Introduction to Visa Urban Mobility Solutions

Disclaimer

Case studies, statistics, research and recommendations are provided "AS IS" and intended for informational purposes only and should not be relied upon for operational, marketing, legal, technical, tax, financial or other advice. You should consult with your legal counsel to determine what laws and regulations may apply to your circumstances. The actual costs, savings and benefits of any recommendations or programs may vary based upon your specific business needs and program requirements. By their nature, recommendations are not guarantees of future performance or results and are subject to risks, uncertainties and assumptions that are difficult to predict or quantify. Visa is not responsible for your use of the information contained herein (including errors, omissions, inaccuracy or non-timeliness of any kind) or any assumptions or conclusions you might draw from its use. Visa makes no warranty, express or implied, and explicitly disclaims the warranties of merchantability and fitness for a particular purpose, any warranty of non-infringement of any third party's intellectual property rights. To the extent permitted by applicable law, Visa shall not be liable to a client or any third party for any damages under any theory of law, including, without limitation, any special, consequential, incidental or punitive damages, nor any damages for loss of business profits, business interruption, loss of business information, or other monetary loss, even if advised of the possibility of such damages.

Smart cities are driving growth and prosperity

VISA

Urban mobility payments

Transit and transit adjacent segments are taking advantage of this trend to enhance the passenger experience and Visa is playing an important role

URBAN MOBILITY

- E-bike
- Bike-sharing
- Ride-hailing
- Charging
- Tolls
- Car Parking
- Metro
- Bus/BRT
- Light Rail
- Ferry
- Train

VISA

The journey is gaining momentum globally

400+ Live Projects and over a billion journeys around the world, as at January 2020

Cost of Revenue collection at Transport for London dropped from 14% to 8%

Urban Mobility pipeline
650+ locations for contactless

VISA READY

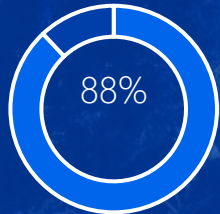**120+ Technology Partners**
And many from the Asia Pacific region

VISA

The journey is gaining momentum in Asia Pacific too

Malaysia	• KLIA Ekspres (Airport Express): World's first, since 2010 ✓ • Malaysia PLUS Toll: Expected to launch this year
Australia	• Sydney (Multi modal): Network wide Visa acceptance from September 2019 ✓ • Adelaide (Tram): Metro tram fleet enabled on 20 September 2020 ✓ • Queensland: Progressive implementation from April 2021, completion targeted by end of 2022; ✓
Singapore	• Multi modal: Visa acceptance launched on 6th June 2019. ✓
Hong Kong	• Long Win Bus and Kowloon Motor bus (Bus) : Launched on 24th May 2020 and 7th Feb 2021 respectively ✓ • New World Bus: Launch expected in mid 2021 • MTR: Program announced; Launch scheduled for 2023
Taiwan	• Taoyuan (Metro): Launched at selected gates on 16th January 2020 ✓ • Kaohsiung (Metro): Launched on 16th January 2020 ✓
Vietnam	• Ho Chi Minh City (Bus) : Initial launch on 31st December 2019 ✓
New Zealand	• Wellington: Announced; Scheduled for 2021 • NZ nationwide: Announced; Schedule for 2026
Thailand	• Bangkok BMTA (Bus): Launched in Q4 2019 ✓ • Bangkok MRTA: Announced
Japan	• Buses and trains: Eight programs, launched/announced starting on 29th July 2020 ✓

Source: Various public announcements

Singapore case study

Contactless is widely accepted in Singapore (Sep 2019)

88%

Launched on June 2019

Largest MTT with >30K readers

Mobile is the preferred way to ride with Visa

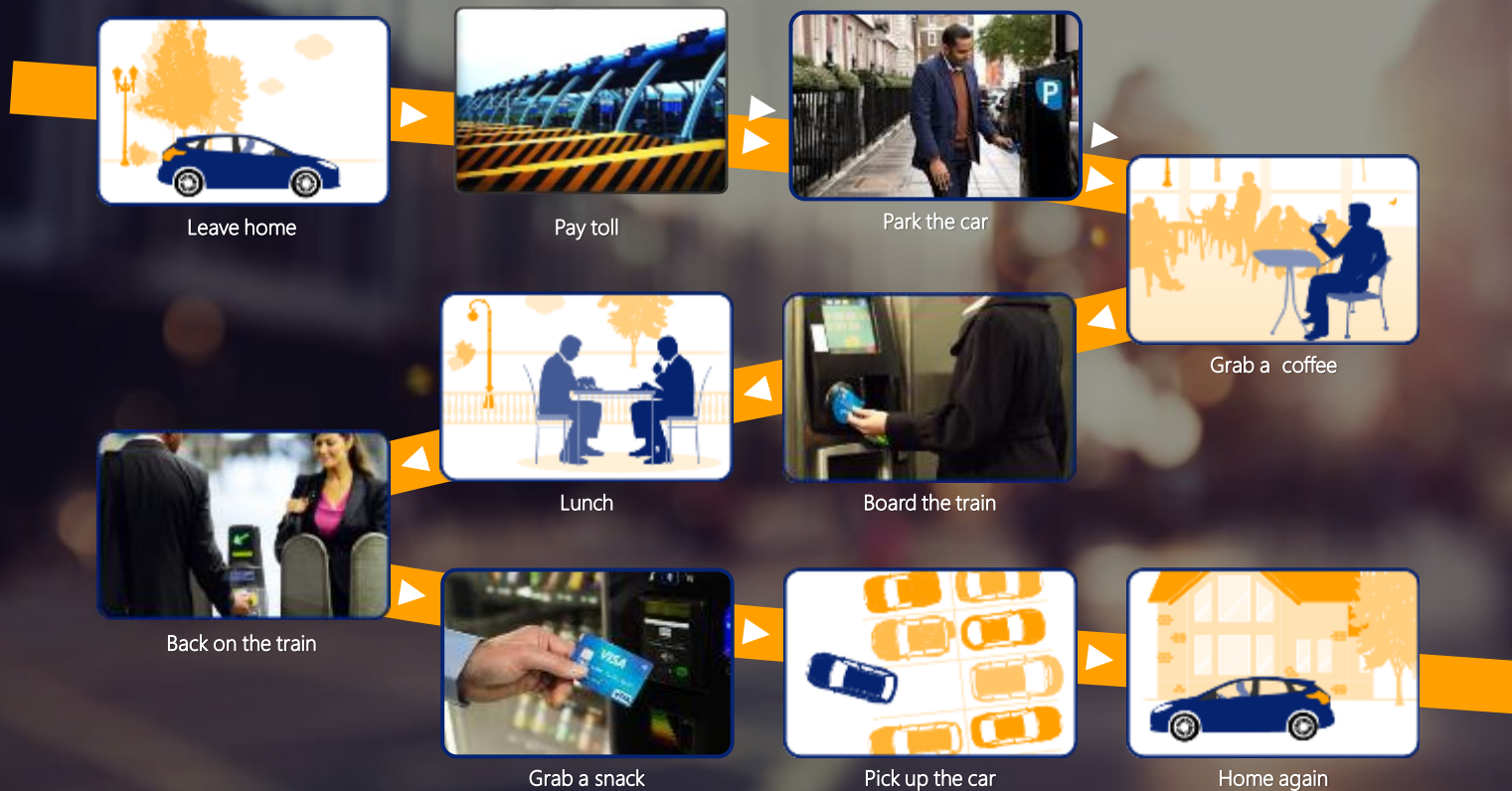**Visa products from 100+ countries and territories accepted**

Vietnam case study

How do we serve unbanked and underbanked?

A day in the life of a contactless consumer

Leave home

Pay toll

Park the car

Grab a coffee

Lunch

Board the train

Back on the train

Grab a snack

Pick up the car

Home again

VISA

Thank you

VISA