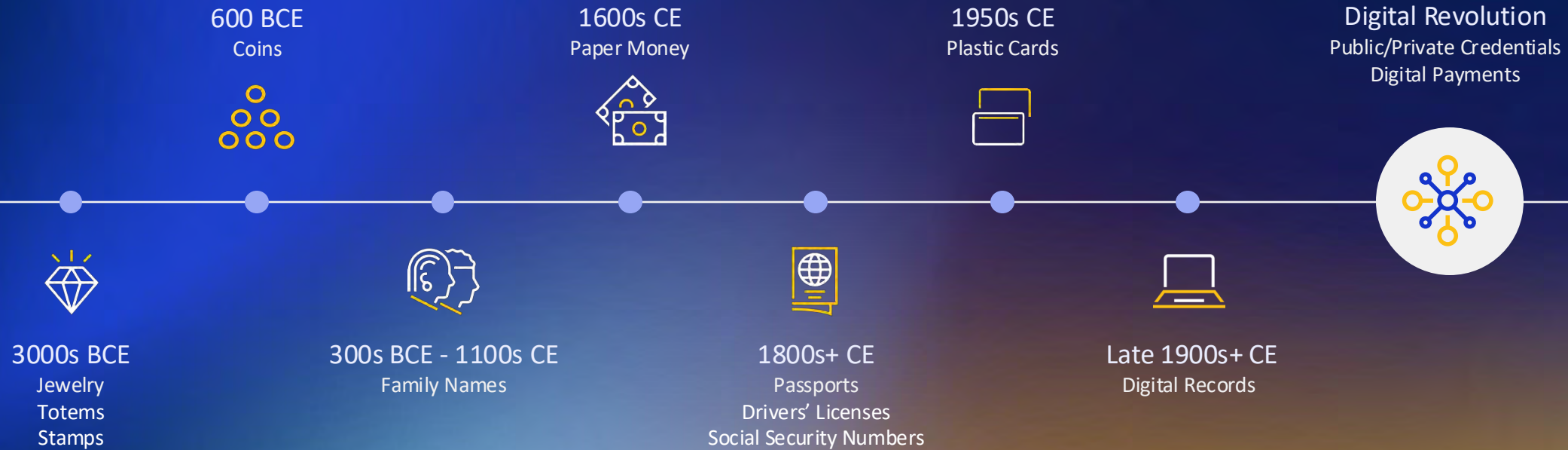
3

Security, privacy and
protection are paramount
to **safeguard growth**

What We Perceive as
'Payment Technology'
Is Blurring



Evolution of Money



and Identity

Spenders of Tomorrow: Young Generations

30-32%

of the world's population

27%

of the workforce

Shopping and spending habits



\$4.4T

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



Then



Now

Evolution of AI and Nefarious AI

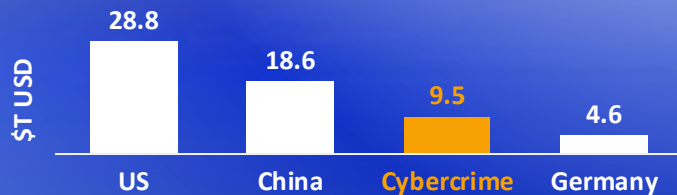




Risks remain elevated across the ecosystem

1

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

3

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

1. 2023 eSentire analysis
2. 2023 Visa Research into eCommerce fraud rates across Asia Pacific
3. Visa data for the year ending March 2023



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

1

Tokens



2

PassKey



3

Click-to-Pay



4

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



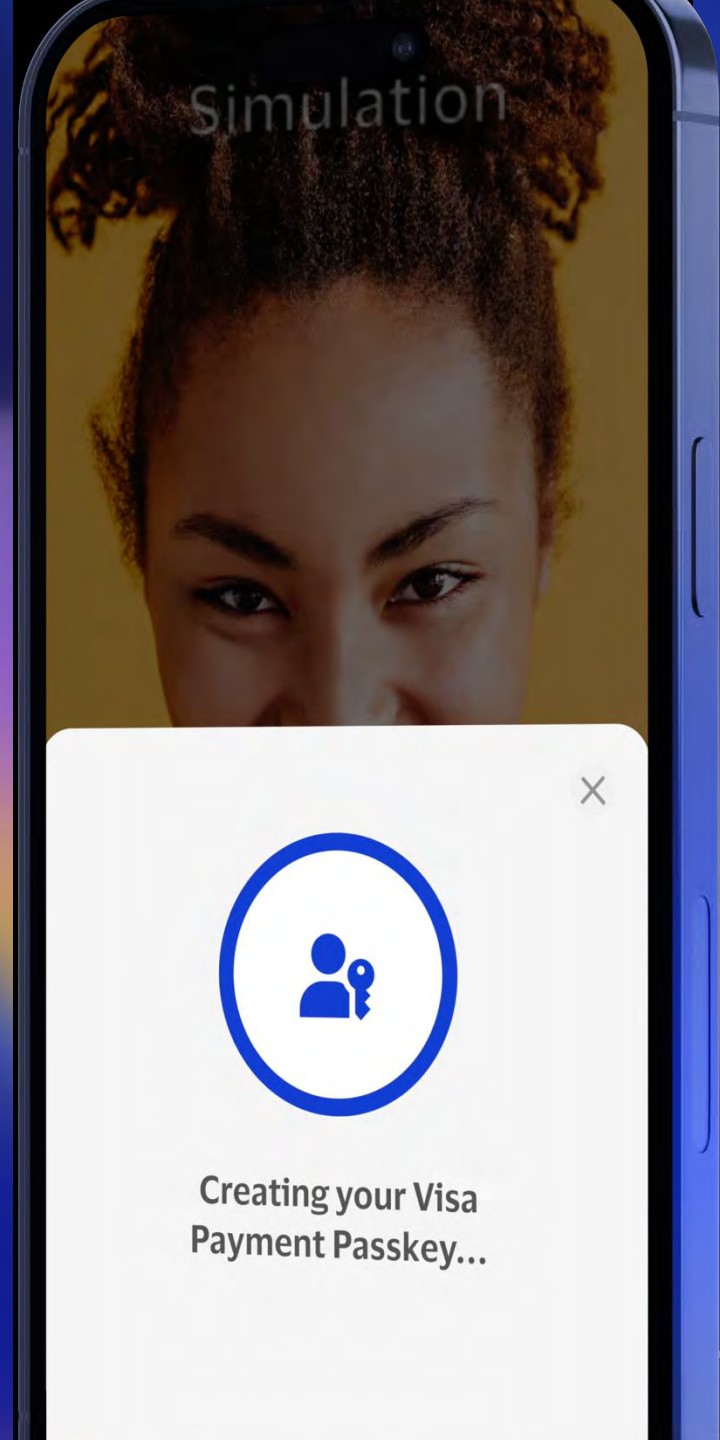
VISA Payment Passkey

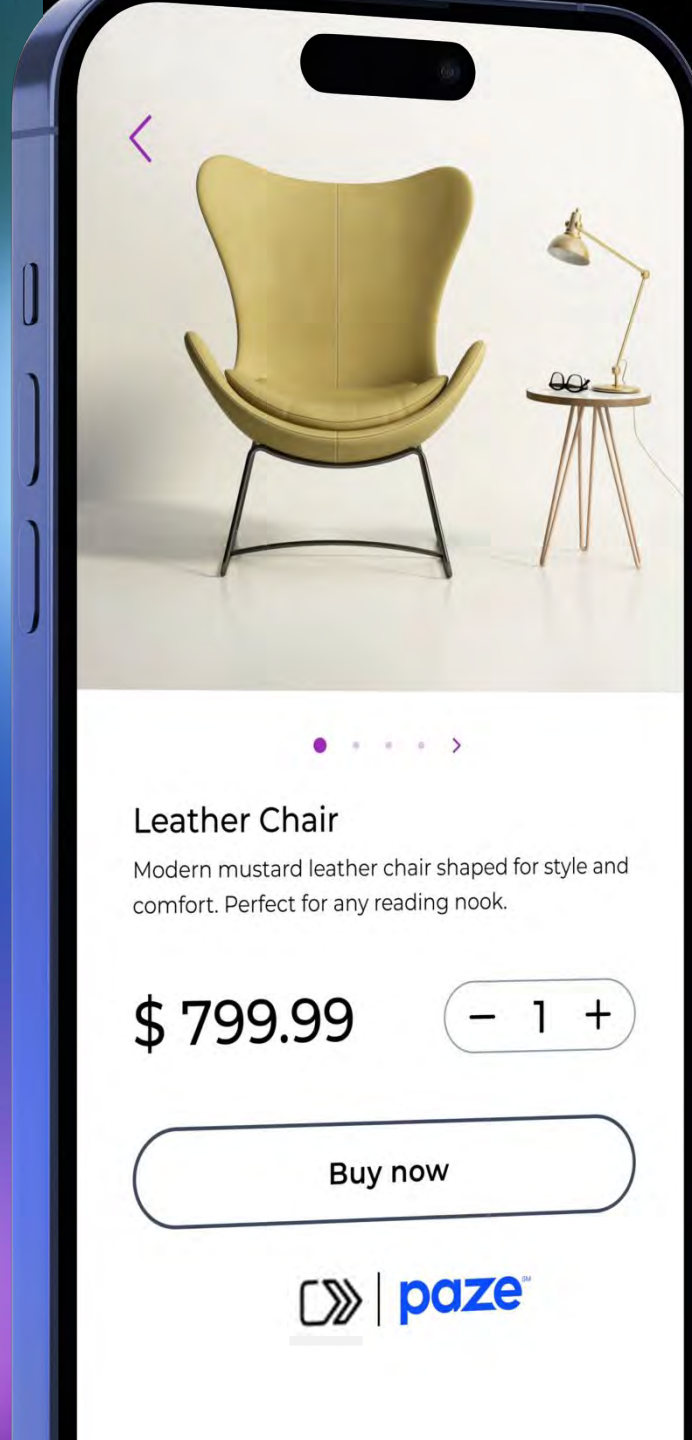
Public & private cryptographic keys are
generated



VISA Payment Passkey

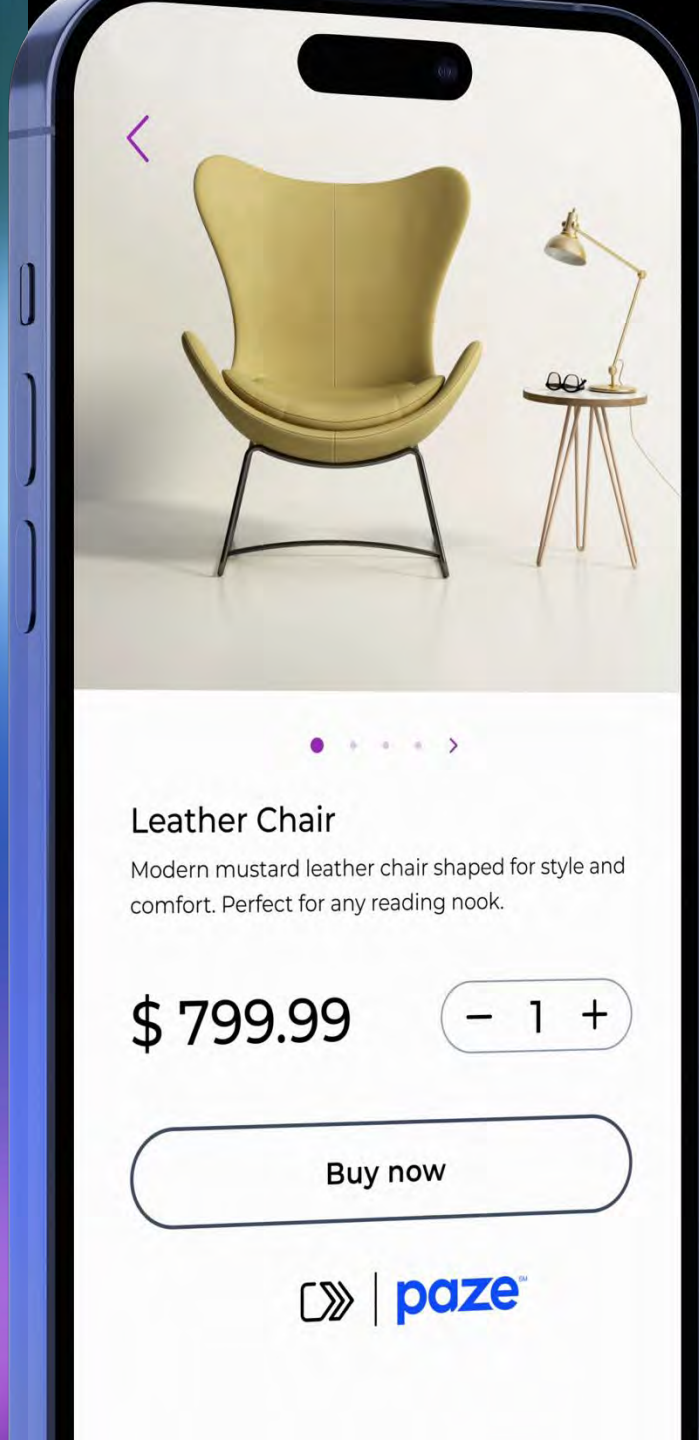
Visa Payment Passkey
is ready to use





Click to Pay

Wherever Alex sees the Click to Pay icon...



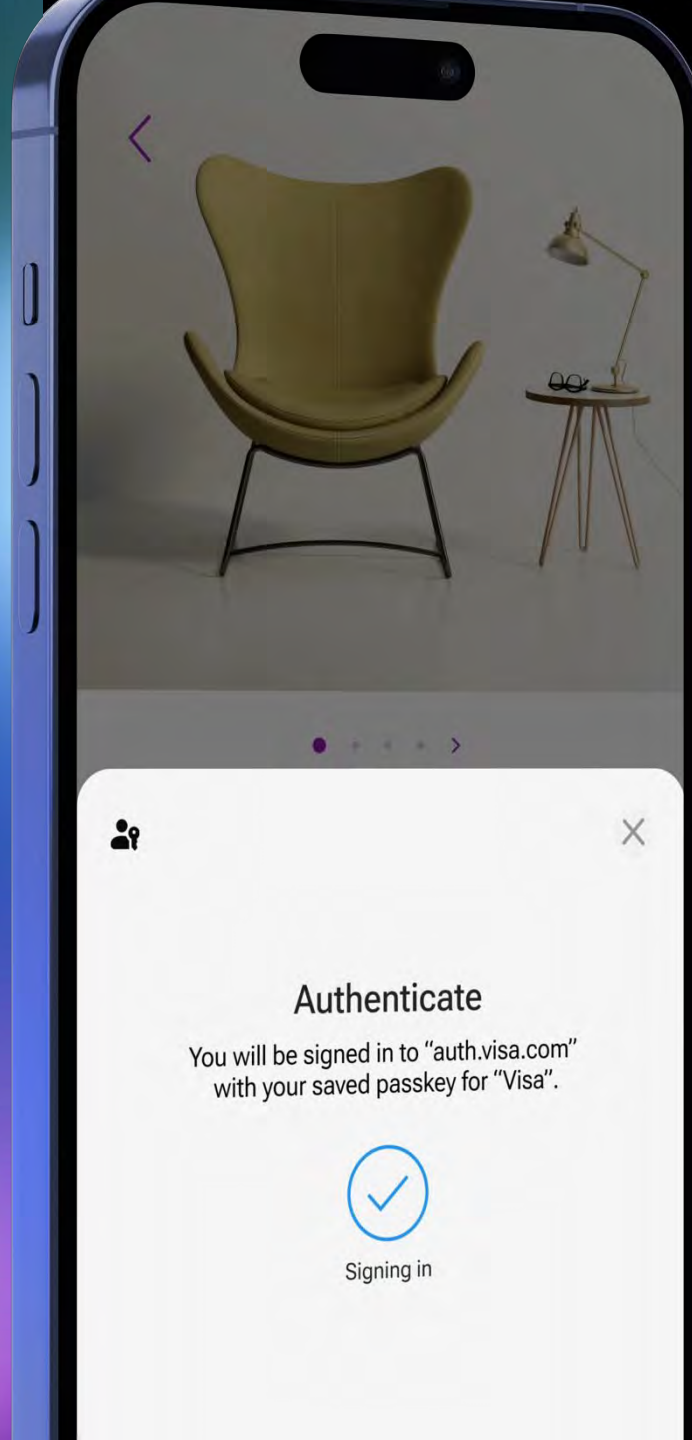
Click to Pay

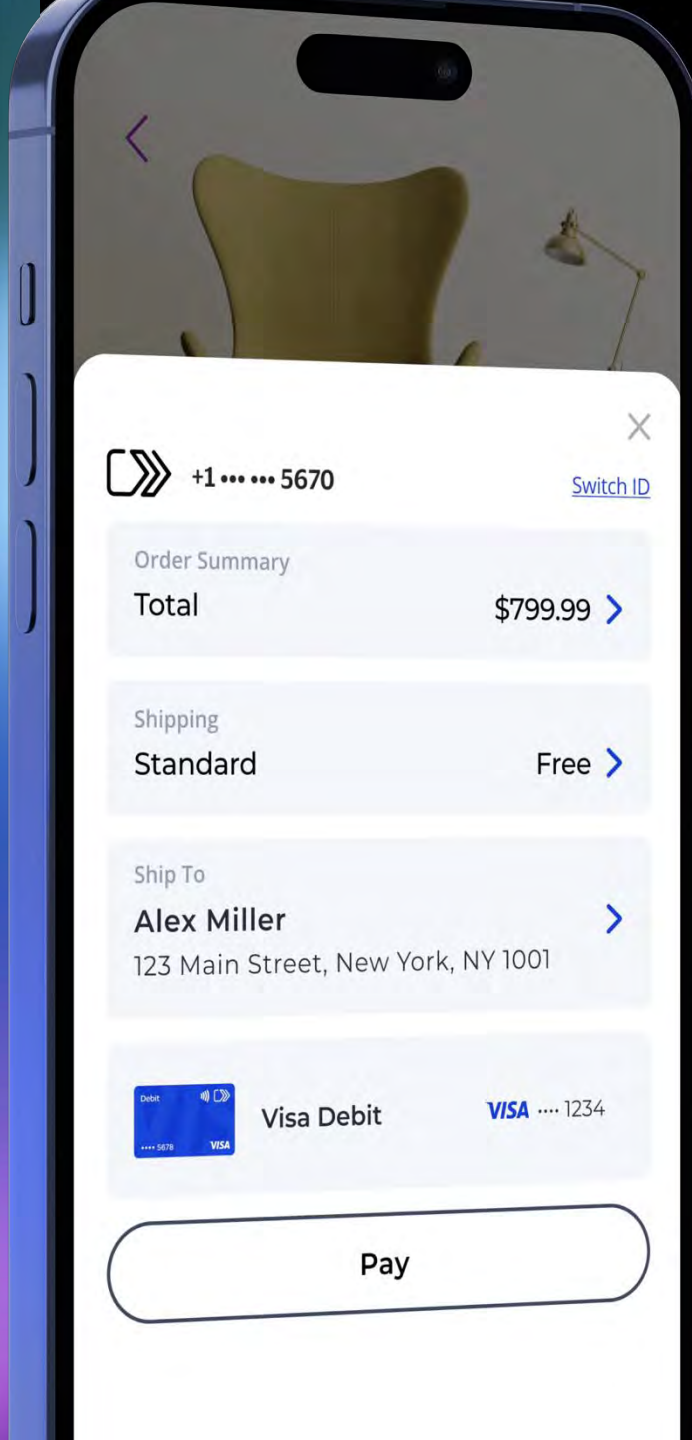
She uses Visa Payment Passkey to prove it's her...



Click to Pay

Her preferred card
will load...





Click to Pay

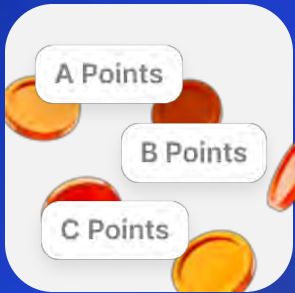
Then it's click to pay
and done!



Today



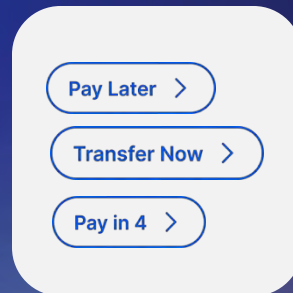
Cards



Loyalty programs

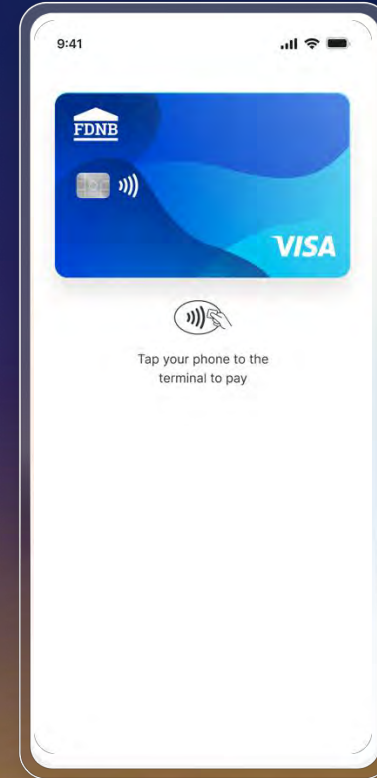


Multiple apps



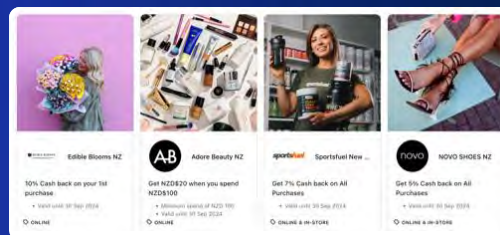
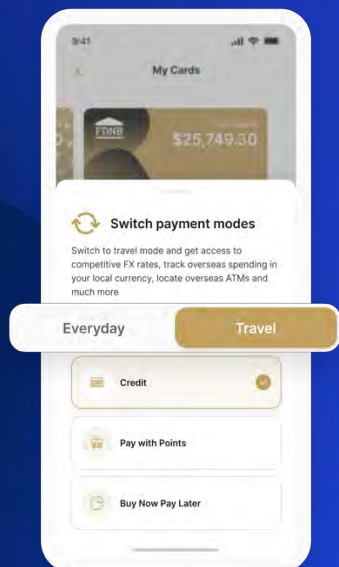
Multiple ways to manage

In future



Single unified digital credential





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

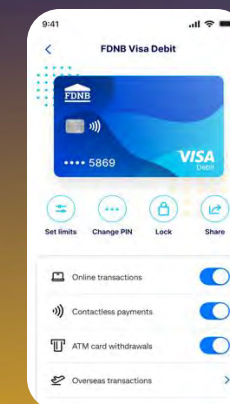
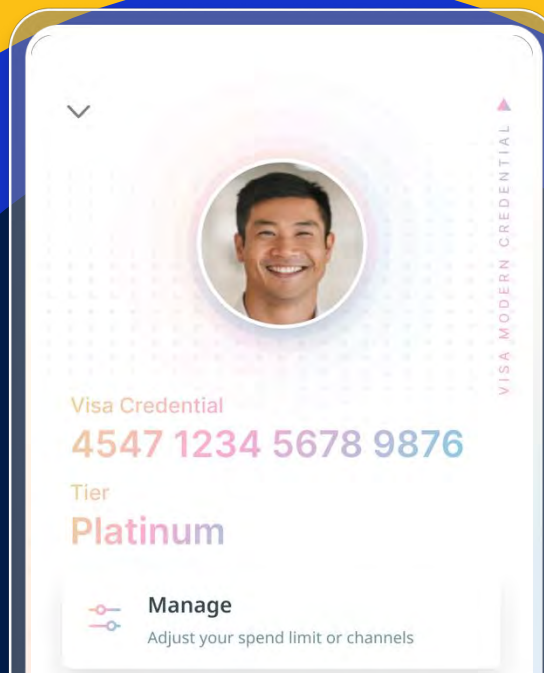
Easy
provisioning

Integrated loyalty
and offers

Automated credential
updates

Multiple funding
sources and payment
types

Credential controls built in



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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