

FACTSHEET

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## Visa and Sochi 2014

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Visa has been a Worldwide Olympic Partner for over 27 years and will be the exclusive payment services sponsor and the only card accepted at Games venues through 2020 – including the Sochi 2014 Olympic Winter Games.

By drawing on an extensive and successful Olympic collaboration, one of Visa's primary tasks in Russia is to partner with the Sochi 2014 Organizing Committee, merchants, financial institutions, mobile operators and the regional government to make the Sochi 2014 Olympic Winter Games one of the most innovative in the history of the Olympic movement.

Visa strives to aid Russia in achieving the goals it has set for itself in the lead up to Sochi 2014 by:

- Transforming Sochi into a year-round tourist destination
- Developing Russia's first world-class ski resort
- Creating a center for winter sports in Russia
- Supporting Russia's philosophy of investing domestically for the future

In 2011, Visa announced an investment of \$40 million through 2014 to enhance Russia's electronic payments environment. The majority of this investment will focus on supporting the Sochi 2014 Olympic Winter Games through the development of card acceptance and payment infrastructure in the Krasnodar region, as well as through merchant education and programs to improve financial literacy.

### **Investing in payment infrastructure development**

The Sochi 2014 Winter Games will bring tens of thousands of guests to Russia from every corner of the world. This influx of tourism is expected to have a positive impact on the Russian economy. Making payments convenient is one of the most important elements in successfully developing tourism. Creating a reliable system for electronic payments by card or mobile phone and ensuring access to ATMs will help ensure a comfortable and convenient stay for any guest both leading up to and during the Sochi 2014 Olympic Winter Games.

As the International Olympic Committee's exclusive payment services sponsor, Visa maintains the entire card acceptance and service infrastructure at all Olympic facilities including stadiums, press centers,

merchants, the Olympic Village, ticket sales points and Olympic stores (including the Olympic Superstore). Visa has worked closely with the Sochi 2014 Organizing Committee to develop Visa card acceptance infrastructure in such a way that visitors of the Sochi 2014 Winter Games and local residents can make purchases quickly, conveniently and securely, not only at Olympic venues but also in Sochi city.

Efforts in Sochi include:

- Visa card service infrastructure accepts and supports transactions using contactless technology, which allows cardholders to make purchases in a matter of seconds with just the wave of a hand.
- Some 1,500 terminals accepting Visa cards and up to 16 ATMs have been installed at Sochi 2014 Olympic Winter Games venues across the mountain and coastal clusters for the convenience of guests and competitors.
- Work is underway in Sochi to develop the card acceptance network so visitors and residents of the city alike can pay for their purchases quickly and easily anywhere and at any time.
- At least 150 vending machines equipped with all card type acceptance and innovative contactless payment technology have been installed for the Sochi 2014 Olympic Winter Games, which will help shorten lines and ensure visitors can spend more time enjoying this unique global event.
- Visa is working closely with acquiring banks and local merchants to drive additional development of card acceptance infrastructure. The main areas of this work include regular seminars with acquiring banks, training for cashiers and promotions for consumers.

### **Visa: The Official Card for the Sochi 2014 Olympic Winter Games**

As part of its partnership with the IOC, Visa is the exclusive payment card and system of the Sochi 2014 Olympic and Paralympic Winter Games. This means that, aside from cash, Visa is the only card accepted at all Olympic facilities, Official Sochi 2014 merchandise stores and any purchases made through the official Sochi 2014 online store.

Visa cards offer a convenient, quick and safe way to pay for purchases in the following stores:

- In recognition of Visa's long-standing support of the Olympic Games, all Olympic Winter Games stores in Moscow, St Petersburg and Sochi will accept only Visa or cash.
- The Sochi 2014 online store sells licensed merchandise: <http://shop.sochi2014.com>. Any Visa cardholder in Russia can make a purchase in the Sochi 2014 store at any time of the day, wherever they may be. The Sochi 2014 store's functionality and level of service make it the most innovative in the history of the Olympic movement. The store is open 24 hours a day and orders are confirmed within 15 minutes.

## Sochi 2014 Olympic Winter Games Themed Visa Cards

- **Visa Sberbank cards featuring the Polar Bear, a Sochi 2014 mascot**  
This unique credit card uses innovative technology to create an animated 3D image. This joint product from Sberbank and Visa, two Sochi 2014 Partners, features the Polar Bear – one of the mascots for the first Olympic Winter Games in Russia.
- **Visa Sberbank gift cards with a unique Sochi 2014 themed design**  
These prepaid cards can be used to pay for shopping anywhere in the world, including online. They are an original souvenir featuring the Sochi 2014 mascots and logo – making them an excellent gift. The cards are not personalized and can easily be obtained at points of sale.
- **Visa Sberbank cards featuring the symbol for the Sochi 2014 Winter Games**  
In celebration of 500 days to go until the start of The Games, Visa and Sberbank launched a new online service for creating unique Visa Sberbank card designs that feature the symbol for the Sochi 2014 Olympic Winter Games. The new service allows for the bank's clients to personally choose what design they would like on the front of their Visa Sberbank cards.
- **Visa Sberbank Russian Olympic Team affinity cards**  
Any Sberbank client can support the Russian Olympic team and the development of sport in the country using this card. It's simple: Sberbank automatically donates to the Russian Olympic Committee when the card is obtained (50% of the service fee for the first year) and for each transaction thereafter (0.3% of the transaction value).

## Supporting athletes through Team Visa

Since 1986, Visa has supported more than 1,000 Olympic hopefuls by providing them with financial and marketing exposure in the run up to and during the Olympic Games. Within its Sochi 2014 sponsorship,

Visa is continuing to support a team of athletes around the world, including a number of the most talented young athletes from Russia – all of whom are members of Team Visa Sochi 2014.

A full list of the talented athletes who comprise Team Visa at the Sochi 2014 Olympic Winter Games is available in Visa's online media kit.

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*For further information concerning Visa and the Olympic Games, please contact Sarah Pew in Foster City at (650) 766-9514 or Elmira Basharova in Moscow at +7 (903) 723 27 65. More sponsorship information is available at [www.visa.com/olympicmediakit](http://www.visa.com/olympicmediakit).*