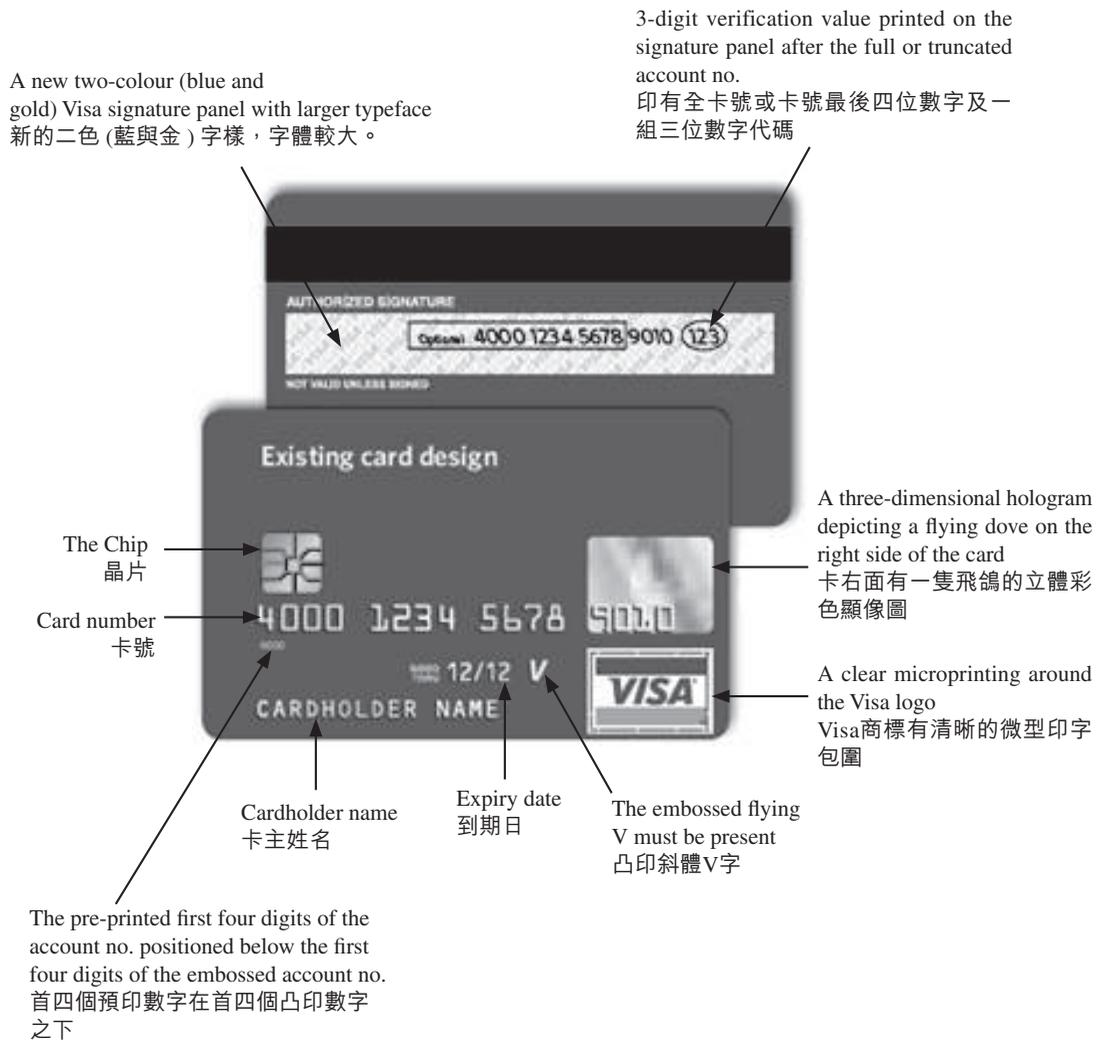# Card Acceptance Guide (Acquiring guidance)

VISA CARD
Card Face Design 1 - Security Features
卡設計 (1) 的防偽特徵

3-digit verification value printed on the signature panel after the full or truncated account no.
印有全卡號或卡號最後四位數字及一組三位數字代碼

A new two-colour (blue and gold) Visa signature panel with larger typeface
新的二色 (藍與金) 字樣，字體較大。

AUTHORIZED SIGNATURE

Optional 4000 1234 5678 9010 (123)

NOT VALID UNLESS SIGNED

Existing card design

The Chip
晶片

Card number
卡號

4000 1234 5678 9010

9000

12/12 V

CARDHOLDER NAME

VISA

A three-dimensional hologram depicting a flying dove on the right side of the card
卡右面有一隻飛鴿的立體彩色顯像圖

A clear microprinting around the Visa logo
Visa商標有清晰的微型印字包圍

Cardholder name
卡主姓名

Expiry date
到期日

The embossed flying V must be present
凸印斜體V字

The pre-printed first four digits of the account no. positioned below the first four digits of the embossed account no.
首四個預印數字在首四個凸印數字之下

VISA CARD
Card Face Design 2 - Security Features
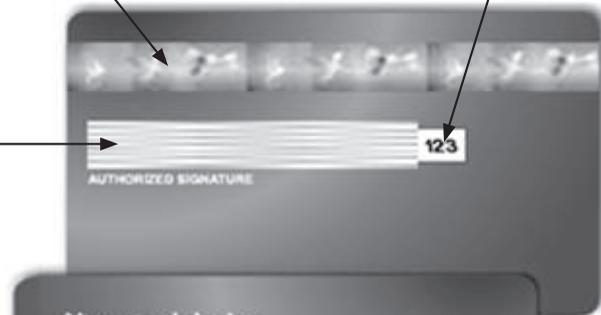## 卡設計 (2) 的防偽特徵

Redesigned Dove hologram and security features integrated with magnetic stripe
重新設計的保安磁帶連飛鴿立體彩色顯像圖

3-digit verification value moves off signature panel
一組三位數字的代碼移至簽名欄外

Updated tamper evident signature panel design
全新的保安簽名欄

The Chip
晶片

The pre-printed first four digits of the account no. positioned below the first four digits of the embossed account no.
首四個預印數字在首四個凸印數字之下

Card number
卡號

Redesigned Visa logo
重新設計的Visa商標

Cardholder name
卡主姓名

Expiry date
到期日

MASTERCARD CARD
Card Face Design 1 - Security Features
卡設計 (1) 的防偽特徵

The Chip
晶片

Card number
卡號

A three-dimensional hologram on the right side of the card
卡右面有立體彩色顯像圖

5411 8001 0000 0005
00/00 12/09
VIC | P LEE

The pre-printed first four digits of the account no. positioned below the first four digits of the embossed account no.
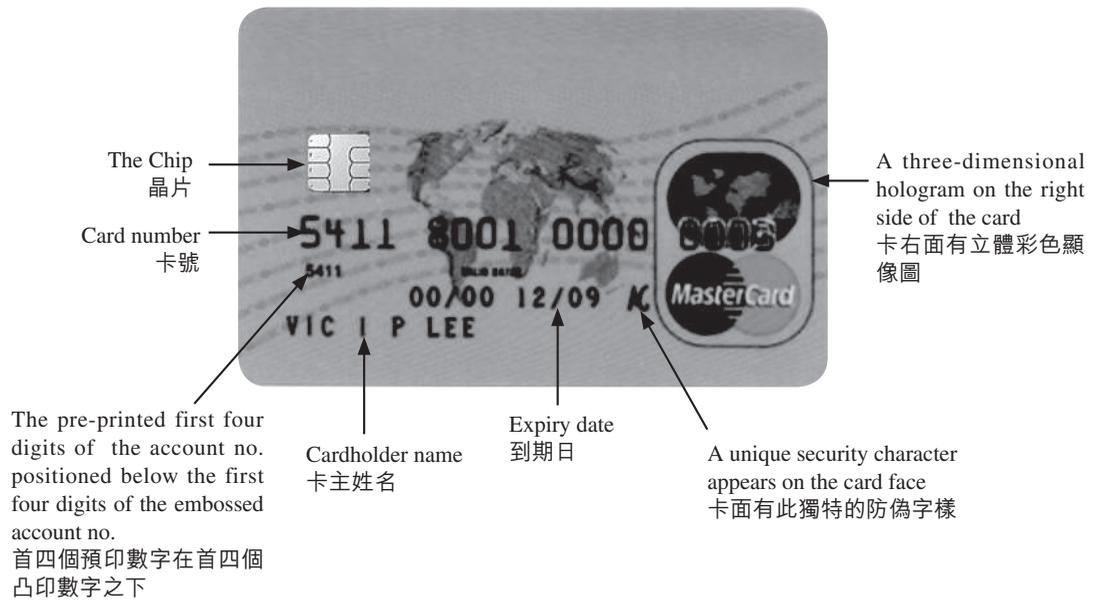首四個預印數字在首四個凸印數字之下

Cardholder name
卡主姓名

Expiry date
到期日

A unique security character appears on the card face
卡面有此獨特的防偽字樣

Back Side of Card 信用卡背面

Customer Service 客戶服務 (852) 2748 4848

SAMPLE 000 123

The word "MasterCard" is presented in multi-colour on a signature panel
不同顏色的 "MasterCard"字樣印在簽名欄上

3-digit validation code shown on the signature panel
印有一組三位數字的代碼在簽名欄上

MASTERCARD CARD
Card Face Design 2 - Security Features
卡設計 (2) 的防偽特徵

The Chip
晶片

Card number
卡號

The pre-printed first four digits of the account no. positioned below the first four digits of the embossed account no.
首四個預印數字在首四個凸印數字之下

Expiry date
到期日

Cardholder name
卡主姓名

Back Side of Card 信用卡背面

The word "MasterCard" is presented in multi-colour on a signature panel
不同顏色的"MasterCard"字樣印在簽名欄上

A three-dimensional hologram on the back side of the card
卡背面有立體彩色顯像圖

3-digit validation code shown on the signature panel
印有一組三位數字的代碼在簽名欄上

Chip Card Processing 晶片卡處理程序

Key points to be noted while doing chip transactions 以晶片卡交易時要注意的重點

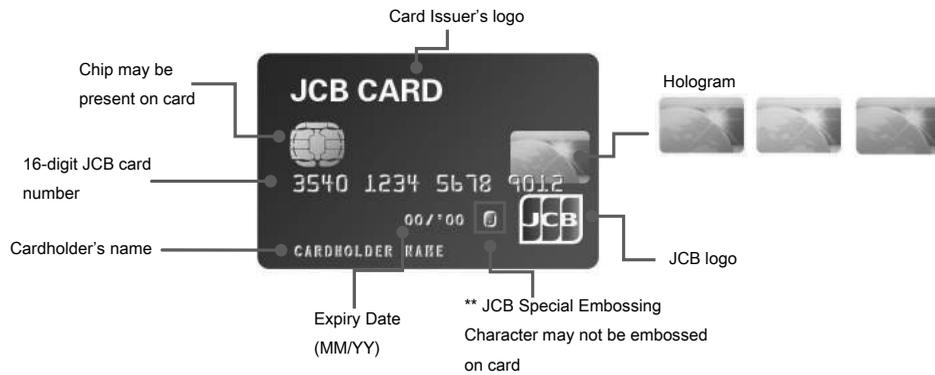- Look for the presence of chip on the card 先檢查信用卡是否有晶片

Lookout for the chip on the card 晶片信用卡外貌

- If it is a chip card, insert chip card in the direction shown by the terminal – do not swipe
  若是晶片卡，可按照圖示的方向將晶片卡插入終端機 - 切勿刷卡

- Chip card must be fully inserted in the reader until the transaction is completed
  晶片卡必須完全插入在讀卡器內直至交易完成

- Chip card must remain inserted on the reader until the transaction in complete
  晶片卡必須保留在讀卡器內直至交易完成為止

- If a chip card is accidentally swiped on a chip terminal:
  若果晶片卡不慎在晶片終端機上刷過

    - Terminal will automatically identify it as a chip card
      終端機會自動確認卡片為晶片卡

    - Terminal will force the cashier to insert chip instead of doing a swipe
      終端機會強制收銀員插入晶片卡，而不是把卡刷過終端機

- If terminal request PIN, ask cardholder to enter PIN
  若終端機要求個人密碼，可請持卡人輸入個人密碼

How to verify JCB Credit Card

JCB Card Features

Card Issuer's logo

Chip may be present on card

Hologram

16-digit JCB card number

Cardholder's name

JCB logo

Expiry Date (MM/YY)

** JCB Special Embossing Character may not be embossed on card

JCB CARD
3540 1234 5678 9012
00/'00
CARDHOLDER NAME

Traditional JCB card features

Traditional Magnetic Stripe

JCB Signature Panel

(AUTHORIZED SIGNATURE)

JCB CO., LTD. (Card Center)
7-5-14 Shimorenjaku, Mitaka-shi, Tokyo
181-8001, Japan TEL: 0422-76-1700
● If found, please return to the above issuer.

Cirrus

JCB CARD
3540 1234 5678 9012
00/'00
CARDHOLDER NAME

Holographic Magnetic Stripe JCB card features

(AUTHORIZED SIGNATURE)

JCB CO., LTD. (Card Center)
7-5-14 Shimorenjaku, Mitaka-shi, Tokyo
181-8001, Japan TEL: 0422-76-1700
● If found, please return to the above issuer.

Cirrus

Some cards may contain Holographic Magnetic Stripe
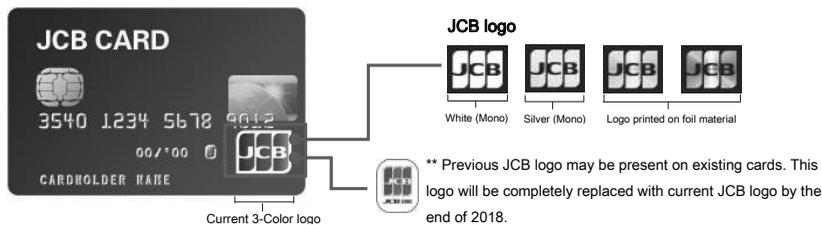
JCB CARD
3540 1234 5678 9012
00/'00
CARDHOLDER NAME

** No hologram will be present on card if card contains holographic magnetic stripe

Different JCB Logos

On JCB Credit Card

Except 3-color JCB logo, there are also monochrome JCB logos ("White" and "Silver"), logo printed on foil material will be printed on card face.

JCB CARD
3540 1234 5678 9012
00/'00
CARDHOLDER NAME

Current 3-Color logo

JCB logo

White (Mono)   Silver (Mono)   Logo printed on foil material

** Previous JCB logo may be present on existing cards. This logo will be completely replaced with current JCB logo by the end of 2018.

JCB provides the very best in service and support to our 28 million merchants and more than 86 million cardmembers around the world.

JCB is already one of the largest and most trusted credit card companies in Japan, and the fourth largest brand in the world. Why not add us to your business and watch it grow? Adding JCB to your business is like opening a window to another level of opportunity.