

Visa Inc. Class A Common Stock Sale Instruction Form

For Internal Use Only: Create as Ownership Change | Restricted | Issue # VSA3

NOTE: Fields containing an asterisk (*) are required. Instructions are provided on pages 4 & 5 for fields containing a number annotation. All required fields must be completed or your Stock Sale Instruction Form will not be considered.

Delivery of this form to EQ Shareowner Services must be followed with SWIFT message MT599 sent to SWIFT Bank Identifier Code (SWIFT BIC) EQFIGB33 as instructed below.

*Reference number ⁽¹⁾ _____

Please create and enter a unique 8-12 character, alphanumeric reference number. You must provide your unique reference number in field 20 of your SWIFT message MT599.

*Account Number (10 Digits) ⁽²⁾

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*Account Registration ⁽³⁾ _____

*Account Address ⁽⁴⁾ _____

Upon receipt of this form and SWIFT message MT599, your Visa Inc. Class C shares will be converted to Visa Inc. Class A Common Stock at the Applicable Conversion Rate for Visa Inc. Class C Common Stock pursuant to Section 4.10 of the Sixth Amended and Restated Certificate of Incorporation of Visa Inc. Once converted, your Visa Inc. Class A Common Stock shares will be sold in accordance with the Sales Plan Terms defined below. The Class C Common Stock to Class A Common Stock conversion rate following the March 18, 2015 Class A stock split distribution date will be four shares of Class A Common Stock for each one share of Class C Common Stock. The current Applicable Conversion Rate may be found at investor.visa.com.

Prior to placing a request to sell your shares you should validate the number of shares eligible for conversion and sale by reviewing your account on Shareowner Online at <http://www.shareowneronline.com>.

In accordance with the Sale Plan Terms defined below please convert* _____⁽⁵⁾ shares of Visa Inc. Class C Common Stock and sell* _____⁽⁶⁾ shares of Visa Inc. Class A Common Stock held in the above referenced account.

Please note that you must authenticate the instruction provided on this form via a SWIFT message MT599. Your SWIFT message MT599 must include the following information:

- Field 20 (Transaction Reference Number): Please insert the unique reference number you created at the top of this form.
- Field 21 (Related Reference): Please insert "Restricted Stock"
- Field 79 (Narrative): Please insert the following information:
 Attn: EQ Shareowner Services
 Please accept this SWIFT message as an authentication of our letter sent to you via [DELIVERY METHOD] on [DATE OF DELIVERY], providing you instructions to sell Visa Inc. Class A shares and send the payment to us.

EQ Shareowner Services will take action in accordance with your instructions only after both the SWIFT message MT599 and this form have been received by us. ⁽⁷⁾

Please send the SWIFT message MT599 to Equiniti Financial Services Limited's SWIFT Bank Identifier Code (SWIFT BIC), EQFIGB33.

If your SWIFT message MT599 is not received within 5 U.S. business days, then both your completed form and SWIFT message MT599 must be resubmitted before EQ Shareowner Services will act on your request.

Payment Method (Please complete only one payment delivery option)

Please sell these shares and deliver the resulting proceeds in U.S. Dollars less applicable fees and brokerage commission as follows:

Wire Transfer Instructions

Please note in order for your funds to be delivered via wire the For Credit to Beneficiary Bank Account Name must match the legal name of your financial institution as it is reflected on the Visa Inc. stock register.

We recommend you confirm your wire transfer delivery instructions with the receiving institution before entering your wire transfer instructions.

To a U.S. Banking Institution

If the final destination of your funds is a U.S. banking institution please complete the following information ⁽⁸⁾:

*U.S. Beneficiary Bank Name:

*U.S. Beneficiary Bank ABA Number
(9 Numeric Characters)

*For Credit to Beneficiary Account Number at U.S. Bank

*For Credit to Beneficiary Account Name at U.S. Bank

Additional Instructions for Beneficiary:

To a Banking Institution Outside of the U.S.

If the final destination of your funds is a banking institution outside of the U.S. please complete the following information ⁽⁹⁾:

*Beneficiary Bank Name

*Beneficiary Bank SWIFT Bank Identifier Code (SWIFT BIC)
(8 or 11 Alphanumeric Characters)

*Beneficiary Bank City

*Beneficiary Bank Country

International Routing Code (IRC)
(Not Required if Using an IBAN)

*For Credit to Beneficiary Bank Account Number or International
Bank Account Number (IBAN), Mexican CLABE # at Bank

*For Credit to Beneficiary Bank Account Name

Additional Instructions for Beneficiary:

Courier Instructions

Delivery instructions for a U.S. dollar denominated check ⁽¹⁰⁾ to be shipped via overnight courier service.

Attention: _____

Address: _____

Sales Plan Terms

EQ Shareowner Services (the "Agent") will aggregate all shares for which requests to sell were received from participants and then will place the trade through an Agent affiliated registered broker/dealer and member of NASD/SIPC, of such shares in the open market. Depending on the number of shares being sold daily and current trading volume in the shares, sales may be executed in multiple transactions and may be traded on more than one day. The fee (including brokerage fees and commissions) in connection with the sale of shares is \$75.00 per sale transaction plus \$0.08 per share sold. The selling price will not be known until the sale is completed.

The price per share sold will be the average weighted price for all shares sold for the plan on the trade date or dates less applicable brokerage fees.

Participants should be aware that the share price may fluctuate between the time your sale request is received by the Agent and the time sale is made on the open market. The price risk will be borne solely by you. The Agent may, at its own discretion, accept written requests to revoke instructions.

Market sales are posted to your account as of settlement date. The settlement date is the date the administrator delivers the shares to the broker. Settlement date is three business day after the sale trade date. Your shares will be sold as soon as practicable following the receipt of your request and confirmation through the SWIFT message MT599.

The net amount of your proceeds reflects brokerage commission of \$0.08 USD per share, service charges \$75.00 USD per transaction and any applicable taxes withheld.

Invalid Bank Wire or Courier delivery instructions will result in a U.S. Dollar denominated check for your proceeds, less any applicable wire transfer fees, being delivered to the address of record for this account.

Authorization

In connection with this sale, the undersigned warrants and represents that (i) he/she is a duly appointed and qualified officer of the Shareholder Account identified herein, (ii) as such an officer, he/she is authorized to sell, assign, transfer and/or deliver any and all stocks, bonds or other securities now or hereafter registered in the name of the Shareholder Account, and (iii) he/she commits to sell Visa Inc. Class A common stock shares on the open market. If these shares are not sold within 5 business days from the date of conversion in connection with a proposed sale, the shares shall be re-converted into shares of the applicable restricted stock.

Please contact EQ Shareowner Services for more information.

*Name of Financial Institution ⁽¹¹⁾

*Date ⁽¹²⁾

*Authorized Signature ⁽¹³⁾

*Print Name

*Title

*Email Address

*Phone Number

Second Signature (if required by your institution)

Authorized Signature ⁽¹⁴⁾

Print Name

Title

Deliver this completed form to EQ Shareowner Services ⁽¹⁵⁾

Via Mail:

EQ Shareowner Services
PO Box 64874
Saint Paul MN 55164
U.S.A.

Via Courier:

EQ Shareowner Services
1110 Centre Pointe Curve, Suite 101
Mendota Heights MN 55120
U.S.A.

Via Email:

visa@equiniti.com

Via Fax:

+1-651-450-4133

If you have questions, or require assistance completing this form please contact EQ Shareowner Services toll free at 1-866-456-9417 or from outside the U.S. at +1-651-306-4433 or via email at visa@equiniti.com. Our Representatives are available to assist you Monday through Friday from 7:00 am to 7:00 pm Central Time.

Neither Visa Inc., EQ Shareowner Services, nor any of their affiliates provide investment advice with respect to purchasing or selling investments through the facilities offered by EQ Shareowner Services. Any investment decision must be made by the individual plan participant guided by his or her own research and judgment. The information contained herein is for informational purposes only and does not constitute advice, a solicitation, or an offer to buy or sell investment securities.

Neither EQ Shareowner Services nor any of its affiliates guarantee the accuracy or completeness of the information contained herein and make no express or implied warranties including any warranty or merchantability or fitness for a particular use. Neither EQ Shareowner Services nor any of its affiliates is liable for inaccuracies or omissions in the information contained herein or for actions taken in reliance on that information.

Investment Products

Not FDIC Insured

No Bank Guarantee

May Lose Value

Instructions for Completion

Please follow these instructions which correspond to the numbers in the document when completing the sale instructions:

1. Please create and insert a unique 8-12 character, alphanumeric reference number and reference the same number in line 20 of your SWIFT message MT599.
2. Please insert your financial institution's EQ Shareowner Services account number. The account number can be found on the Conversion Notice, Redemption Notice or Book Entry Account Statement.
3. Please insert the legal name of your financial institution as it is reflected on the Visa Inc. stock register.
4. Please insert the address of your financial institution as it is reflected on the Visa Inc. stock register.
5. Please insert the number of Class C Common Stock shares you wish to convert to Class A Common Stock.
6. Please insert the number of Class A Common Stock shares you wish to sell in connection with the Sales Plan Terms. Please note the Class C Common Stock to Class A Common Stock conversion rate is four shares of Class A Common Stock for each one share of Class C Common Stock.
7. Please deliver a SWIFT message MT599 to Equiniti Financial Services Limited's, SWIFT Bank Identifier Code (SWIFT BIC) EQFIGB33. The message must include the following details:
 - Field 20 (Transaction Reference Number): Please insert the unique reference number you provided at the top of the Visa Inc. Class A Common Stock Sale Instruction Form.
 - Field 21 (Related Reference): Please insert "Restricted Stock"
 - Field 79 (Narrative): Please insert the following information:
Attn: EQ Shareowner Services.
Please accept this SWIFT message as an authentication of our letter sent to you via [DELIVERY METHOD] on [DATE OF DELIVERY], providing you instructions to sell Visa Inc. Class A shares and send the payment to us.

Since each financial institution maintains its own policies and procedures concerning receipt and delivery of SWIFT messages, please contact the SWIFT administrator for your financial institution should you require assistance initiating a SWIFT message.

You must complete only one of the payment delivery options as outlined below (8, 9, or 10).

8. If you wish to receive your sales proceeds via wire transfer to a U.S. banking institution please insert your wire transfer delivery instructions. In order to wire your proceeds, at a minimum all fields marked as required must be completed. We recommend you confirm your wire transfer delivery instructions with the receiving institution before entering your wire transfer instructions. Please note in order for your funds to be delivered via wire the For Credit to Beneficiary Bank Account Name must match the legal name of your financial institution as it is reflected on the Visa Inc. stock register.
9. If you wish to receive your sales proceeds via wire transfer to banking institution outside the U.S. please insert your wire transfer delivery instructions. In order to wire your proceeds, at a minimum all fields marked as required must be completed. We recommend you confirm your wire transfer delivery instructions with the receiving institution before entering your wire transfer instructions. Please note in order for your funds to be delivered via wire the For Credit to Beneficiary Bank Account Name must match the legal name of your financial institution as it is reflected on the Visa Inc. stock register.
10. If you wish to receive your sales proceeds in a U.S. Dollar denominated check sent via overnight courier, please insert the name of an individual to whom the check should be directed. Please insert the overnight delivery address. Please note sales proceed checks will only be made payable in the legal name of your financial institution as it is reflected on the Visa Inc. stock register.
11. When executing the Visa Inc. Class A Common Stock Sale Instruction Form, where indicated under "Authorization" please insert the legal name of your financial institution.
12. Please insert the date the instructions were executed.
13. Please have the Visa Inc. Class A Common Stock Sale Instruction Form signed by a person with the authority to sell, assign, transfer and/or deliver any and all stocks, bonds or other securities registered in the name of your financial institution. Please print, in the spaces provided the name, title, email address, and phone number of the person who signs the document. If the form is not executed by the Authorized Individual identified on EQ Shareowner Services records, please provide supporting documentation which confirms the individual(s) authority to sell, assign, transfer and/or deliver securities on behalf of your institution.
14. If required by your financial institution's operating procedures, please have the Visa Inc. Class A Common Stock Sale Instruction Form signed by a second person with the authority to sell, assign, transfer and or deliver any and all stocks, bonds, or other securities registered in the name of your financial institution.
15. Please deliver the completed form to EQ Shareowner Services, using the delivery instructions identified on the form.