



VISA PAYROLL CARD

Reinvent payday with a convenient and flexible solution

Reduce payroll costs, increase processing efficiency and build employee loyalty all at the same time. The Visa Payroll card is a reloadable prepaid card that is a secure, reliable and convenient alternative to paper checks.

The Visa Payroll card opportunity

Expand direct deposit to employees

18% of total U.S. workers (estimated) are **not paid by direct deposit** into any account¹

24% of Millennials (age 18-24) are **not paid by direct deposit**¹

Employer adoption is growing

2.6X increase in employers offering Payroll cards over the past six years.²

32% of employers are likely to implement a Payroll card program in the next two years.²

Employees prefer companies that offer Payroll cards

76% like an employer more for offering a Payroll card³

82% believe working for a company that offers a Payroll card is a major benefit³

How it works:



Employees enroll for the Visa Payroll card through their employer.



They receive a card and their pay is automatically deposited into their individual card account.



The card can be used to make purchases, pay bills, get cash and manage their money.



Additional funds may be loaded to the account through Visa Prepaid Load services or through other methods and channels, as determined by the Issuer.

Visa Payroll cards offer benefits to everyone

Issuers/partners



Strengthen relationships with business clients by providing a valuable benefit they can offer their employees



Generate incremental revenue from new business opportunities



Provide underserved consumers with a financial product that increases their independence and improves financial management skills

Employers



Streamline payroll operations and reduce costs associated with paper checks



Provide employees with easy access to wages, increasing satisfaction and productivity



Deliver wages in a timely manner, even when employees are away from the workplace

Employees



Help manage finances by easily tracking deposits, purchases and balance

Save money with no check cashing or overdraft fees



Enjoy peace of mind knowing Visa's Zero Liability⁴ policy guarantees the cardholder won't be held responsible for any unauthorized charges if the card is lost or stolen



Make purchases, pay bills and get cash anywhere Visa Debit cards are accepted

Visa makes it easy to launch and promote a Payroll card program



Research and insights to inform your marketing strategy



Marketing resource guide to help you promote the benefits to your employees



Customizable marketing collateral to help you encourage adoption and usage

Learn more about the Visa Payroll card

Email

payrollcards@visa.com

Visit

visa.com/payroll

Contact

Your Visa Account Executive

¹Javelin, Beyond Simple and Safe: Opportunities to Expand the Use of Direct Deposit via ACH for Payroll, April 2016

²Visa Payroll Card Employer Research, May 2017. Study commissioned by Visa and conducted by independent quantitative research firm Decision Analyst, Inc. among 726 business executives who make payroll decisions for their businesses

³Payroll Card survey study, commissioned by Visa and conducted by independent quantitative research firm Ipsos Loyalty among 815 payroll card owners in the US in May 2017.

⁴Visa's Zero Liability policy does not apply to certain commercial card and anonymous prepaid card transactions or transactions not processed by Visa. Cardholders must use care in protecting their card and notify their issuing financial institution immediately of any unauthorized use and for additional details.

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