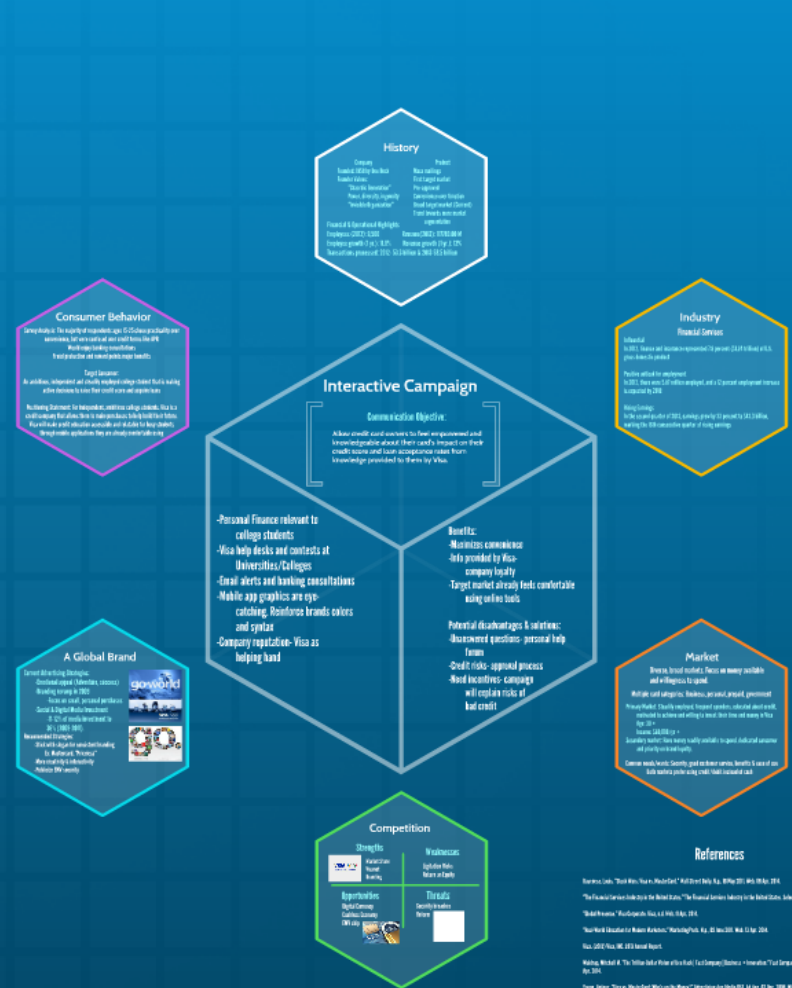




Visa inc.: accounting for marketing

Visa by the numbers

In June 2013, there were:
 2.2 billion Visa credit cards in circulation
 87.5 billion total transactions
 \$6.9 trillion total volume
 which all occurred in 200 countries and territories



Visa by the numbers

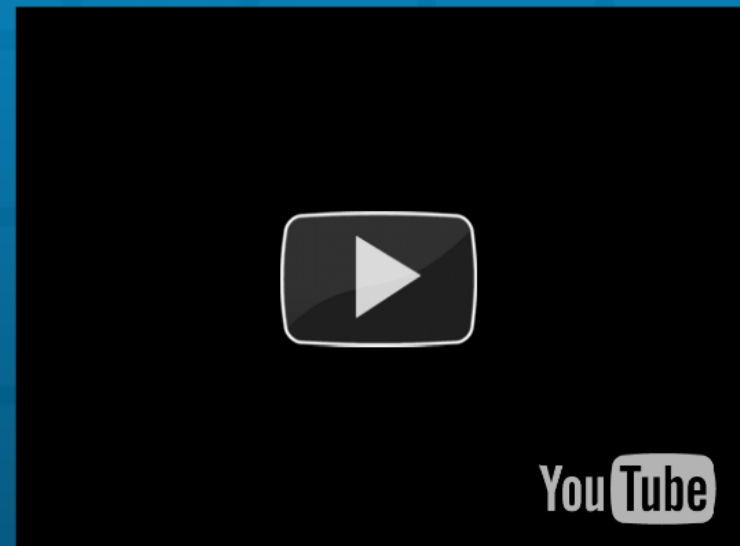
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History

Company

Founded: 1958 by Dee Hock

Founder Values:

"Chaordic Generation"

Power, diversity, ingenuity

"Invisible Organization"

Product

Mass mailings

First target market

Pre-approved

Convenience over function

Broad target market (Current)

Trend towards more market
segmentation

Financial & Operational Highlights

Employees (2013): 9,500

Employee growth (1 yr.): 11.8%

Transactions processed: 2012- 53.3 billion & 2013-58.5 billion

Revenue(2013): 117780.00 M

Revenue growth (1 yr.): 13%