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EMVCo Associates Programme Continues To Grow

McDonald's Corporation is one of nine new organisations that will actively participate in discussions to manage and evolve the EMV Specifications

12 February 2014 – As adoption of EMV® technology continues to gain momentum globally, EMVCo has witnessed growing participation in its Associates Programme with nine new organisations joining in 2013.

Launched in March 2010, the EMVCo Associates Programme provides the global payments community with a platform to engage in the work of EMVCo, a global technical body which is collectively owned by American Express, Discover, JCB, MasterCard, UnionPay and Visa. The programme encourages participants to provide input into the enhancement of existing, and creation of future, EMV Specifications for payment technologies.

ISIS®, McDonald's Corporation and PAX Technology have joined as Technical Associates. These participants will focus on making contributions to technical and operational issues connected to the EMV Specifications and related processes.

Poste Italiane, Rede and United Nations Federal Credit Union (UNFCU) have joined as Business Associates. This engagement level is open to payment service providers, otherwise defined as payment card issuers and acquirers, carrying the risk of payment transactions, as well as their representative associations and networks. Within this category, these organisations will provide EMVCo with input on strategic business and implementation issues related to the use of the EMV Specifications.

National Credit Card Center of R.O.C., Pan-Nordic Card Association, and Verve International have joined in both a Business and Technical Associate capacity.

“We are delighted to see a broad spectrum of new organisations join and contribute their unique, individual expertise to the EMVCo Associates Programme,” comments Dave Meadon, current EMVCo Executive Committee Chair. “Industry engagement in the programme helps to further the global adoption of EMV through increased accessibility and understanding of the technology. We are particularly pleased to see six of the nine new organisations join as Technical Associates; this demonstrates real appetite from the industry to engage and comment on the activities of our working groups as they manage and evolve the EMV Specifications.”

As the first restaurant company to become part of the EMVCo Associates Programme, Dave Burkhart, US IT Director of Mobile & Cashless Solutions at McDonald's Corporation, adds: "We are dedicated to providing fast, safe and secure transactions to our customers and are continually investigating ways to improve the payment experience within our restaurants. We look forward to contributing to the technical discussions within the EMVCo Associates Programme and giving a voice to the way our small business owner franchisees conduct business in their restaurants."

Technical Associate participation is available to all payment industry stakeholders with an interest in providing input into the EMV Specifications for an annual fee of \$25,000. Business Associate participation is open to all payment card issuers and acquirers, networks and their representative associations for an annual fee of \$12,500.

EMVCo also runs a subscriber service, which offers advance notice of pending developments and changes, as well as an opportunity to participate in a more regular and formal dialogue with EMVCo. The service is open to all industry stakeholders for an annual fee of \$750.

Visit the EMVCo website for further detail on the [EMVCo Associate Programme](#) and how to join.

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For further media information, please contact Sarah Jones or Kirsty Pearson at iseep: sarah@iseepr.co.uk / kirsty@iseepr.co.uk or on + 44 (0) 1943 468007

Notes to Editors:

®EMV is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo.

About EMVCo

EMVCo is the global technical body that facilitates the worldwide interoperability and acceptance of secure payment transactions by managing and evolving the EMV Specifications and related testing processes. Adoption of EMV Specifications and associated approval and certification processes promotes a unified international payments framework, which supports an advancing range of payment methods, technologies and acceptance environments. The specifications are designed to be flexible and can be adapted regionally to meet national payment requirements and accommodate local regulations.

EMVCo is collectively owned by American Express, Discover, JCB, MasterCard, UnionPay and Visa, and focuses on the technical advancement of the EMV Specifications. To provide all payment stakeholders with a platform to engage in its strategic and technical direction, EMVCo operates an [Associates Programme](#) and encourages all interested parties to get involved.

Visit www.emvco.com for further information and join EMVCo on [LinkedIn](#).