

Future of Payments in Ecommerce

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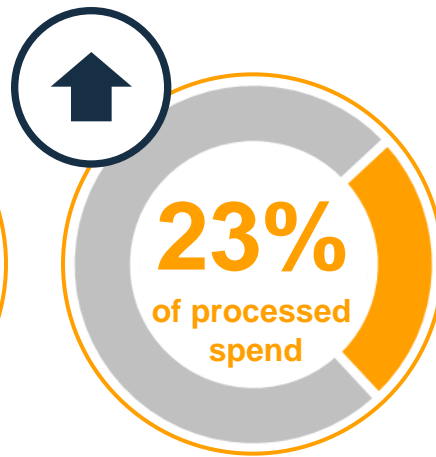
Preparing for the perfect storm



European commerce is changing



Consumer spend
on Visa cards



Ecommerce



Mobile
by 2020



Visa cards in Europe
contactless

Mobile ownership and usage is changing

70%

Smartphone penetration
+40–50%
to 2015

4G

High speed
wireless roll-out

3,000MB

per month by 2015

+2,000%

vs 2012

per capita basis

US\$0.01

Cost/MB by 2015

-4,600%

vs 2008

New costs and complexity for all



Retailers

- Multi-channel to omni-channel
- Layering of costs



Mobile operators

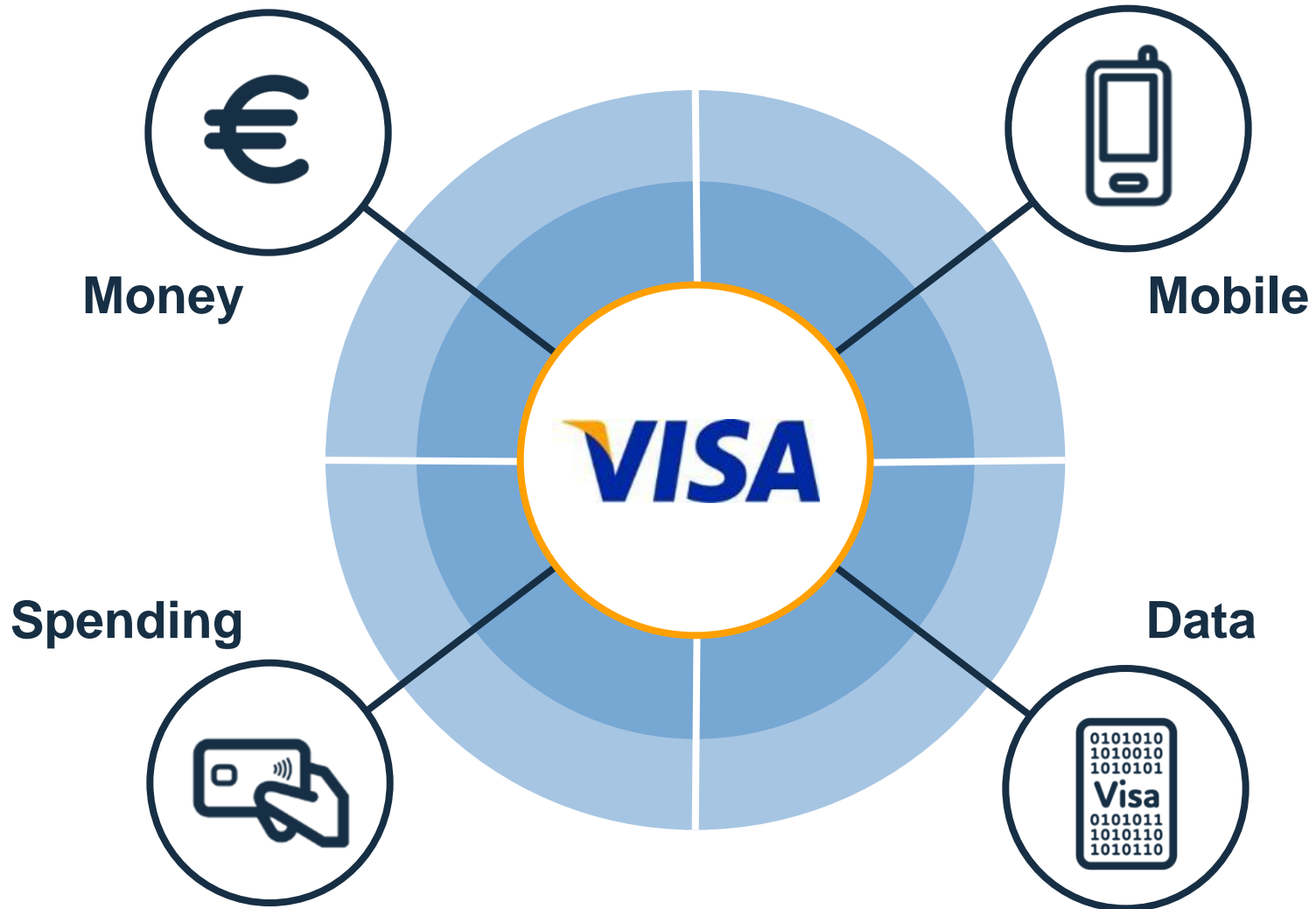
- Build 4G/LTE
 - Networks
- Subsidise and support sophisticated devices



Payment providers

- Embrace the move to mobile
 - New ecosystem
 - New skills
- Physical tokens to virtual equivalents

Visa at the intersection



Mobile is at the heart of the new payments opportunity and acts as the convergence point



Facilitate mobile payments at the physical point of sale





V.me by Visa



New digital wallet service

Consumers store all debit, credit and prepaid cards

Pay online – PC, tablet/smartphone

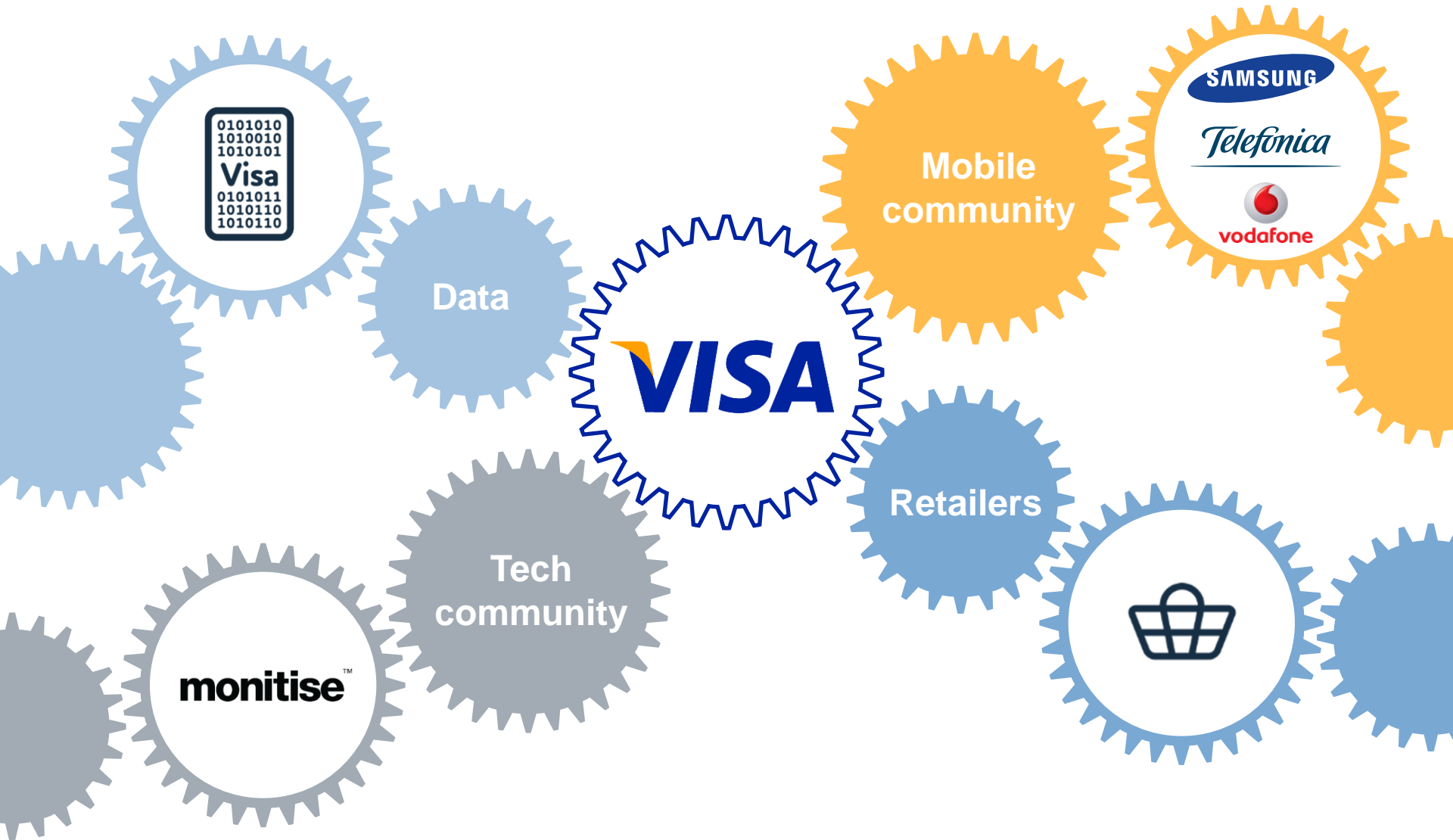
No need to enter card details, expiry date and billing information

Card details **not shared** with retailer

The benefits



Visa at the centre of the new ecosystem



Thank You!