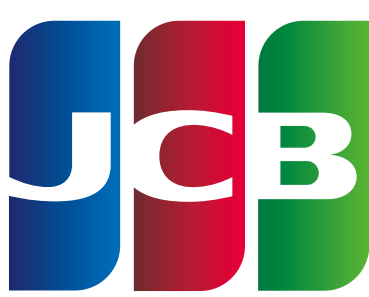


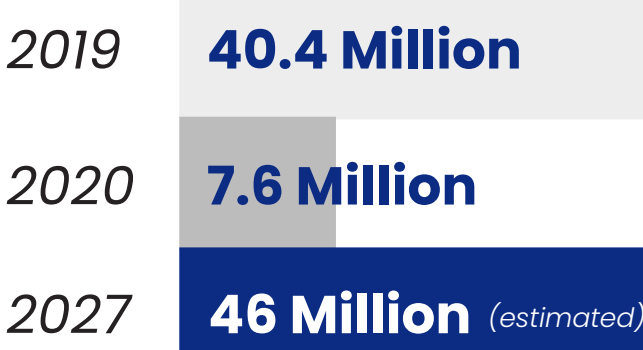
The Untapped Potential of JCB

The Massive Asian Market



The **travel and hospitality** sector of the global economy emerged in full force through the recovery from the COVID-19 pandemic, growing 35% YoY from 2020 to 2021. This sector is poised to grow even further in the future.

The U.S. receives **MILLIONS** of overseas travelers a year, many originating from countries within the APAC region



Recovery in the APAC region has been more dramatic, with overall outbound travel increasing **492%**

The four APAC countries that JCB cards are issued with the largest number of inbound travelers destined to the U.S. are responsible for **~\$70 BILLION** in annual economic activity:



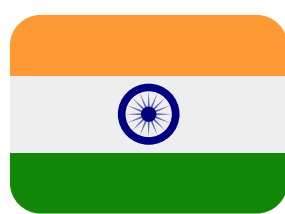
Japan



China



South Korea



India

International Consumers Don't Want to Conform to Foreign Payment Methods

Card Networks, such as JCB, combined issue nearly **350M** cards annually to consumers across the APAC region – **as the international travel sector continues to improve, merchants must be ready to facilitate the rush.**



International travelers have become **increasingly frustrated** as they find that the payment methods they're accustomed to do not function in the way they expect as they travel abroad

Implementing the methods they're used to paying in can **reduce friction, convert otherwise lost sales, and increase average ticket amounts.**

59%

of surveyed consumers indicated they would **abandon** their shopping cart if their **preferred payment method** was unavailable at the point of sale.

Expand Your Reach – Introducing the JCB Cardmember



JCB cardmembers are part of an **affluent** and **upper income** bracket of global consumers that travel abroad frequently

Our cardmembers' demographic are **40- to 50-year-old adults** with higher average tickets than domestic U.S. and E.U. cardholders.

3,500+ merchant special offers targeted at JCB cardmembers lead to more frequent repeat purchases from JCB cardholders travelling abroad.

150M+
cardmembers

18
countries & regions
including Japan, China, India, South Korea, & Taiwan

JCB is accepted
where Discover is available in the U.S.

As international travel out of Asia kicks back into high gear, **make sure your business is prepared for the travel boom by adding JCB acceptance and signage.**

CONTACT US TODAY to make sure you're enabled and ready to accept JCB

