



## EMV chip cards — One year later

The EMV liability shift, which took effect last year, is changing the way merchants accept payments. And EMV requirements are continuing to evolve. Here's what's happening now:

### EMV chip card acceptance is growing

[According to the Smart Card Alliance](#), the U.S. has now become the largest chip card market in the world, with over 600 million chip cards issued. With MasterCard® citing more than 70% of U.S. customers in possession of at least one chip card with over 1.7 million U.S. point-of-sale terminals enabled to accept chip cards.

### EMV technology is helping to decrease card-present fraud for merchants nationwide

Visa® and MasterCard reported that counterfeit card-present fraud declined by almost 40% from January 2015 to January 2016 among the top 100 merchants that are using chip card equipment. This is a significant reduction; before EMV, counterfeit card-present fraud accounted for over 80% of in-store fraud.

In addition, [Visa and American Express®](#) have announced that their chargeback policies are being modified to reduce the number of fraudulent chargebacks for merchants who are not yet certified to accept EMV chip cards.

If you're not already accepting chip card payments, visit [wellsfargo.com/acceptchipcards](http://wellsfargo.com/acceptchipcards) for more information.

### We're here to help you

For information about Wells Fargo Merchant Services:

For more information, contact your Wells Fargo Dealer Services representative or call 1-888-937-9997, Monday through Friday, 5:00 a.m. to 7:00 p.m. Pacific Time, and ask to have a Commercial Relationship Manager in your area contact you.

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