

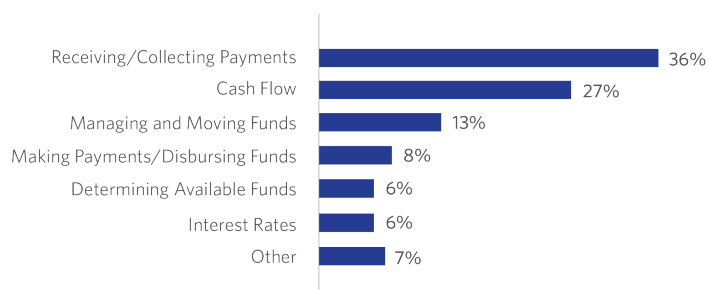
Visa Small Business

2012 SMALL BUSINESS CASH MANAGEMENT SURVEY: A NORTH AMERICAN PERSPECTIVE ON SMALL BUSINESS CASH MANAGEMENT

Visa surveyed 600 small businesses across North America to understand the latest thinking on cash management. The results from the survey show:

- Cash flow and financial planning were the top two concerns for all of the small businesses surveyed.
- Receiving and collecting payments is the most challenging step in the cash management process.
- Businesses accepting payment cards have seen greater cash management efficiencies and have a more positive financial outlook than those that do not.

Cash Management Challenges 2012

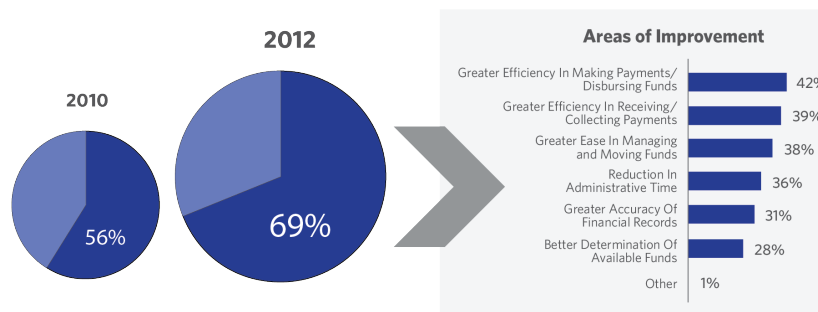


Accepts or uses payment cards and indicated payment cards have improved some area of cash mgmt process

PAYMENT CARDS CAN IMPROVE CASH MANAGEMENT

Use and acceptance of payment cards is becoming an increasingly popular tool to mitigate business owners' primary concerns – cash management and financial planning. Nearly **seven out of ten** small business owners surveyed (**69 percent**) who accept and/or use payment cards say cards have improved their cash management process, up from **56 percent** since the survey was last conducted in 2010.

Improvement From Payment Cards

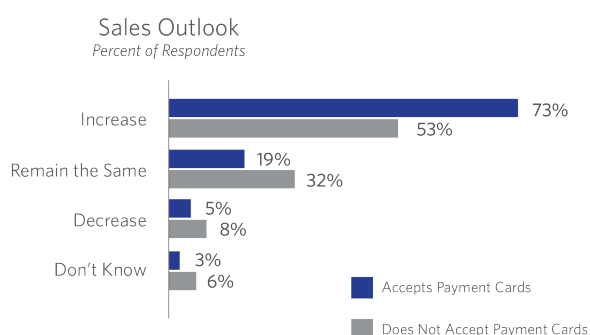


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SALES FORECASTS SIGNIFICANTLY HIGHER AMONG PAYMENT CARD USERS

While less than half (**45 percent**) of small business owners in the survey believe the economy will improve over the next year, **64 percent** expect their sales to increase and **25 percent** forecast sales to remain the same.

Surveyed companies that **accept** payment cards were 38 percent more likely to forecast increasing sales than those that do not — **73 percent** vs. **53 percent** respectively.



SATISFACTION WITH PAYMENT CARDS AND ACCEPTANCE GROWTH

Payment card programs continue to enjoy high levels of customer satisfaction.

- **87 percent** of surveyed small business owners are satisfied with business credit cards as payment tools which is higher than any other payment tool, including cash and checks.
- **81 percent** of surveyed small business owners are satisfied with business debit cards.

More than half (51 percent) of small business owners said they would make all of their business purchases using some type of payment card given the chance.

VISA SMALL BUSINESSES

Visa provides small business owners with tailored payment products and services which are designed to increase efficiency and support them as they grow. Small businesses choose Visa cards for spending control and visibility, as well as for tools to improve cash flow, purchasing convenience and access to money-saving offers and rewards. As the world's largest retail electronic payments network, Visa connects small businesses to Visa account holders around the world. By accepting Visa cards, small businesses can benefit from more immediate payments, an advantage over cash and checks.

SMALL BUSINESS CASH MANAGEMENT SURVEY METHODOLOGY

The 2012 Small Business Cash Management Survey was commissioned by Visa. It was conducted online by Survey.com in May 2012 and solicited responses of small business owners or individuals with financial authority. Of 600 respondents, 450 were in the United States and 150 were in Canada. Visa defines a small business as a company with less than \$25 million in annual sales.