

# Contactless - the next phase of payment cards in Malaysia

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SEA/India and South Asia



**VISA**

# Agenda

- State of play
- The drivers for contactless
- The five steps for success



# State of play



# What's driving contactless



**Consumers:**  
love it when it's  
done right

**Cash displacement:**  
for low value  
transactions

**For merchants:**  
speed, lower  
costs and better  
environment

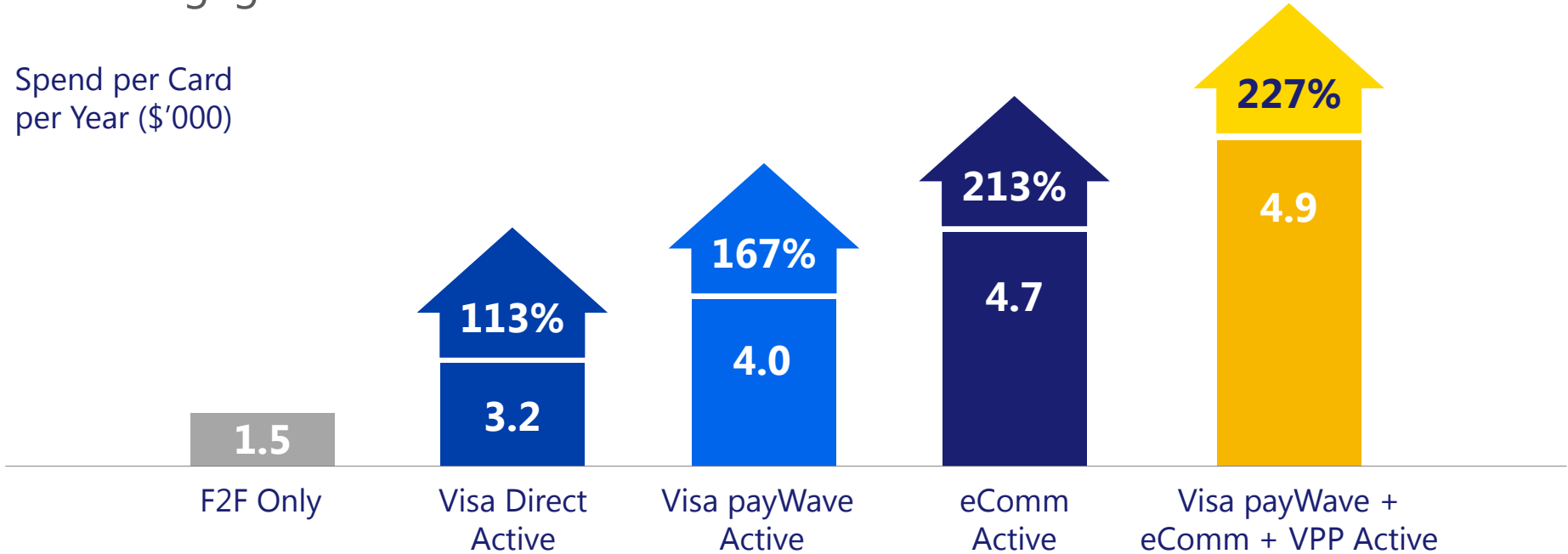
**For issuers:**  
active  
Visa payWave  
customers have  
higher ROI

**Future proof:**  
rails for mobile  
and more

# Role of innovation

## More Engaged Customers are More Valuable

Spend per Card  
per Year (\$'000)



Visa payWave, Ecomm & VPP Inactive cards – cardholders who had done at least one non payWave, non Ecomm & non VPP transaction during Jul'11 to Jun'12 (Sample Size – 1.5M cards)| VPP Active cards – card holders who had done at least one VPP transaction during Jul'11 to Jun'12 (sample size – 106K cards)| Visa payWave Active - card holders who had done at least one contactless transaction during Jul'11 to Jun'12 (sample size – 213K cards)| Ecomm Active - card holders who had done at least one Ecomm transaction during Jul'11 to Jun'12 (sample size – 1.4M cards)| payWave , Ecomm & VPP active - card holders who had done at least one domestic VPP, contactless & Ecomm transaction during Jul'11 to Jun'12 (sample size – 5.5K cards)| SPAC: Spend per active Card, TPAC: Transactions per active card |Only domestic VPP transactions are considered| Visa Platinum Cards considered | Source: VisaNet Jul'11 to Jun'12|Country - Singapore

# 5 steps to success with Visa payWave

1 Ubiquity across all portfolios

2 Merchant focus

3 Value proposition

4 Keep innovating

5 Marketing communications

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# Visa payWave programs in Singapore

	Citibank	DBS	HSBC	OCBC	UOB	Maybank	ANZ	CIMB
Credit								
Debit								

# Visa payWave Cards in Malaysia today

	Public	Hong Leong	UOB	RHB	Maybank	BSN
Credit		 		  	     	
Debit						 
Prepaid						
NFC Tag (Sticker)						

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# Merchant cobrands

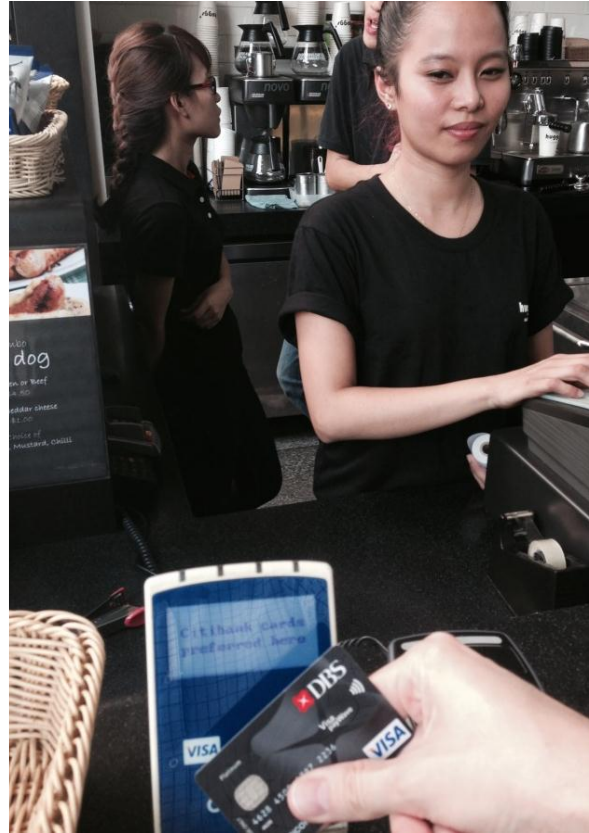




## “Fairprice Video”



# Cashiers



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# Value proposition

High volume of transaction  
not high ticket size



3+ transaction target



Once you go contactless  
you never go back!



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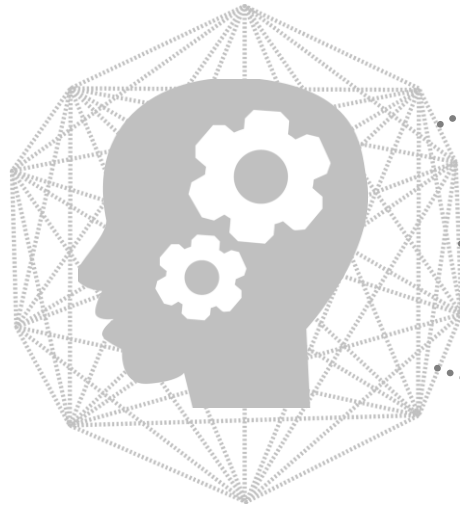
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# Keep innovating



New form factors



New opportunities to pay electronically



International usage

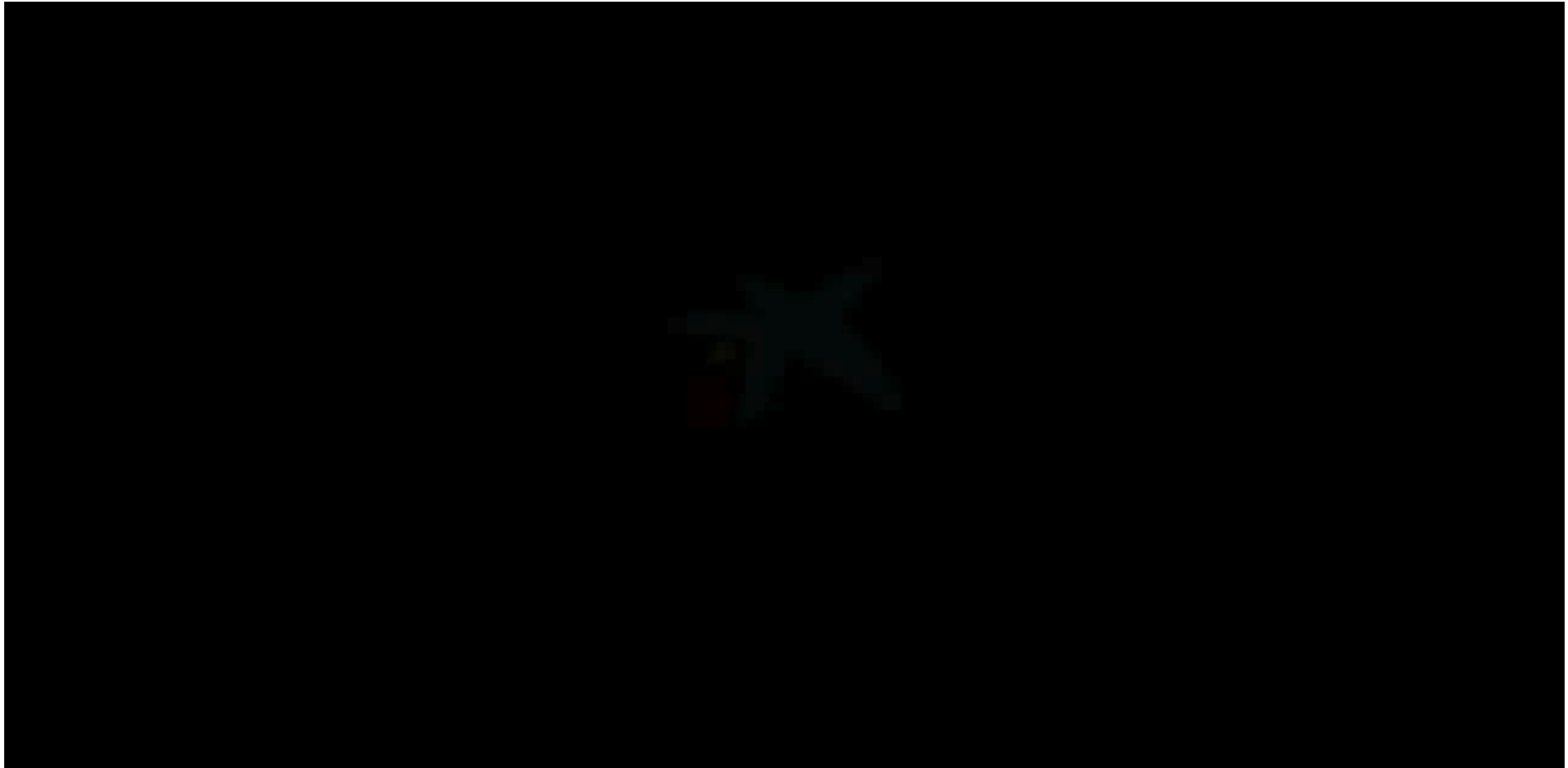


# Evolution of form factor giving customer choice



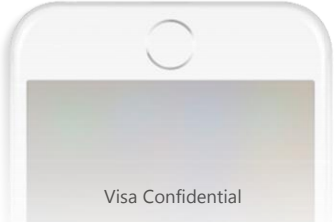
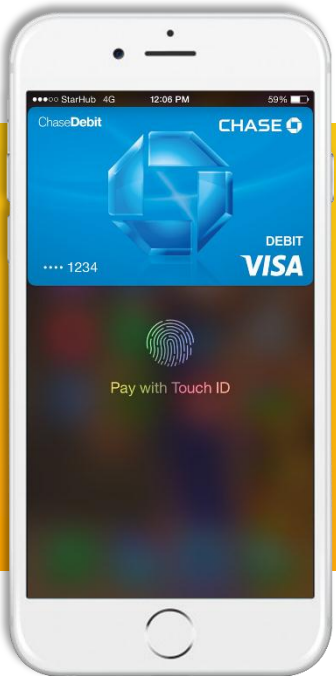


“La Caixa video”



# Apple Pay

**VISA** |  **Pay**



Visa Confidential

**VISA**

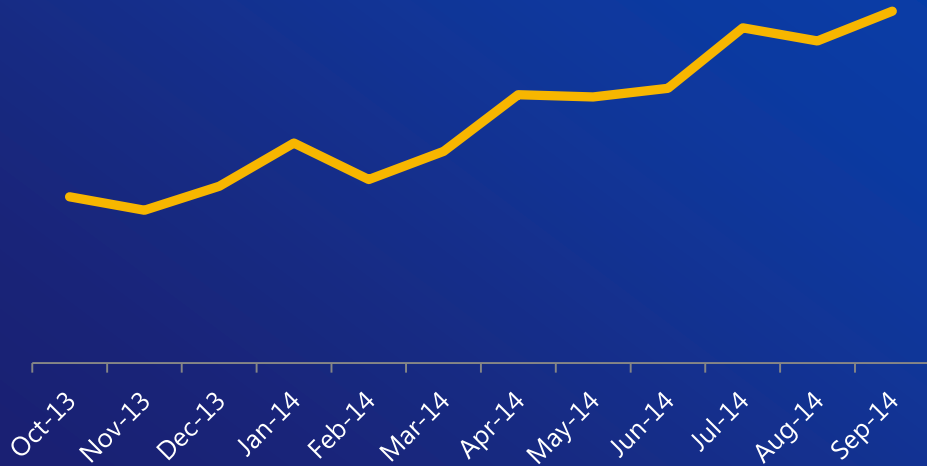
# New opportunities to pay electronically

## Transit, toll, parking and vending

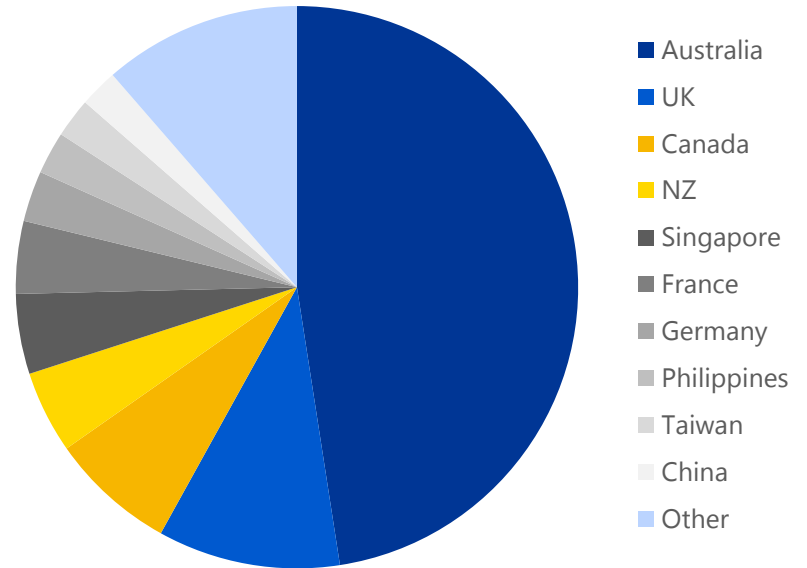


# Cross border usage

## Visa payWave transactions at SEA merchants



## Visa payWave transactions by country of issuance



Source: VisaNet data

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# Cash is History

**Barriers**

**Insight**

**Truth**

## **Cash is easy**

Cash is used for small value transactions as it is seen as faster, it is accepted everywhere and perceived as more 'socially acceptable' by merchants for certain purchases

## **Cash is a hassle**

The downside of cash is the lack of control, it goes quickly. Fumbling for change is the downside of speed & convenience. Plus fear of losing cash

## **Visa payWave is easier**

A simple, smooth, secure way to pay

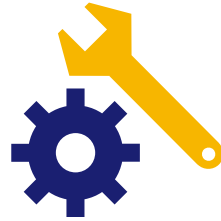
# Visa payWave education, back to basics



What is it?



What does  
it do?



Where can  
I use it?



Changing consumer  
behavior and old habits is  
not quick and easy



PayWave ad here



# What is it? What does it do? Where to use it?

**wave and go**  
for purchases under \$100.

BANK LOGO

Now there's a new and easy way to pay. And like all Visa products, it's perfectly safe. Visa payWave carries the same security as any Visa card, and with Visa's Zero Liability, you're 100% protected from unauthorised transactions.

To find out more about Visa payWave, talk to a member of our staff today.

more people go with Visa.  
visapaywave.com.au

**wave and go**  
for purchases under \$100.

BANK LOGO

**perfect for purchases under \$100.**

You can reuse your Visa payWave card for transactions under \$100. Which means it's the ideal way to pay for petrol, the Sunday paper, a coffee before work or a few things for dinner from your local store. And if your purchase totals more than \$100, you can still use your card. You'll just be asked to enter your PIN or sign.

**safe and secure.**

Visa payWave cards are perfectly safe. They carry the same layers of security as any other Visa chip card, including Visa's Zero Liability, which ensures Visa cardholders are 100% protected from unauthorised transactions. And because your Visa payWave card doesn't leave your hand during the transaction, you remain in total control of your card at all times.

Just a few of the many places Visa payWave is accepted:

Visa payWave

**wave and go**  
for purchases under \$100.

BANK LOGO

Visa payWave is the latest in contactless payment technology. Just wave your Visa payWave-enabled card past a Visa payWave reader and go. All it takes is a few seconds. There's no need to enter a PIN, sign your name or fumble around for cash for payments under \$100. And you don't have to wait for a receipt unless you need one.

**easy to use.**

Visa payWave transactions are completed in a matter of seconds. Here's a step-by-step guide to what happens.

- Step 1** Look for the contactless symbol at the point of sale.
- Step 2** The reader senses the radio frequency and the transaction is completed on the Visa payWave reader.
- Step 3** When the screen lights up, wave your card over the reader and it will show your balance.
- Step 4** A red green light means when the transaction is complete. The screen will show the amount of the transaction. If the amount is larger than \$100, you can choose to have a receipt printed. You can also choose to have a receipt printed for a signature or PIN to support. And only the transaction can be disputed.

To find out more about Visa payWave, talk to a member of our staff today.

more people go with Visa.  
visapaywave.com.au

**wave and go**  
for purchases under \$100.

BANK LOGO

**accepted here.**

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Visa payWave



Thank you

