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EMVCo Announces Budapest as 2013's EMV User Meeting Location

Exclusive gathering of global EMV technology users and senior EMVCo representatives will discuss technical advances to meet the future needs of the payments community

27 March, 2013 – EMVCo, the EMV® standards body for credit and debit payment cards based on chip card technology, has announced that it will host its fifth annual user meeting in Budapest, Hungary on 26-27 June. The two day event, to be held at the Novotel Budapest Centrum, Rakoczi ut 43-45, will offer the payment community a unique platform to discuss and exchange views on the short and long term technical evolution of the payments marketplace and subsequent technical standard requirements.

EMVCo, jointly owned by American Express, JCB, MasterCard and Visa, invites interested parties to attend the two-day event to engage in technical dialogue on its latest standardisation developments and forthcoming work initiatives. Topics will include EMVCo's advancements and priorities in relation to mobile payments, as well as an insight into the body's engagement activity with a number of other industry associations.

Agenda time has also been allocated to EMVCo's Next Generation work, which will ensure a common and robust payment platform to support contact, contactless and mobile interfaces for both online and offline payments into the future. This activity will advance the EMV standards by developing a specification that aligns with long-term market requirements, as well as support a more cost and time efficient deployment of current, emerging and future payments technology.

"As the EMV standard continues to gain traction globally and becomes extensively established in regions such as Europe, EMVCo must continually look to advance its technical specifications to meet the evolving needs of the payments community," explains Junya Tanaka, current Chair of the EMVCo Board of Managers. "This yearly gathering of EMV technology users is an important opportunity to collectively reflect on the achievements to date as well as confirm technical priorities and possibilities in the coming years."

The meeting, which will be of interest to payment card issuers, acquirers, merchants, processors, card and terminal vendors, networks and their representative associations, is held in different global locations each year. Junya continues: "As it is our yearly, public gathering, we look forward to welcoming attendees from across the globe. For the EMVCo Board of Managers and Working Group Chairs, it is a valuable opportunity to connect with a variety of payment users within one setting, which has always resulted in a diverse range of topics being debated. We strongly believe that this level of interaction is vital to create

an interoperable framework that will be scalable to long-term market drivers. We look forward to a productive and successful meeting in Budapest.”

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 Subscriber. An early bird rate for all meeting registrations confirmed before 15 May 2013 is USD \$249. After this date, the full meeting registration fee will be USD \$495. EMVCo Business Associates 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.

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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For further media information please contact Sarah Jones / Kirsty Pearson – Tel: +44 1943 468007 or email: sarah@iseepr.co.uk / kirsty@iseepr.co.uk

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.