

FACT SHEET

Sochi 2014 Olympic Games: Sponsorship by the Numbers

Overview

- Visa has been a Worldwide Sponsor of the Olympic Games since 1986 (more than 27 years) and will be the exclusive payment services sponsor and the only card accepted at Games venues through 2020.

Sponsorship/Marketing Activation

- More than 17 markets around the world, including Russia, the United States, Canada, Japan and South Korea are participating in Visa's Olympic Games integrated marketing campaign.
- Visa is working with more than 150 financial institution clients and retail merchant partners to build and strengthen their businesses and create excitement among their customers through participation in Visa's Olympic-driven marketing programs.

Account holder Engagement

- Visa is working with over 140 financial institution clients globally to offer Visa accountholders an once-in-a-lifetime opportunity to attend the Sochi 2014 Olympic Games.

Merchant Participation

- Visa is partnering with retail merchant partners globally to help them generate business and excitement among their customers through over 10 national promotions.

Games-Time Operations

- Visa card products—credit, debit, prepaid cards and Visa Electron—will be accepted at point-of-sale card acceptance devices and ATMs in Olympic venues.
- At every Olympic Games, Visa implements and manages the payment system infrastructure and network throughout all Olympic Games venues. For the Sochi 2014 Winter Olympic Games, there will be approximately 1,500 contactless enabled point-of-sale devices in merchant locations across the Olympic Games Venues.
- Visa partnered with Russia's largest vending provider, Uvenco, to equip 150 vending machines across the Olympic Games venues with all card type acceptances including credit, debit, prepaid and Visa Electron. They will also be contactless enabled.
- Visa has installed 16 ATMs within the Games footprint.
- Visa installed seven Visa Customer Service Booths at various Olympic venues that will offer on-site assistance to account holders.

Athlete Support

- For the Sochi 2014 Winter Olympic and Paralympic Games, Visa is supporting 36 Olympic and Paralympic hopefuls (Team Visa Sochi).

For further information concerning Visa and the Olympic Games, please contact Sarah Pew in Foster City at (650) 766-9514. More sponsorship information is available at www.visa.com/olympicmediakit.