VISA

VISA MERCHANT DIRECT EXCHANGE

Build your business and **stay out in front** with a simplified connection

Enhance competitive advantage and your growth potential with Visa Merchant Direct Exchange's single, direct connection.

Visa Merchant Direct Exchange (MDEX) makes it easy to link directly to the world's largest retail electronic payments network[1]. Instead of having to maintain multiple connections for authorizations with different credit and debit payment brands, you can count on the powerful capabilities of VisaNet and benefit from high levels of speed, reliability and convenience. Plus, as an MDEX user, you have access to new Visa innovations, the ability to benefit from operational insights, and the option to grow internationally using a single POS infrastructure[2].

[1] Based on payments volume, total volume, number of transactions and number of cards in circulation.

[2] MDEX is offered to merchants via their acquirer. Availability and capabilities vary by country. Visa Inc. and Visa Europe are separate companies and availability in Europe is subject to Visa Europe agreement.

How does Visa Merchant Direct Exchange work?

1 Provides a single connection to VisaNet for your business.

2 Processes card transactions at checkout with high speed and reliability.

3 Transmits authorization requests for multiple card and transaction types to VisaNet and routes non-Visa transactions to the appropriate parties for processing.

4 Sends the authorization response message back to the merchant through the Visa Merchant Direct Exchange connection.

5 Enables multiple file formats for delivery of settlement information to acquirers, payment processors and other partners.

6 Includes a dedicated account manager for support and access to Visa payments expertise.

Benefits of Visa Merchant Direct Exchange

- Reduce costs — A single connection to VisaNet can lower your day-to-day operational costs, as well as hardware and software support needs.

- Benchmark authorization performance — Find out where you stand compared to a competitive set by tapping into Visa's benchmarking expertise[3].

- Implement innovations — Adopt payment innovations quickly by eliminating the involvement of multiple providers.

- Increase flexibility — Process multiple card types, including credit, PIN, chip, private label, gift, loyalty and fleet brands through a single infrastructure.

- Simplify expansion — Quickly enter new markets and expand internationally[2] using a single infrastructure and Visa's in-country experience and support.

- Improve marketing — Take advantage of Visa personalized loyalty and marketing programs to earn more of your existing customers' business.

- Enhance reliability — Maximize availability with full carrier and circuit redundancy.

- Minimize steps — A single connection allows streamlined processing and reduces potential points of failure.

- Optimize performance — Benefit from operational insights to help optimize your approval, chargeback and interchange.

- Strengthen security — Take advantage of a centralized network and Visa's state-of-the-art, comprehensive security capabilities.

Learn more about Visa Merchant Direct Exchange

Visit Visa.com or contact your Visa Account Executive to learn how Visa Merchant Direct Exchange can benefit your business.

Tap into the power of VisaNet

During its 20th consecutive perfect peak season, VisaNet, the world's largest retail electronic payments network[1], managed

100%

authorization availability and on-time settlement.

VisaNet annually manages

$4.3 trillion

in payments volume[4]

87.5 billion

transactions[4,5]

2.2 billion

Visa cards[6]

and is capable of processing

47 thousand

transaction messages per second[7]

[4]As of September 30, 2013, excludes Visa Europe

[5]Includes payments and cash transactions.

[6]As of June 30, 2013

[7]Based on testing conducted in August 2013 with IBM

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[3]Proposed enhancement in development. Availability, features and timing subject to change. Peer reporting data would be presented in aggregate, as a simple average and would not include any personally identifiable cardholder, merchant or issuer information.