

Worldwide EMV Chip Card Deployment and Adoption*

Region	2014		2015		2016	
	EMV Cards	Adoption Rate	EMV Cards	Adoption Rate	EMV Cards	Adoption Rate
Canada, Latin America, and the Caribbean	544M	75.7%	680M	71.7%	717M	75.7%
Asia Pacific	1,676M	25.4%	2,459M	32.7%	3,331M	38.8%
Africa & the Middle East	116M	50.5%	160M	61.2%	184M	68.7%
Europe Zone 1	833M	83.5%	881M	84.3%	921M	84.9%
Europe Zone 2	153M	40.4%	200M	52.3%	243M	63.7%
United States	101M	7.3M	394M	26.4%	675M	52.2%

*Figures reported in Q4 of 2014, 2015, and 2016, respectively, and represent the latest statistics from American Express, Discover, JCB, MasterCard, Union Pay, and Visa, as reported by their member institutions globally.

Worldwide EMV Deployment: Regional Definitions

Canada, Latin America and The Caribbean	Asia Pacific	Africa and the Middle-East	Europe Zone 1	Europe Zone 2
Canada Mexico All Central American Countries All South American Countries All Caribbean Countries	Australia New Zealand Greater China Japan North & South Korea Mongolia India Sri Lanka Bangladesh Bhutan Nepal South & South-East Asia	All African Countries The Middle East Levant	Andorra Austria Belgium Bulgaria Cyprus Czech Republic Denmark Estonia Finland France Germany Gibraltar Greece Greenland Hungary Iceland Ireland Israel Italy Liechtenstein Latvia Lithuania Luxembourg Malta Netherlands New Caledonia Norway Poland Portugal Romania Slovak Republic Slovenia Spain Sweden Switzerland Turkey UK	Albania Armenia Azerbaijan Belarus Bosnia & Herzegovina Croatia Georgia Kazakhstan Kyrgyzstan Macedonia Moldova Serbia & Montenegro Tajikistan Turkmenistan Russia Ukraine Uzbekistan