



2024 ANNUAL MEETING OF STOCKHOLDERS
January 23, 2024, 8:30 a.m. Pacific Time

RULES OF CONDUCT

Welcome to Visa's 2024 Annual Meeting of Stockholders. In order to provide a fair and informative meeting, your cooperation in observing the following general procedures and specified time limits will be greatly appreciated.

1. **Business of the Meeting.** The formal portion of the meeting will be conducted by Al Kelly, our Executive Chairman, who will preside and make determinations with respect to the conduct of the meeting. Subject to the discretion of the Executive Chairman, the business of the meeting will be taken up as set forth in the agenda.
2. **Voting.** Only stockholders as of the close of business on the record date, November 24, 2023, may vote at the meeting. Stockholders need not vote at the meeting if you already submitted your proxy. However, if you wish to change your vote, or if you have not voted, you may vote online during the meeting until the polls close.
3. **Question and Answer Period.** In order to give as many stockholders as possible the opportunity to ask questions, we ask that you please limit yourself to two questions.
 - Stockholders may submit a question in advance of the meeting at www.proxyvote.com after logging in with the 16-digit control number ("Control Number"). The Control Number is found next to the label for postal mail recipients or within the email you received with your Proxy Statement materials.
 - Live questions may be submitted online beginning shortly before the start of the meeting through virtualshareholdermeeting.com/V2024. Once you are on the website, type your question into the "Ask a Question" field, and click "Submit."
 - A document will be posted on the Annual Meeting page of our Investor Relations website at investor.visa.com after the meeting that summarizes and answers the questions received that are pertinent to the meeting. Multiple questions that address the same topic or are otherwise related may be grouped, summarized and answered together. The questions and answers will be available as soon as practicable after the meeting.

Stockholders' views, constructive comments and criticisms are welcome, but the purpose of the meeting will be observed, and we reserve the right to edit or reject questions that are inappropriate. The Chief Executive Officer will not address comments or questions that are, among other things, in furtherance of the speaker's personal or other interests not related to the business of the meeting, disorderly, profane or include derogatory

references that are not in good taste, or repetitious of questions already asked by other speakers.

4. *Stockholder Proposals.* During the presentation of stockholder proposals, the proponent will have three minutes to present the proposal. The proponent should restrict his or her comments to the stockholder proposal being presented.
5. *No Recording.* Recording today's annual meeting is prohibited. Visa will record the meeting and a replay of the meeting will be available on our website.
6. *Inappropriate Conduct.* The purpose of this meeting is to permit stockholders to ask questions and learn more about Visa. Therefore, conduct that disrupts the meeting to the extent that it cannot be continued within the bounds of proper decorum, or comments that are derogatory to individuals or otherwise in bad taste, will not be permitted and may be the basis for removal from the meeting.
7. *Technical Difficulties.* In the event of a technical malfunction or other significant problem that prevents the Chief Executive Officer from communicating with stockholders on the meeting website within 60 minutes of the scheduled start time for the meeting, the Chief Executive Officer has determined that the meeting will be adjourned and will reconvene at the same virtual location on January 24, 2024 at 8:30 a.m. Pacific Time, unless stated otherwise. In the event of a technical malfunction or other significant problem that prevents the Chief Executive Officer from concluding the meeting after it was already in progress, the Company will continue to attempt to reconvene the meeting for 60 minutes following the scheduled start time for the meeting. If that attempt fails, and the meeting cannot be convened by that time, the polls shall remain open until 12:00 p.m. Pacific Time, today, at which point the polls shall be declared closed and the meeting adjourned. In this situation if you were not able to vote during the meeting, please contact Investor Relations at InvestorRelations@visa.com for a ballot. All ballots must be returned by, and the polls will close at 12:00 p.m., Pacific Time, today.

Thank you for your cooperation. We hope you enjoy the meeting.

If you have difficulty accessing the Annual Meeting, please call 1-877-346-6110 (toll free) or 1-314-696-0511 (international). Technicians will be available to assist you.