



EMVCo Expands Representation on its Board of Advisors

03 May 2011 – EMVCo has announced the expansion of its Board of Advisors (BoA) to include elected stakeholders which have a diverse interest in the development of EMV® technology. The BoA provides the EMV standards body with input on strategic and business issues, and has traditionally comprised representation from payment service providers.

Annually, up to six seats on the EMVCo BoA will now be reserved for elected EMVCo Technical Associates, which represent all EMV stakeholders with an interest in monitoring the EMV Specifications, providing input to their technical direction and following the activities of EMVCo's working groups. The first organisations elected in this capacity and which will serve a one year term are:

- Ingenico – payment solutions provider;
- Inside Secure – semiconductor solutions provider for secure transactions and digital identity;
- Smart Payment Association – the trade body representing the smart, secure and personalised payment systems and services providers;
- Walmart – global retailer.

The remaining seats on the BoA will be assigned to EMVCo's Business Associates, which exclusively represent payment service providers defined as card issuers and acquirers, networks and their representative associations. The new contributors will enrich dialogue on strategic issues amongst the BoA by representing the views of card and point-of-sale vendors, merchants and the wider EMVCo Technical Associate programme participants.

Jim Lee, current Chair of the EMVCo Executive Committee, comments: "The decision to expand the representation of the EMVCo BoA follows the launch of the EMVCo Associates Programme in 2010. This initiative enables EMV stakeholders to play a more active role in guiding the organisation's strategic and technical direction, and the addition of new seats within the EMVCo BoA is an important element of this activity given EMVCo's increasing focus on both contact and contactless payments. We very much look forward to the contribution that these elected organisations will bring, to the advancement of the EMV Specifications and our work defining mobile payment standards through their expertise and input."

The EMVCo Associates Programme offers EMVCo Business Associate participation to payment service providers, which are entitled to a seat on the EMVCo BoA, and EMVCo Technical Associate participation to any stakeholder with an active interest in EMV technology. The initiative allows organisations to access and contribute to the



development work of EMVCo and its related technical specifications. EMVCo also launched a Website Subscription Programme in 2009, which entitles individuals and organisations to access advance information regarding revisions to EMV Specifications, draft documents and upcoming meetings.

Lee concludes: “With EMVCo announcing in September last year that over one billion EMV cards and 15.4 million EMV terminals were active globally, the engagement of all payments community stakeholders in our work has never been more important. Organisations that join as EMVCo Technical Associates not only have the opportunity to nominate their organisation for a seat on the BoA, but can also interact with EMVCo’s technical working groups via quarterly workshops, offer input to meeting agendas, submit technical contributions to EMVCo, and gain early access to draft specifications and other technical documents.”

Further details on the EMVCo Business Associate and Technical Associate participation types, and the EMVCo Subscription Programme, can be found at www.emvco.com.

-ENDS-

For further media information please contact Lee’ann Kaufman and Sarah Jones– Tel: +44 1943 468007 or email: leeann@iseepr.co.uk / sarah@iseepr.co.uk.

Notes to Editors:

EMV Deployment Figures – Full details can be viewed at http://www.emvco.com/about_emvco.aspx?id=202.

About EMVCo – EMVCo LLC was formed in February 1999 by Europay, MasterCard and Visa to manage, maintain and enhance the EMV^{®1} 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.

[®]EMV is a registered trademark in the U.S., and is an unregistered trademark in other countries, owned by EMVCo.