



Accelerating Global Stablecoins Innovation

Guiding banks, fintechs, merchants, and businesses in navigating the future of stablecoins to unlock growth opportunities.



\$250B⁺

Global stablecoin market cap¹



\$3.5B

Visa annualized stablecoin settlement run rate²



130⁺

stablecoin-linked card issuing programs²



40⁺

countries²



Having a comprehensive stablecoins strategy is critical in today's digital landscape. Clients come to Visa and VCA for guidance because they trust our ability to navigate change, both within payments and beyond. We are proud to help our clients stay agile and competitive as this space evolves at an unprecedented pace.

— Carl Rutstein, Global Head of VCA



What We Do

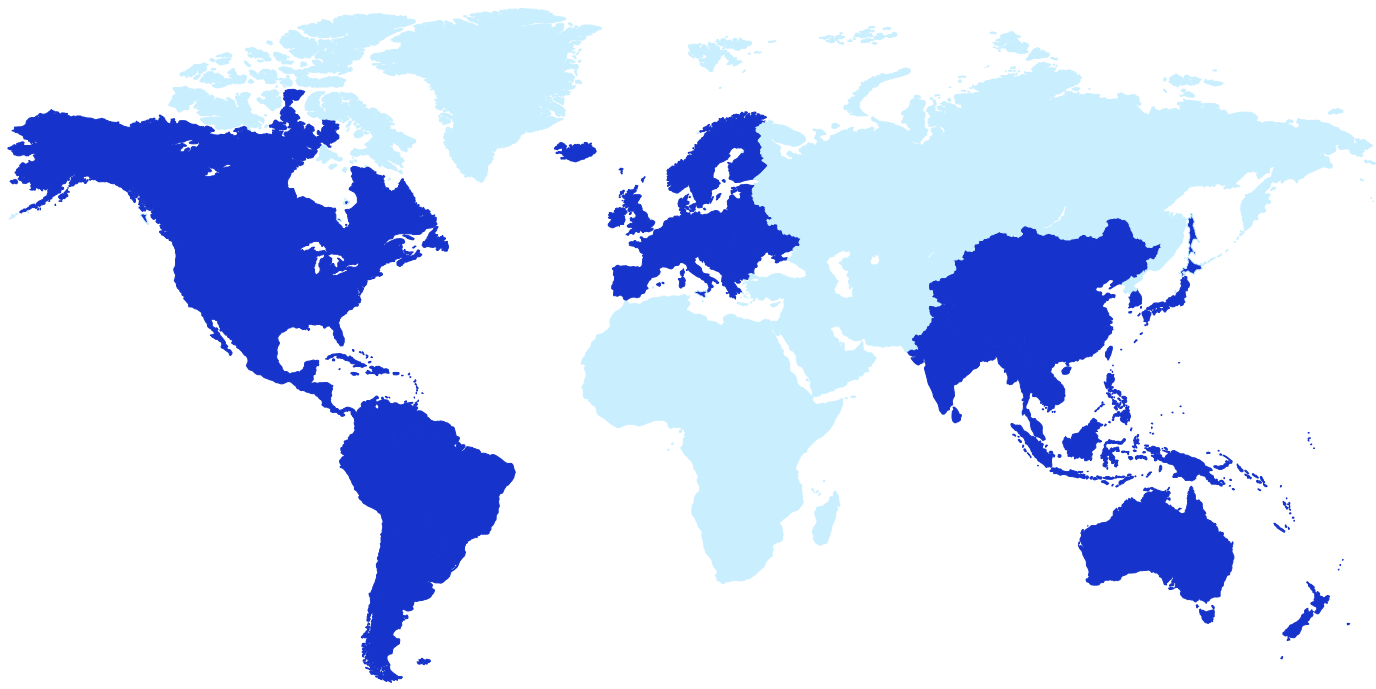
The Stablecoins Advisory Practice

A new global VCA service helping clients develop strategy, assess market fit, and deploy stablecoin capabilities.

Service Pillars



Global Engagement Snapshot



Types of stablecoin engagements across the globe

- Market Research
- Value Proposition Design
- Stablecoin Strategy (use case identification & prioritization)
- Go to Market Planning
- Proof-of-Concept Support

Client Types

- Banks / Credit Unions
- Exchanges & Fintechs
- Merchants



Learn more how VCA can help businesses unlock growth opportunities with stablecoins at [Visa.com/VCA](https://www.visa.com/VCA)

1. Higginson, M., & Spanz, G. (2025, July 21). The stable door opens: How tokenized cash enables next-gen payments. McKinsey & Company.
2. Visa FY25 Q4 earnings

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