

### Promotional Tour: "VISA, Emotion on Film"

VISA is the world's largest electronic payment network, its brand among the most recognized anywhere. Visa promote international trade through the transfer of payments and information between financial institutions, businesses, consumers and government entities.

For this reason Visanet Brazil developed a flagship education and communications campaign to inform the public about the advantages of being a card holder and the different services offered to them.

Visa was seeking an innovative and attention getting way to reach the public, and the Cinetransformer is the ideal way for them to reach their goals, which are the following:

- Bring entertainment and culture to the Brazilian public, promoting the advantages of using of Visa Electron credit and debit card products.
- Reach out to disadvantaged youth, allowing them to experience the excitement of going to the movies, for many of which will be the first time ever they have been inside a cinema.
- Educate owners of micro, small and medium size businesses about the benefits of accepting and how to process Visa Electron credit and debit cards.

The campaign carries the name Visa Movie Excitement, covering thousands of miles throughout the country, hundreds of cities have been visited, with thousands of screenings of the movie "Portrait of Brazil" being shown.

Defined by the thousands of new merchants accepting Visa Electron, and the thousands of disadvantaged youth attending a movie theatre for the first time ever, the tour is considered to be a complete success.



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