

Proves the card is legitimate by authenticating the chip, verifying the cardholder's PIN, and authorizing the transaction

# The ABC's of EMV™

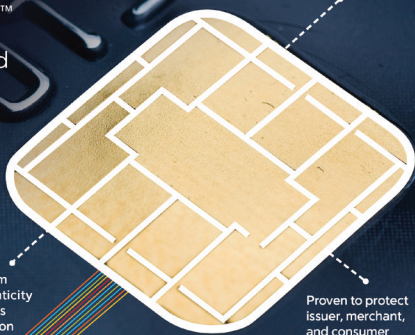
Adopt the chip standard and prevent big losses.

## What is EMV?

EMV adds a proven layer of security. At the moment of transaction—when the cardholder is most susceptible to fraud—an EMV cryptogram validates the authenticity of the card throughout the entire payment ecosystem.

The EMV cryptogram validates the authenticity of the card and helps ensure the transaction is secure

Proven to protect issuer, merchant, and consumer



## It's all so smart

EMV-enabled cards are smart because of the way they outsmart thieves.



The technology is vastly more secure than swipe-the-stripe cards.

## Psst. It's here to stay.

EMV-enabled payment cards are the global standard, making old ways . . . well, old.



The three letters in EMV stand for Europay, MasterCard, Visa because they're the three entities that got it all started.

## Not all that new



EMV-embedded credit cards have been around since 2002.

## Change is good business

Old-style magnetic cards are making fraud too pervasive while EMV-enabled payment cards are proven to close the door on bandits. By Oct. 2015, the liability for fraudulent non-EMV transactions shifts to the entity with the lesser technology.

## Bonus protection



Stolen credit card numbers cannot be used to create counterfeit cards.

## It's everywhere



EMV is accepted and proven among merchants and banks in more than 80 countries.

## For your to-do list

Issuers only need to produce new cards and communicate the benefits to cardholders. As a merchant, simply update to an EMV enabled POS system.

## Not to be cracked

It's foolproof! The EMV cryptogram creates the key piece of security so that once the purchase is finished with sensitive data—*everyone in the payment ecosystem knows the transaction is authentic.*

## How it works is the game changer



- 1 A cryptogram makes sure only the party that's supposed to receive the information—such as a bank—has the key to decode it.
- 2 Combined with Tokenization, EMV authenticates the transaction and swaps sensitive account with a meaningless slug securing the transaction even further.

## Trust the terminal

The buck stops at the POS. This is where the user is prompted through a safe and successful transaction.

- 1 Consumer inserts her EMV-enabled payment card at POS.
- 2 Cardholder enters her PIN if prompted.
- 3 The chip and terminal determine the transaction type and generate the cryptogram to protect sensitive data.
- 4 The transaction is either approved or not by the card issuer. A successful transaction prompts the customer to remove her card.

## The value of stolen information is reduced to virtually nothing.

U.S. leads the world in several ways, including fraudulent card transactions. For the past five years, the U.S. earned the distinction as the No. 1 Country in incidents of card fraud.

### U.S. Fails Fraud Test

In 2012, the U.S. accounted for 23.5% of payment card volume but 47.3% of payment card fraud.

Source: Nilson



### U.S. vs. Everyone Else

The U.S. accounted for 51% of global payment card fraud costs in 2013.

Source: Business Intelligence



### EMV Reduces Fraud in U.K.

In the U.K., fraud declined by 27% in the five years since EMV-enabled cards were introduced.

Source: Financial Fraud Action UK

