

# V Visa Inc.



ROIC (Current): 27.70%



WACC: 8.50%



Net Profit Margin: 50%

## MOAT ANALYSIS & COMPETITIVE STRENGTHS

### NETWORK EFFECT (Payment Processing)






The value of Visa's network increases as more merchants accept it and more consumers use its cards, creating a strong virtuous cycle.

### INTANGIBLE ASSETS (Brand & Trust)



Strong brand recognition for security, reliability, and global acceptance, fostering high consumer trust and loyalty.

## ADDITIONAL KEY INSIGHTS

-  **Global Duopoly:** Dominant player alongside Mastercard in payment processing, benefiting from high entry barriers and scale.
-  **Digital Payments Growth:** Capitalizing on the shift from cash to digital payments, including contactless and e-commerce transactions.
-  **Fintech Partnerships & Innovation:** Partnering with fintech companies to expand reach and offer new payment solutions like crypto and B2B.