

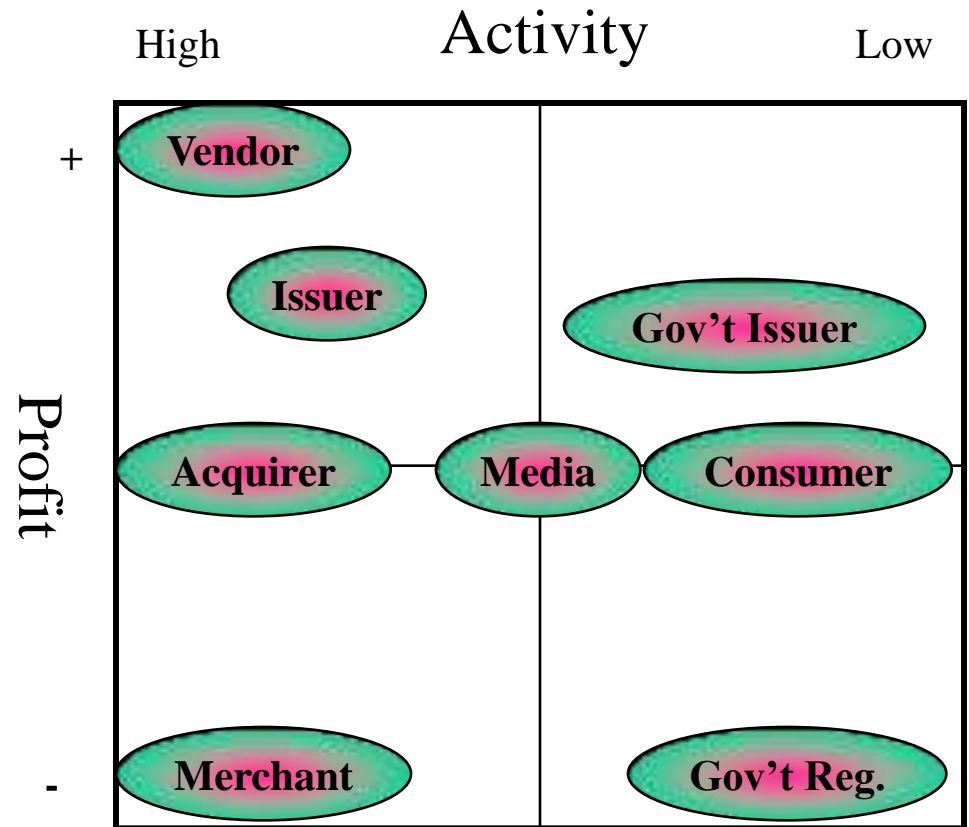
Canadian Migration to Chip

Steering Committee Suggestion

pa
philip andreae
and associates

Stakeholders Level of Interest

- Issuers
- Acquirers
- Merchants
- Gov't Issuers
- Consumers
- Gov't regulators
- Media
- Vendors





Issues of Common Interest

- Common value proposition for merchants
- Consistent merchant training material
- Common consumer messaging
- Common Media Messaging
- Technical Interoperability
- Test Bed

