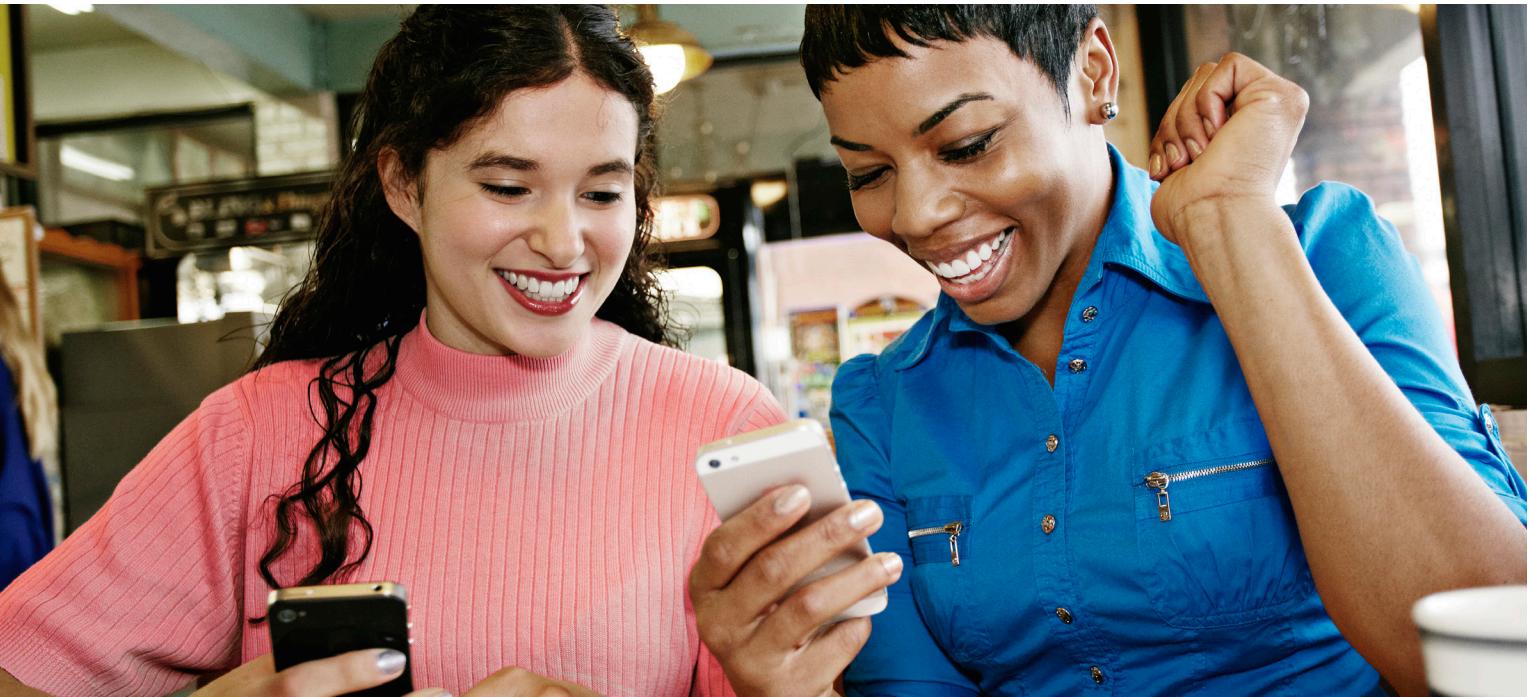


Visa Direct Person-to-Person (P2P) Payments



Real-time P2P payments¹

Visa Direct enables funds to be available for use in the recipient's account in real time¹ — with confirmation available for the sender and receiver.



Fast Funds = Enabling real-time payments¹

In the past year,³ the number of U.S. Fast Funds-enabled Visa U.S. debit cards skyrocketed from 7% to 89%.

How does a Visa Direct payment work?

Traditional "pull" transactions, like when you pay at the movies or shop online, only use half of the power of a Visa card. With Visa Direct, consumers can use their cards to send and request money from any eligible Visa cardholder.

Meeting over \$1 trillion in demand²

People pay each other every day. We estimate that consumers exchange more than \$1 trillion annually. There's consistent demand for faster, more secure payment options other than cash or checks, but many P2P transactions take days for the funds to be available. Visa Direct enables P2P transfers to happen in real time instead of days.

[Learn more on the other side >](#)

VISA everywhere
you want to be

¹ Actual fund availability varies by financial institution. Visa requires U.S. issuers to make funds available to its cardholders within a maximum of 30 minutes of approving the transaction.

² Source: Alte (Sizing P2P Payments, 2010)

³ Source: Visa enablement tracking, October 2016

Pay anyone with a Visa Debit card. And let them pay you. Faster.

The real-time economy has changed the way we pay each other. Consumers now have a range of P2P payment options and mobile capabilities are driving usage to unprecedented levels.

But many existing digital P2P payments options rely on ACH, so funds may not be available for days — and only on business days.

With Visa Direct:

- Payments are processed 24/7/365
- Funds can be available in real time¹
- Customers don't have to provide their bank account number
- Users can get real-time transaction confirmations

P2P enablement examples: Discovering the joy of faster payments



Using the same app

A leading payments processor uses Visa Direct to give Katie an easier way to pay her daughter's piano teacher, Joe.

Step 1: Payment initiated

Joe requests payment through service provider app. Katie accepts.

Step 2: Payment delivered

Funds are "pulled" from Katie's bank account connected to her Visa card and "pushed" to Joe's bank account associated with his Visa card at another financial institution.

Step 3: Payment confirmed

Joe's new funds are available for him to pay his bills.



Using two different banks' send money program

A card issuer uses Visa Direct to help Justin cover a check after unexpected expenses left him short.

Step 1: Payment initiated

Justin wrote a check for the cable bill last week, but his checking account was a little low. His roommate, Amy, hadn't given him her share, but she's out of town. So, Justin sends Amy a request from his bank's website and she accepts from her bank's app.

Step 2: Payment delivered

Funds are "pulled" from Amy's reloadable prepaid Visa card and "pushed" to Justin's bank account connected to his Visa debit card.

Step 3: Payment confirmed

Justin's new funds are available and his check is covered when deposited later that morning.



Using an instant message

A popular social media platform uses Visa Direct, giving a group of friends an easier way to pay Sally for their part of the lunch bill.

Step 1: Payment initiated

Mike, Ana and Jack initiate a payment to Sally through the service provider app. Sally has not used the service before so she opens an account through the service provider app, loads her debit card and accepts the payment in minutes.

Step 2: Payment delivered

Funds are "pulled" from Mike, Ana and Jack's accounts associated with their Visa cards and "pushed" to Sally's account related to her Visa card.

Step 3: Payment confirmed

Sally's funds are available so she can use them the same night.

Learn more at visa.com/visadirect

