



**FINAL**

## **EMVCo Reports 3.4 Billion EMV Chip Payment Cards in Global Circulation**

*Number of EMV chip cards deployed in 2014 jumps by 1 billion, reflecting 43% year-on-year increase;  
EMV chip card adoption rate and transaction volumes increase in every region*

**6 May 2015** – Official figures for Q4 2014 released by the global technical body EMVCo show that significant advances are being made globally in the adoption of EMV® chip technology. By the end of last year, the number of EMV payment cards in circulation rose by 1 billion, up 43%, to 3.4 billion, from 2.37 billion in Q4 2013.

According to the latest statistics from EMVCo's members – American Express, Discover, JCB, MasterCard, UnionPay and Visa – as reported by their members globally, EMV chip card adoption rates had increased in every region worldwide by the end of 2014:

- Europe Zone 1, EMV chip card adoption rate: 83.5% (up from 81.6% in 2013)
- Canada, Latin America and the Caribbean, EMV chip card adoption rate: 59.5% (up from 54.2% in 2013)
- Africa and the Middle East EMV chip card adoption rate: 50.5% (up from 38.9% in 2013)
- Europe Zone 2 EMV chip card adoption rate: 40.4% (up from 24.4% in 2013)
- Asia Pacific EMV chip card adoption rate: 25.4% (up from 17.4% in 2013)
- United States EMV chip card adoption rate: 7.3%

EMVCo also reports that 32% of all chip card-present transactions – both contact and contactless - conducted globally between January and December 2014 used EMV chip technology\* up from 29% as [reported in November 2014](#) by EMVCo .

Europe Zone 1 maintained the highest percentage of EMV chip transactions, which accounted for nearly 97% of card-present payments. Over 85% of card-present transactions were EMV chip-enabled in Canada, Latin America and the Caribbean, while in Africa and the Middle East, the figure was 80%.

EMV chip technology continued to gain ground in Europe Zone 2 and Asia, where the percentage of EMV chip transactions accounted for 58% and 27% of card-present payments respectively. In the United States, which is currently in the process of migrating its payment infrastructure to EMV chip technology, 0.12% of transactions were EMV chip based.



Tac Watanabe, current EMVCo Executive Committee Chair, comments: “With an additional 1 billion EMV chip cards issued in 2014 and cumulative transaction volumes climbing in every region last year, it is clear from the data released today that the global roll out of EMV chip technology is progressing at a healthy pace. The EMV Specifications delivered by EMVCo enable globally interoperable chip payments, so their growth in adoption is fundamental to the development of a more secure international payments industry. It is great to see that we are moving closer to that end goal.”

“From a regional perspective, the highest volumes of EMV transactions are occurring in regions with a significant base of deployed EMV cards and established acceptance infrastructures. We are, however, pleased to note a significant acceleration of card issuance in the US throughout the course of last year,” adds Sean Conroy, current Chair of the EMVCo Board of Managers. “We are aware that the US merchant and acquiring communities are actively enabling their acceptance environments and platforms to support EMV transactions and anticipate further advances will be made in this market throughout 2015.”

To see the full data, visit [http://www.emvco.com/about\\_emvco.aspx?id=202](http://www.emvco.com/about_emvco.aspx?id=202).

To find out more about EMVCo and get engaged in its activities, become an EMVCo [Associate](#) or [Subscriber](#).

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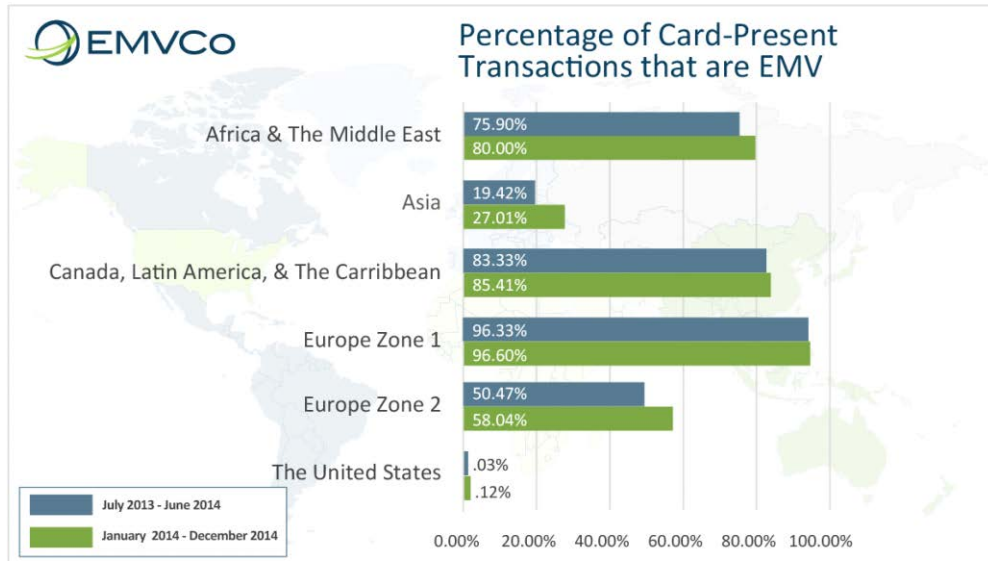
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\*Data represents the most accurate possible data that could be obtained by American Express, Discover, JCB, MasterCard, UnionPay and Visa during the noted period. The transaction data reflects an average of 12 months data as reported by all members designed to take into consideration seasonal variations. To qualify as an ‘EMV transaction’, both the card and terminal used during a transaction must be EMV-enabled. Data is reported from the acquirer perspective. These figures do not include offline transactions, ‘on us’ transactions (defined as a transaction handled exclusively by another processor) and/or transactions processed by non-EMVCo member institutions, such as local schemes.

**Notes to Editors:**

EMV is a registered trademark or trademark of EMVCo LLC in the United States and other countries.

Full data reported by EMVCo:



Figures represent the percentage of all card-present transactions processed by each member institution that are EMV transactions (Contact or Contactless). The reported data (blue bar) is from the twelve months of July 2013 through June 2014 and (green bar) the twelve months of January - December 2014; the data represents the most accurate possible data that could be obtained by American Express, Discover, JCB, MasterCard, UnionPay, and Visa during this period. To qualify as an "EMV transaction" for the purpose of this methodology, both the card and terminal used during a transaction must be EMV-enabled. Data is reported from the acquirer perspective. These figures do not include offline transactions, "on us" transactions (defined as a transaction handled exclusively by another processor), and/or transactions processed by non-EMVCo-member institutions, such as local schemes.

3.4 Billion EMV Cards

+1B Cards Year over Year

Worldwide EMV Chip Card Deployment and Adoption*				
Region	2013		2014	
	EMV Cards	Adoption Rate	EMV Cards	Adoption Rate
Canada, Latin America, and the Carribean	471M	54.2%	544M	59.5%
Asia Pacific	942M	17.4%	1,676M	25.4%
Africa & the Middle East	77M	38.9%	116M	50.5%
Europe Zone 1	794M	81.6%	833M	83.5%
Europe Zone 2	84M	24.4%	153M	40.4%
United States	-	-	101M	7.3%

\*Figures reported in Q4 2013 and Q4 2014, respectively, and represent the latest statistics from American Express, Discover, JCB, MasterCard, UnionPay, and Visa, as reported by their member institutions globally.



**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](http://www.emvco.com) for further information and join EMVCo on [LinkedIn](#).