

# Fast, Easy, and Safe Payments

*with MasterCard® and Maestro® Contactless*

MasterCard provides merchants with solutions that help to increase revenues, enable new sales channels, create better purchase experiences, improve efficiencies and fight fraud.

Contactless payments allow customers to make everyday purchases by simply tapping their contactless-enabled card or device on a contactless-enabled reader. For the customer, there is no need to fumble with cash or wait for a receipt, they can simply tap & go.™

## HOW IT WORKS



Customers receive a contactless-enabled card or form factor (e.g., key fob or mobile sticker) which has an embedded antenna.



Customers can also set up their NFC-enabled smartphones to make contactless transactions.



Customers make a purchase by tapping their card or device on a contactless-enabled reader which uses radio frequency technology to securely transfer data.



Visual and audible signals indicate that the transaction is complete and that the customer can be on their way.



### FAST

Within seconds, a light and a beep indicate an approved transaction.

For transactions below the cardholder verification limit a receipt is not required.



### EASY

The card or device does not leave the customer's hand.

The customer simply taps their contactless-enabled card or device on the terminal or be within close proximity to it.



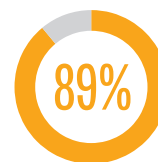
### SAFE

A unique security code is generated with each contactless transaction to help prevent fraud.

Contactless transactions are processed via the same secure network used for traditional cards.



*The number of active contactless accounts worldwide increased 70% year-over-year.<sup>1</sup>*



*89% of all contactless transactions were under \$50 a sign that contactless is displacing cash.<sup>1</sup>*

69% AUSTRALIA

58% CZECH REPUBLIC

*Contactless penetration has grown to the point where 69% (Australia) and 58% (Czech Republic) of all MasterCard in-store transactions are now contactless.<sup>1</sup>*



**1.9B** *An estimated 1.9 billion cards will be used for contactless payments globally in 2018.<sup>2</sup>*

<sup>1</sup> MasterCard Data Warehouse, 1Q2015.

<sup>2</sup> Juniper Research, "Contactless Payment Cards: Market Prospects 2013–2018," November 2013.

## FREQUENTLY ASKED QUESTIONS

### 1: How will accepting MasterCard Contactless benefit my business?

Contactless acceptance is proven to bring many benefits for merchants including:

- » Faster check-out
- » Promotes higher average spend
- » Reduces costs related to cash handling
- » Enables POS for mobile NFC payments

### 2: What type of merchants can benefit the most from contactless acceptance?

Contactless acceptance is an excellent choice for any merchant, especially in environments where speed and convenience are valued and cash is currently the dominant payment method, such as fast food outlets, supermarkets, quick-service restaurants, drive-thrus, convenience stores, vending machines, tollbooths, taxis, parking venues, fuel pumps, and public transportation.

### 3: Is MasterCard contactless payment secure?

Yes, MasterCard contactless transactions are processed through the same financial payments network that processes billions of MasterCard magnetic stripe and chip card transaction each year.

MasterCard contactless security mechanisms are designed to:

- » Protect against counterfeit cards.
- » Implement an efficient anti-replay mechanism for contactless transactions.
- » Limit the impact of fraudulent capture of contactless data by fraudsters across all environments.

Even if the customer happens to tap twice by mistake, the technology ensures that consumer is bill once.

### 4: Is it possible to make refunds to a contactless card, form factor and mobile phone?

Yes, it's possible to issue a refund to customers by tapping the contactless payment device in the same manner as making a purchase. Please follow your store's refund policy.

### 5: Does contactless payment acceptance change the payment guarantee for the merchant?

No, if a contactless payment is authorized, online or offline, the merchant still receives a payment guarantee, even for transactions below the CVM limit with no cardholder verification.

### 6: What are the costs involved?

Cost will vary depending in the selected solution. To accept contactless payments, merchants can choose to implement a plug-in peripheral reader or a fully integrated system.

### 7: How is accepting mobile payments different than accepting cards?

To the cashier, mobile payments will look like contactless card payment; except the customer may verify their PIN or biometric on the mobile device.

### 8: How does the payment verification process work for contactless?

For transactions up-to the country established contactless cardholder verification limit, no PIN or signature is required for cards and form factors. For purchases above this limit, PIN code or signature is required. For a purchase conducted with a mobile phone, the consumer will normally authenticate themselves on the mobile device with a PIN or biometric.

### 9: How would a customer know that contactless payment can be made at a location?

The point of sale (POS) reader must display the contactless acceptance symbol. Plus, many merchants display POS signage highlighting contactless acceptance.



In addition, within two months of a merchant's first MasterCard contactless transaction, the merchant's name and address should appear on the MasterCard Contactless Locator website and the MasterCard Nearby™ app.

### 10: What other documents are available to help merchants deploy contactless payments?

The Contactless Toolkit for Merchants is your guide for successfully deploying a MasterCard contactless program. The toolkit is available on [mastercard.com/contactless](http://mastercard.com/contactless).

**ARE YOU READY TO TAKE THE NEXT STEPS WITH CONTACTLESS PAYMENTS? WE'RE READY TO HELP. CONTACT YOUR ACQUIRING BANK AND MASTERCARD WILL HELP YOUR BANK ENABLE CONTACTLESS PAYMENTS AT YOUR LOCATIONS.**