

MVCO_® EMV[®] QR Code[™] for Payments Supporting Touchless and Fast Transactions

QR (Quick Response) codes are used around the world for fast and easy touchless payments. The EMV[®] QR Code[™] Specifications help ensure that QR codes are generated in a standardised and secure way, enabling quick, reliable and trusted transactions for both merchants and consumers.

Why EMV QR Codes for Payments?

Payment convenience and choice are increasingly important to consumers.

84% 🤗

of surveyed consumers around the world say they expect to make purchases when they want and how they want.

of surveyed consumers around the world say they would shop at small businesses with greater frequency if additional payment options were offered.

60% (

consumers say they have changed shopping behaviour in recent months, many for convenience and value.

*Mastercard New Payments Index

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More and more people around the world are using QR codes to pay.

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of consumers in

use QR codes to make payments.

Projected number of

global QR code

payment users

by 2025.

India regularly



In China, scan-to-pay transactions have grown

15X over the past three years.

2.2 billion



Forecasted growth of U.S. mobile users using QR code payments, 2020-2025.

*Deep Dive: Exploring the Varying QR Code Adoption Rates Around the World (PYMTS.com)

*QR Code Payments: Beyond China & India (Juniper Research) Businesses and governments globally are prioritising QR code payments.

^{II} By **2025**, national QR code payment schemes will account for **22%** of all QR code payments by volume, compared with just **8% in 2020. II**

2020

2025

QR codes' ability to combine payments and loyalty makes them ideal for retailers seeking to leverage valuable transactional data. The low-cost nature of these solutions will enable the value of QR code payments to grow to over \$2.7 trillion globally in 2025.



QR Codes are increasingly recognised in Europe as an important technology to support instant payments.

*QR Code Payments: Key Opportunities, Regional Analysis & Market Forecasts 2021-2025 (Juniper Research)

*Mobile Initiated Instant Credit Transfer Interoperability Guidance (European Payments Council)

For more information on EMVCo please visit: 📐 www.emvco.com

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How do EMV QR Code Payments Work?

QR codes for payments are two-dimensional barcodes that are scanned to complete a purchase. When developed using the EMV QR Code Specifications, QR codes can support processing of transactions in less than a second, delivering a quick and easy payment experience for both merchants and consumers every time.

where they are used.

*QR Code is a registered

INCORPORATED.

trademark of DENSO WAVE

EMV QR Code Specifications support two types of QR code payments – consumer-presented and merchant-presented.

1) For consumer-presented payments:

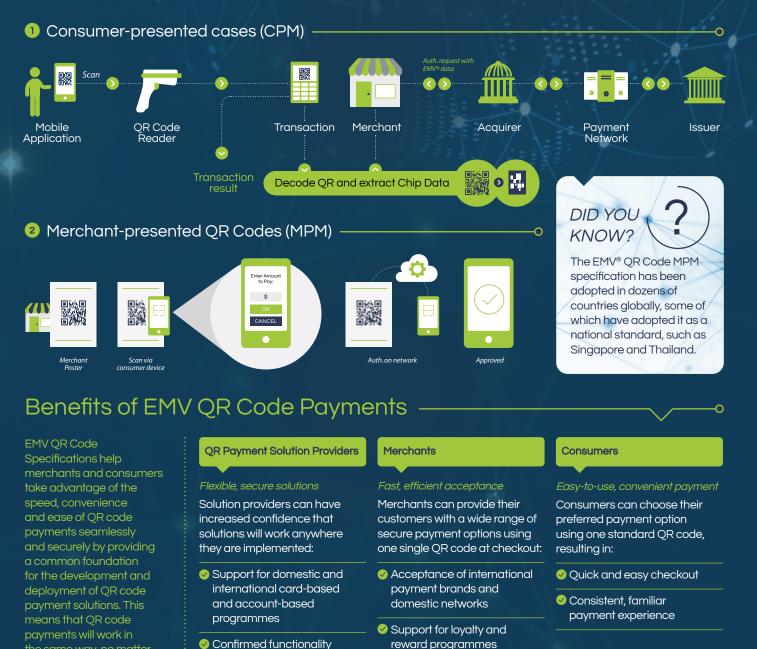
- Customer displays a QR Code on smartphone.
- Merchant scans code with barcode reader.
- Information stored in the code is used to conduct the transaction.

2 For merchant-presented payments:

- Merchant displays the QR Code at the point-of-sale (POS).
- Customer uses camera on smartphone to scan the code.
- Information stored on the code is used to conduct the transaction.

DID YOU KNOW?

EMVCo provides QR Code Payment Marks that merchants can use at the POS to signal to consumers that EMV QR Code code payments are supported. These easy-torecognise visual symbols provide consistency and familiarity to the checkout experience.



Flexible and efficient

processing options

infrastructure

Minimal set-up and low-

cost, easy-to-maintain

Proven security

of their solutions.

Existing QR-based

the interoperability

solutions should consider the migration to the EMVCo

specifications to enhance

European Payments Council