



Visa Inc. Class C Common Stock Conversion Form

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

NOTE: Fields containing an asterisk (*) are required. Instructions are provided on pages 3 for fields containing a number annotation. All required fields must be completed or your Stock Conversion Form will not be considered.

*Account Number (10 Digits) ⁽¹⁾

*Account Registration ⁽²⁾ _____

*Account Address ⁽³⁾ _____

Upon receipt of this form, 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 broker may request delivery of your Visa Inc. Class A Common Stock shares via the DTCC DRS Profile System. 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.

Share Conversion Instructions

Prior to placing a request to convert 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>.

Please convert * _____ ⁽⁴⁾ shares of Visa Inc. Class C Common Stock to shares Visa Inc. Class A Common Stock held in the above referenced account. **The undersigned hereby confirms the number of Class A Common Stock shares credited to the above referenced account will be four times the Class C Common Stock shares requested for conversion on this form.**

Please confirm contact information with your Broker before entering the details below.

EQ Shareowner Services will convert your Visa Inc. Class C shares to Visa Inc. Class A shares. Upon completion of the conversion, a statement will be mailed to your address of record or sent via e-delivery, if you have elected that statement delivery option via Shareowner Online. Additionally, you may contact EQ Shareowner Services to confirm the status of your conversion. Once the conversion is completed, your broker may pull the Visa Inc. Class A shares into your brokerage account using the DTCC DRS Profile System. EQ will not be responsible for any market value loss or other claims relating to your broker's failed delivery. If your broker is unable to complete delivery of your Visa Inc. Class A shares, then your shares will be converted to Visa Inc. Class C at a rate of 4 for 1 pursuant to Section 4.11 of the Sixth Amended and Restated Certificate of Incorporation of Visa Inc. You will be required to resubmit this completed form in order for your request to be reconsidered.

*Brokerage Firm Name ⁽⁵⁾

*Broker Phone Number ⁽⁹⁾

*Brokers DTCC Participant number ⁽⁶⁾

*Broker Fax Number ⁽¹⁰⁾

*Broker Contact Name ⁽⁷⁾

*Broker Email Address ⁽⁸⁾

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.

*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.

For use with book-entry shares only:

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 conversion instructions regarding the transfer of your shares of Visa Inc. Class A common stock to your broker.

1. 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.
2. Please insert the legal name of your financial institution as it is reflected on the Visa Inc. stock register.
3. Please insert the address of your financial institution as it is reflected on the Visa Inc. stock register.
4. Please insert the number of Visa Inc. Class C shares you would like to have converted to Visa Inc. Class A shares. Please confirm the number of Visa Inc. Class C shares entered does not exceed the shares which are presently held in your account at EQ Shareowner Services.
5. Please insert the name of the brokerage firm that will be requesting delivery of your Visa Inc. Class A Common Stock.
6. Please insert the Depository Trust & Clearing Corporation ("DTCC") Participant Number for the broker that will be requesting delivery of your Visa Inc. Class A Common Stock shares.
7. Please insert the name of a contact at the brokerage firm that will be requesting delivery of your Visa Inc. Class A Common Stock.
8. Please insert an email address for the broker that will be requesting delivery or to whom you would like your Visa Inc. Class A Common Stock shares delivered.
9. Please insert a phone number to contact the broker that will be requesting delivery of your Visa Inc. Class A Common Stock.
10. Please insert a fax number for the broker that will be requesting delivery or to whom you would like your Visa Inc. Class A Common Stock shares delivered.
11. When executing the Visa Inc. Class C Common Stock Conversion 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 C Common Stock Conversion 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.
14. If required by your financial institution's operating procedures, please have the Visa Inc. Class C Common Stock Conversion 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. If the form is not executed by the Authorized Individual identified on EQ Shareowner Services records, please provide original supporting documentation which confirms the individual(s) authority to sell, assign, transfer and/or deliver securities on behalf of your institution.
15. Please deliver the completed form to EQ Shareowner Services, using the delivery instructions identified on the form.