



# Visa Contactless Business Drivers

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# Example: UK Cash Market



## APACS:

- UK Cash Market 27.2 bn transactions for £ 268 bn
- 20.7 bn of these transactions are for less than £ 10
- 8bn are for less than £ 1
- 25% of debit card holders use only Cash from ATM's



# Cash Business opportunity



Half of all cash transactions with value below €15 are accounted for by just eight spending categories:

- Top up groceries
- Spending at confectionary, tobaccos and newsagents outlets
- Payments in pubs and bars
- Fast food
- Taxis
- Mobile top-up
- Transportation
- Off-license sales

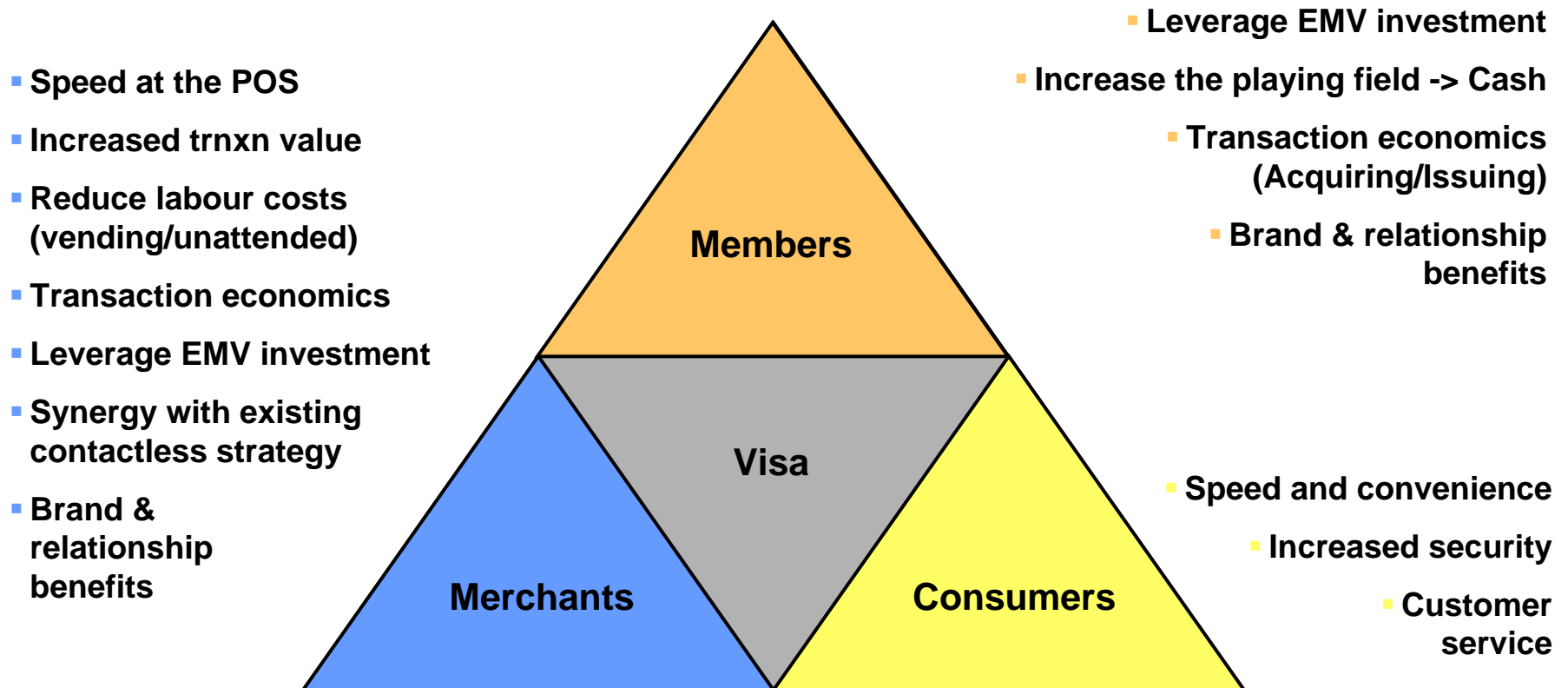


# European Stakeholder Needs

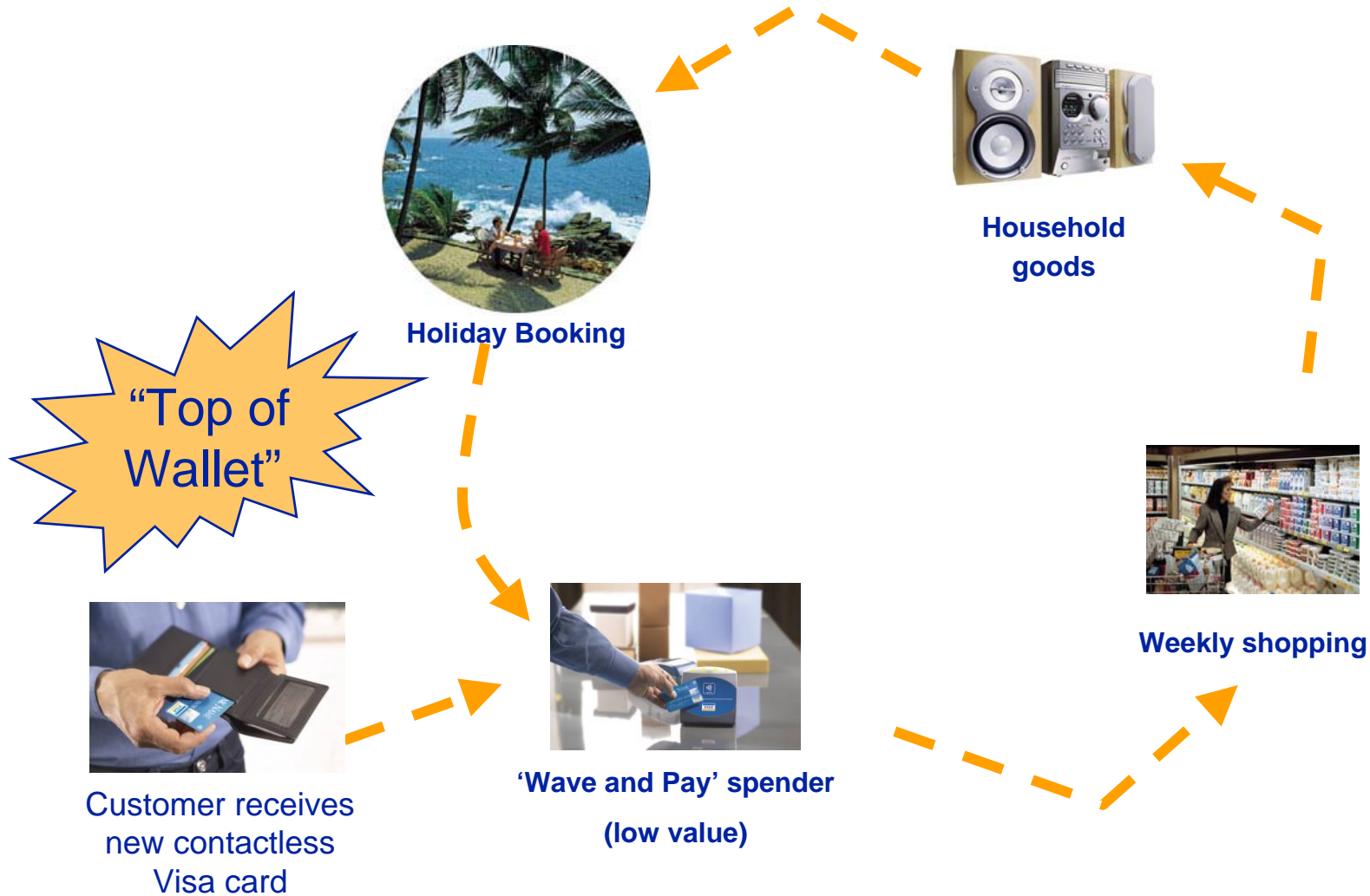
## Deploying Contactless EMV achieves win/win for all

### Stakeholder Needs Assessment

#### Key Drivers



# The Theory: Close the Payment Circle



# We are not alone!

Other key industries and stakeholders also benefit from cash displacement

## Public Transportation

- e.g. Transport for London goal to eliminate cash entirely from London Transport (cash = cost, risk)

## Government (EC, national)

- Have long sought cash replacement
  - Reduce cash production and handling costs
  - Increase tax revenues
  - Increase economic efficiency

**Stakeholders like these may be key contributors to a Visa/Member cash replacement business case**

**They can help to overcome the ‘chicken and egg’ challenge**

