

EMVCo To Hold Annual EMV User Meeting in Toronto, Canada

25 April, 2012 – EMVCo, the EMV® standards body jointly owned by American Express, JCB, MasterCard and Visa, will host its 2012 EMV User Meeting on 20-21 June at the Courtyard Marriott Downtown in Toronto, Canada. The event, which brings together senior EMVCo representatives and global users of EMV technology, provides an open forum to discuss recent technical advances and the ongoing evolution of EMV standards worldwide.

Delegates attending the two-day Toronto event will receive insight into EMVCo's vision for the next generation of EMV technology. This technical dialogue will facilitate discussion on the current and future work of the standards body to establish a common EMV platform that will support contact, contactless and mobile interfaces for both online and offline payments.

During the event, which is open to all users of EMV technology, attendees will also receive an update on EMVCo's ongoing commitment to support technical interoperability across the EMV global network. This will include reference to the impact of electrostatic discharge¹ in colder geographical regions and measures that can be taken by merchants today to reduce or eliminate its effect.

This is the fourth annual EMV User Meeting to be hosted by EMVCo. Patricia Partelow, current Chair of the EMVCo Executive Committee, comments: "EMVCo recognises the continuous expansion of business requirements and progression of payment technologies; as such, it is committed to advancing EMV Specifications to align with the needs of the marketplace. The EMVCo User Meeting is an effective platform to engage with payment industry stakeholders – including payment card issuers, acquirers, merchants, processors, card and terminal vendors, networks and their representative associations. Our event broadens access to EMVCo's technical development work and encourages interesting and timely technical communication regarding future advancements."

The EMV User Meeting is part of a number of initiatives driven by EMVCo to increase industry engagement in the ongoing development of EMV Specifications. Organisations wishing to have representation at the event must already participate in EMVCo's Associate Programme as an EMVCo Business Associate, EMVCo Technical Associate, or as a Company Subscriber. Individual Subscribers are also eligible to attend. An early bird rate for all meeting registrations confirmed before 10 May 2012 is USD \$249. After this date, the full meeting registration fee will be USD \$495. EMVCo Business Associates

¹ ESD is a sudden and momentary electric current that flows between two objects having different electrical potentials that are brought into contact or very close proximity.

and EMVCo Technical Associates are entitled to complimentary meeting registration for one and three passes respectively.

For interested parties that are not currently involved in the EMVCo participation programme, a special one-off fee is available of USD \$999 to attend the event and receive individual EMVCo Website Subscriber status.

Patricia concludes: “We believe that industry contribution to EMV technology ensures the global relevance and usability of the specifications as the marketplace advances to offer new ways to pay for goods and services. We look forward to a productive and successful meeting in Toronto.”

To register for the EMVCo User Meeting and for further details on the EMVCo Associates Programme, please visit www.emvco.com

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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 LLC was formed in February 1999 by Europay, MasterCard and Visa to manage, maintain and enhance the EMV Integrated Circuit Card Specifications for Payment Systems. With the acquisition of Europay by MasterCard in 2002, JCB joining the organisation in 2004 and American Express becoming its fourth member in 2009, EMVCo is currently operated by American Express, JCB, MasterCard and Visa.

EMVCo's primary role is to manage, maintain and enhance the EMV Integrated Circuit Card Specifications to ensure interoperability and acceptance of payment system integrated circuit cards on a worldwide basis. EMVCo also maintains type approval processes for terminal compliance testing and Common Core Definitions (CCD) and Common Payment Application (CPA) card compliance testing. These testing processes ensure that a single terminal and card approval process is developed at a level that will allow cross payment system interoperability through compliance with the EMV specifications. Additional information can be found at www.emvco.com.