

Worldwide EMV Chip Card Deployment and Adoption*

Region	2013		2014		2015	
	EMV Cards	Adoption Rate	EMV Cards	Adoption Rate	EMV Cards	Adoption Rate
Canada, Latin America, and the Caribbean	471M	54.2%	544M	59.5%	680M	71.7%
Asia Pacific	942M	17.4%	1,676M	25.4%	2,459M	32.7%
Africa & the Middle East	77M	38.9%	116M	50.5%	160M	61.2%
Europe Zone 1	794M	81.6%	833M	83.5%	881M	84.3%
Europe Zone 2	84M	24.4%	153M	40.4%	200M	52.3%
United States	-	-	101M	7.3%	394M	26.4%

*Figures reported in Q4 of 2013, 2014, and 2015, respectively, and represent the latest statistics from American Express, Discover, JCB, MasterCard, Union-Pay, and Visa, as reported by their member institutions globally.

Worldwide EMV Deployment: Regional Definitions

Canada, Latin America and The Caribbean	Asia Pacific	Africa and the Middle-East	Europe Zone 1	Europe Zone 2
Canada Mexico All Central American Countries All South American Countries All Caribbean Countries	Australia New Zealand Greater China Japan North & South Korea Mongolia India Sri Lanka Bangladesh Bhutan Nepal South & South-East Asia	All African Countries The Middle East Levant	Andorra Austria Belgium Bulgaria Cyprus Czech Republic Denmark Estonia Finland France Germany Gibraltar Greece Greenland Hungary Iceland Ireland Israel Italy Liechtenstein Latvia Lithuania Luxembourg Malta Netherlands New Caledonia Norway Poland Portugal Romania Slovak Republic Slovenia Spain Sweden Switzerland Turkey UK	Albania Armenia Azerbaijan Belarus Bosnia & Herzegovina Croatia Georgia Kazakhstan Kyrgyzstan Macedonia Moldova Serbia & Montenegro Tajikistan Turkmenistan Russia Ukraine Uzbekistan