



WORLDWIDE PARTNER

FACT SHEET

Visa Commitment to Africa

The 2010 FIFA World Cup™ marks a significant milestone for South Africa and the African continent alike, as this is the first time a country in Africa has hosted the internationally-renowned event. With thousands of people heading to South Africa and millions—even billions—more watching from home, the 2010 FIFA World Cup™ represents an opportunity for South Africa to benefit economically while showcasing the growing capabilities of the region to a global audience.

At the same time, South Africa and the African continent continue to face ongoing economic and social challenges, including issues of poverty, health, education and the environment.

As a responsible corporate citizen dedicated to making a positive contribution to our local and global communities, Visa has a multi-year commitment to addressing challenges in South Africa and Africa more broadly. Our work focuses on contributing to poverty alleviation by providing resources and tools to bring more individuals into the formal financial system and by supporting social development initiatives to help those in need.

Pathways to Financial Inclusion

Nearly half of the one billion people in Africa live in poverty, with the average person in sub-Saharan Africa estimated to live on only 70 cents per day according to the World Bank¹. As a global payments technology company, Visa sees the most valuable contribution we can make in Africa is to help bring more people into the formal financial system.

Financial inclusion moves people from being untapped and isolated members of our economic system to thriving and contributing participants. With increased access to financial services, the underserved have a greater ability to send their children to school, provide a safe home and handle economic shocks—creating long-term economic opportunities for themselves, their families and their communities.

To help the underserved in Africa and around the world, Visa uses its innovative products and services, extensive financial literacy resources and strategic partnerships to create pathways to financial inclusion.

Financial Products and Services

At Visa, we believe that access to secure electronic payments is a vital first step toward financial inclusion and economic growth. In Africa, Visa works with its financial institution clients as well as government and non-government agencies to provide financial products and tools that offer the underserved greater convenience, security and reliability in their day-to-day transactions.

¹ World Bank, “*The developing world is poorer than we thought but no less successful in the fight against poverty*,” Martin Ravallion and Shaohua Chen, 2008.

In South Africa, where less than half of the country's population has access to financial services² Visa has worked with our partners to introduce a number of products and services that help the underserved.

- *Prepaid Products and the Underserved*

Visa, in partnership with the leading national bank, has helped establish the country's first reloadable, general-use prepaid card. This Visa-branded product gives working families their first experience of the security that comes with electronic payments.

In addition, Visa helped the bank and South Africa's Department of Social Development streamline the distribution of pension, disability and child support that nearly ten million people, including seven million children, rely on for their day-to-day living. A Visa-branded prepaid card, known as Sekulula (Zulu for "it's easier"), is now used to ensure recipients receive these vital funds in a secure, convenient and reliable manner.

Extending Financial Literacy

In conjunction with access to financial products and services, Visa believes that knowledge of how to save and budget responsibly creates greater opportunity for the financially underserved. In Africa, Visa has developed a variety of interactive financial literacy programs to address diverse educational backgrounds and varied access to technology.

- *Visa Financial Literacy Road Shows*

The Visa Financial Literacy Road Show program is a traveling theater that builds on the oral story-telling traditions of Africa to deliver fundamental financial literacy skills. In each performance, key tenets of financial education are presented in an entertaining, often humorous way to help viewers remember what they have learned. As the program has gained momentum, local partners such as First National Bank of South Africa and Absa Bank, as well as the Department of Trade and Industry of South Africa, have joined Visa in supporting the initiative.

- *FIFA World Cup™ Ticket Fund*

In the build-up to the 2010 FIFA World Cup™, Visa adapted the Financial Literacy Road Show to include a football theme with references to national and local teams and players. In 2010, Visa took the road show to hospitality and tourism employees in nine provinces who will be the face of South Africa to visitors during the tournament. As a 2010 FIFA World Cup™ global sponsor, Visa has access to and will be giving away 5,000 World Cup tickets to those who participate in the free road show and could not otherwise afford to attend the matches.

- *Financial Football*

Financial Football is a free, 2010 FIFA World Cup™ branded video game, combining the world's most popular sport with an award-winning financial literacy curriculum. Financial Football challenges players to answer fast-paced, multiple-choice money management questions correctly to advance down the field for a chance to score a goal. Players learn key concepts about saving, spending,

² Financial Access Initiative, "Half the World is Unbanked," October 2009.

budgeting, and the wise use of credit. Visa has rolled out the educational game in more than 30 countries, including localized versions in South Africa and Egypt.

- *MyMoneySkills.com*
In North Africa, Visa's MyMoneySkills.com program has provided a financial literacy curriculum for the past five years to help parents, teachers, students and cardholders understand financial basics. Available in Arabic and English, the program covers topics such as budgeting, saving, bank account management and how to use payment cards wisely.

Social Development

In addition to our work to create pathways to financial inclusion, Visa also works strategically with governments, financial institutions and leading humanitarian groups to support aid and social development initiatives throughout Africa.

- *FIFA Football for Hope*
Through Visa's FIFA sponsorship, Visa supports the FIFA Football for Hope program, a movement that uses football as an instrument to help effect positive and sustainable social change in Africa and beyond. The FIFA Football for Hope movement is focused on five core opportunities for change, including peace promotion, children's rights and education, health promotion, anti-discrimination and social integration, and the environment.
- *"Saving for Change"*
Visa has collaborated with Oxfam America on "Saving for Change," a microfinance program that makes it easier for millions of households at the bottom of the economic pyramid to borrow and save money. "Saving for Change" supports village groups that act as their own community banks. Savings group members save, lend, borrow and pay each other interest, a system that fills a need when formal banking and lending institutions are not available. The program currently serves 166,000 members in five countries, including Senegal.
- *Oxfam "Humanitarian Response: Darfur"*
As a partner of Oxfam America, Visa helped fund Oxfam's "Humanitarian Response: Darfur." Funds went toward the improvement of refugee camps, public health and employment programs. Outside the camps, program funds were directed to host communities to support additional services and infrastructure improvements, helping to prevent additional migration into the camps that would exacerbate the crisis.

For further inquiries outside of South Africa:

Nancy Panter
Visa Inc.
Mobile: +1 (415) 244-8957
npanter@visa.com

For further inquiries within South Africa:

Gill Cederwall
Visa Sub Saharan Africa
Office: + 27 (011) 483-4313
buchanag@visa.com