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## Fiserv Delivers EMV Education and Marketing Program to Cardholders and Financial Institutions

- | EMV<sup>TM</sup> Education and Marketing Program from Fiserv tailored to key audiences - cardholders and financial institutions
- | Education and marketing material created for all communication channels from digital to in person to print
- | [ChipCard Advantage<sup>SM</sup>](#) clients receive program for free

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, has developed a robust [EMV Education and Marketing Program](#) to prepare financial institutions as well as aid in cardholder awareness and comfort with a new payment experience.

While consumer familiarity with EMV or chip cards has doubled over the last year, from 31 percent in 2014 to 62 percent in 2015 in a survey by Fiserv, almost one third don't understand the benefits, which include added card-present security as well as wider acceptance internationally.

"EMV education for cardholders and financial institution staff is critical to the fight against card-present fraud," said Jorge Diaz, president, Output Solutions, Fiserv. "Fiserv understands the complexities of the payments landscape and the implications of EMV. As a result, individual and industry expertise was pulled to develop specific and customizable education and marketing materials in advance of the October 1 liability shift."

The EMV Education and Marketing Program from Fiserv includes, but is not limited to, an EMV Chip Card Deployment Guide, which provides financial institutions with a detailed overview of the EMV deployment process and presents options for delivering education to staff and cardholders; training decks for staff education; templates for letters and email campaigns to cardholders; and website content, including banner ads, FAQs and instructional videos. Optional services are available to customize, print and fulfill any materials in the program.

"People have been swiping their magnetic stripe cards for decades," added Jamie Topolski, director, alternative payments, Fiserv and member of the EMV Migration Forum Steering Committee. "In order to prevent confusion, it's crucial to explain to cardholders how their new EMV chip cards will work and to educate staff, so that they can answer questions."

Fiserv can support clients through every step of the EMV migration process and how to educate staff and cardholders. Visit [www.fiserv.com/emv](http://www.fiserv.com/emv), for more information.

### Additional Resources:

- | For more information on the EMV Education and Marketing Program from Fiserv, visit <https://www.fiserv.com/emv/education.aspx>
- | For more information on protecting your cardholders and institution with EMV technology, visit <https://www.fiserv.com/emv/>

### About Fiserv

Fiserv, Inc. (NASDAQ: FISV) enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more than 30 years, Fiserv has been a leader in financial services technology, and today is among FORTUNE® magazine's World's Most Admired Companies and Forbes magazine's America's Best Employers. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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