

Western Union

Khalid Fellahi, SVP & GM WU Digital

March 24, 2015



SAFE HARBOR

This presentation contains certain statements that are forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions that are difficult to predict. Actual outcomes and results may differ materially from those expressed in, or implied by, our forward-looking statements. Words such as "expects," "intends," "anticipates," "believes," "estimates," "guides," "provides guidance," "provides outlook" and other similar expressions or future or conditional verbs such as "may," "will," "should," "would," "could," and "might" are intended to identify such forward-looking statements. Readers of this press release by The Western Union Company (the "Company," "Western Union," "we," "our" or "us") should not rely solely on the forward-looking statements and should consider all uncertainties and risks discussed in the "Risk Factors" section and throughout the Annual Report on Form 10-K for the year ended December 31, 2014. The statements are only as of the date they are made, and the Company undertakes no obligation to update any forward-looking statement.

Possible events or factors that could cause results or performance to differ materially from those expressed in our forward-looking statements include the following: (i) events related to our business and industry, such as: changes in general economic conditions and economic conditions in the regions and industries in which we operate, including global economic and trade downturns, or significantly slower growth or declines in the money transfer, payment service, and other markets in which we operate, including downturns or declines related to interruptions in migration patterns, or non-performance by our banks, lenders, insurers, or other financial services providers; failure to compete effectively in the money transfer and payment service industry including among other things, with respect to price, with global and niche or corridor money transfer providers, banks and other money transfer and payment service providers, including card associations, card-based payment providers, electronic, mobile and Internet-based services, digital currencies and related protocols, and other innovations in technology and business models; deterioration in customer confidence in our business, or in money transfer and payment service providers generally; our ability to adopt new technology and develop and gain market acceptance of new and enhanced services in response to changing industry and consumer needs or trends; changes in, and failure to manage effectively, exposure to foreign exchange rates, including the impact of the regulation of foreign exchange spreads on money transfers and payment transactions; political conditions and related actions in the United States and abroad which may adversely affect our business and economic conditions as a whole including interruptions of United States or other government relations with countries in which we have or are implementing significant business relationships with agents or clients; any material breach of security, including cybersecurity, or safeguards of or interruptions in any of our systems or those of our vendors or other third parties; mergers, acquisitions and integration of acquired businesses and technologies into our Company, and the failure to realize anticipated financial benefits from these acquisitions, and events requiring us to write down our goodwill; failure to manage credit and fraud risks presented by our agents, clients and consumers; failure to maintain our agent network and business relationships under terms consistent with or more advantageous to us than those currently in place, including due to increased costs or loss of business as a result of increased compliance requirements or difficulty for us, our agents or their subagents in establishing or maintaining relationships with banks needed to conduct our services; decisions to change our business mix; adverse rating actions by credit rating agencies; cessation of or defects in various services provided to us by third-party vendors; our ability to realize the anticipated benefits from productivity and cost-savings and other related initiatives, which may include decisions to downsize or to transition operating activities from one location to another, and to minimize any disruptions in our workforce that may result from those initiatives; our ability to protect our brands and our other intellectual property rights and to defend ourselves against potential intellectual property infringement claims; changes in tax laws and unfavorable resolution of tax contingencies; our ability to attract and retain qualified key employees and to manage our workforce successfully; material changes in the market value or liquidity of securities that we hold; restrictions imposed by our debt obligations; (ii) events related to our regulatory and litigation environment, such as: liabilities or loss of business resulting from a failure by us, our agents or their subagents to comply with laws and regulations and regulatory or judicial interpretations thereof, including laws and regulations designed to detect and prevent money laundering, terrorist financing, fraud and other illicit activity; increased costs or loss of business due to regulatory initiatives and changes in laws, regulations and industry practices and standards, including changes in interpretations in the United States and globally, affecting us, our agents or their subagents, or the banks with which we or our agents maintain bank accounts needed to provide our services, including related to anti-money laundering regulations, anti-fraud measures, customer due diligence, or agent and subagent due diligence, registration, and monitoring requirements; liabilities or loss of business and unanticipated developments resulting from governmental investigations and consent agreements with or enforcement actions by regulators, including those associated with compliance with or failure to comply with the settlement agreement with the State of Arizona, as amended; the potential impact on our business from the Dodd-Frank Wall Street Reform and Consumer Protection Act (the "Dodd-Frank Act"), as well as regulations issued pursuant to it and the actions of the Consumer Financial Protection Bureau and similar legislation and regulations enacted by other governmental authorities related to consumer protection; liabilities resulting from litigation, including class-action lawsuits and similar matters, including costs, expenses, settlements and judgments; failure to comply with regulations and changes in expectations regarding consumer privacy and data use and security; effects of unclaimed property laws; failure to maintain sufficient amounts or types of regulatory capital or other restrictions on the use of our working capital to meet the changing requirements of our regulators worldwide; changes in accounting standards, rules and interpretations or industry standards affecting our business; and (iii) other events, such as: adverse tax consequences from our spin-off from First Data Corporation; catastrophic events; and management's ability to identify and manage these and other risks.

Western Union Digital

- Western Union 2014 revenues \$5.6 billion
 - Consumer money transfer 80%
 - Consumer bill payments 11%
 - Business-to-business 7%
- Electronic channels 6% of revenues; 24% growth in 2014
- Electronic channels is comprised of WU Digital and Account Based Money Transfer (ABMT) through banks
 - WU Digital is comprised of wu.com (C2C and C2B) and mobile money transfer; approximately \$250 million in revenues in 2014

Western Union Network

- More than 200 countries and territories
- Over 500,000 retail locations
- More than 100,000 ATMS and Kiosks
- Nearly 90 active ABMT banks
- WU Digital transactional sites in 25 countries
- Mobile money transfer active with 17 partners
- Bank payout in over 50 countries

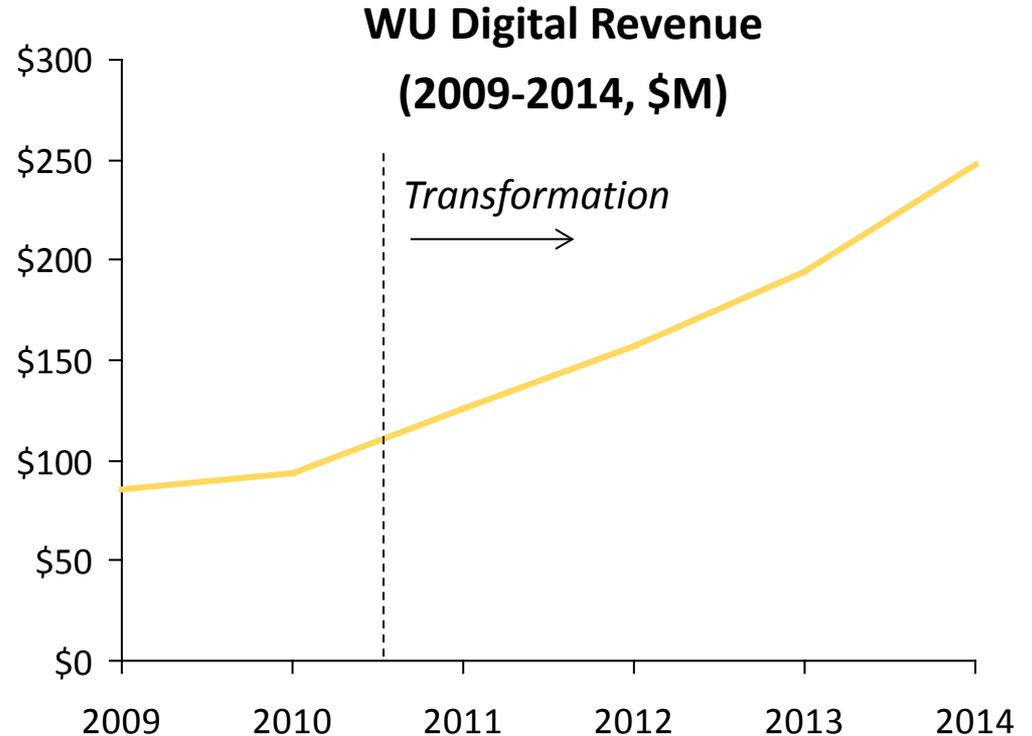


*WU seeks to **connect senders & receivers** through their channel of choice—connecting the **digital and physical worlds***

WU Digital – Growth

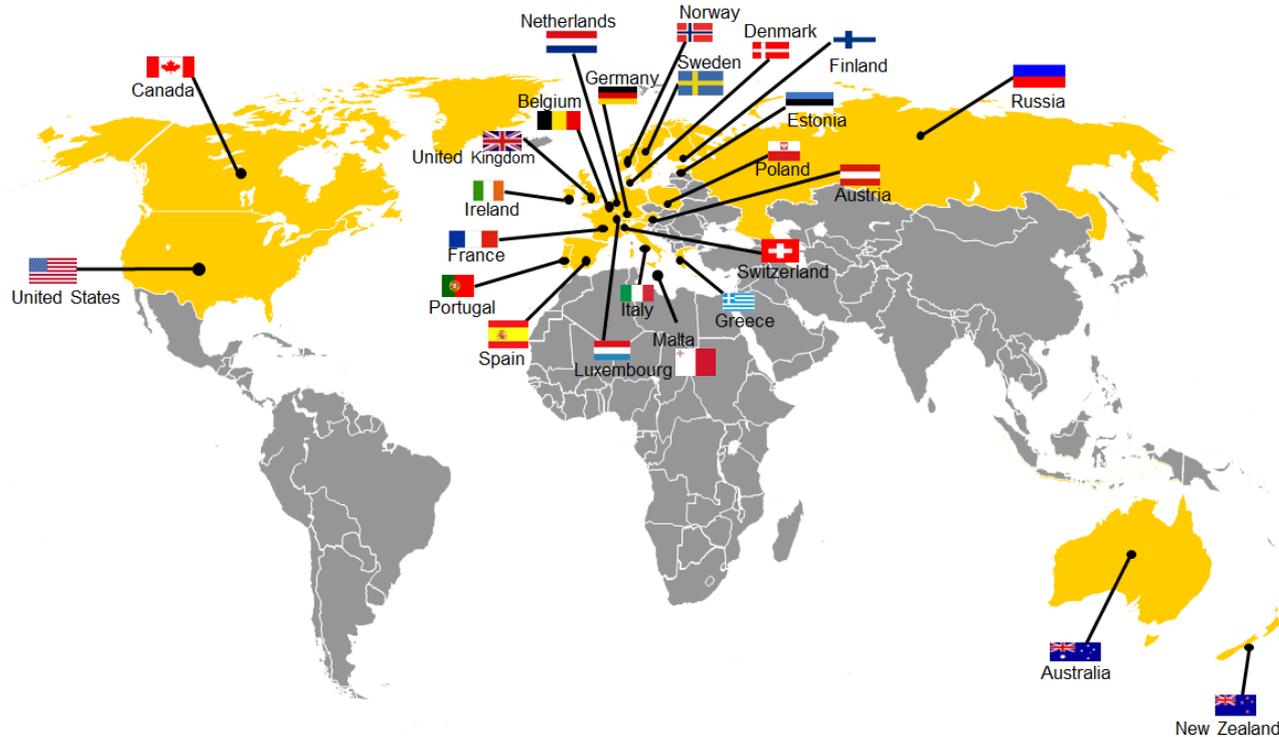
Transformation Started: 2011

- Established Base in SF
- New Platform
- New Go-to-Market
- Product and Market Expansions



WU Digital – Footprint

Digital Send from 25 Markets



WU Digital – Customer Profile

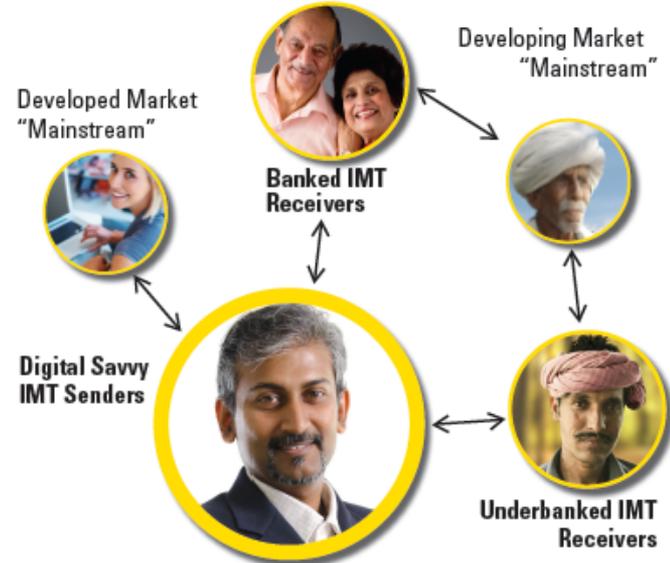
Profile vs Retail Senders

- More affluent
- More banked and higher income
- More tech savvy

Want Choices

- Card and Bank Pay In
- Cash and Bank Pay Out
- Mobile and Web experiences

TARGET WU DIGITAL CUSTOMER SEGMENTS



WU Digital – Pay In

CARDS



- Credit / Debit
Across all 25
Markets



- PIN Debit in US

BANK



ACH

- Standard service
- Instant funding
ramp



- Instant Bank options
- UK, Germany,
Austria, France,
Nordics, Spain,
Netherlands, others



moving money for better

WU Digital – Pay Out



CASH

- 200+ markets
- 500,000+ locations
- “Money in Minutes”



DIRECT TO BANK

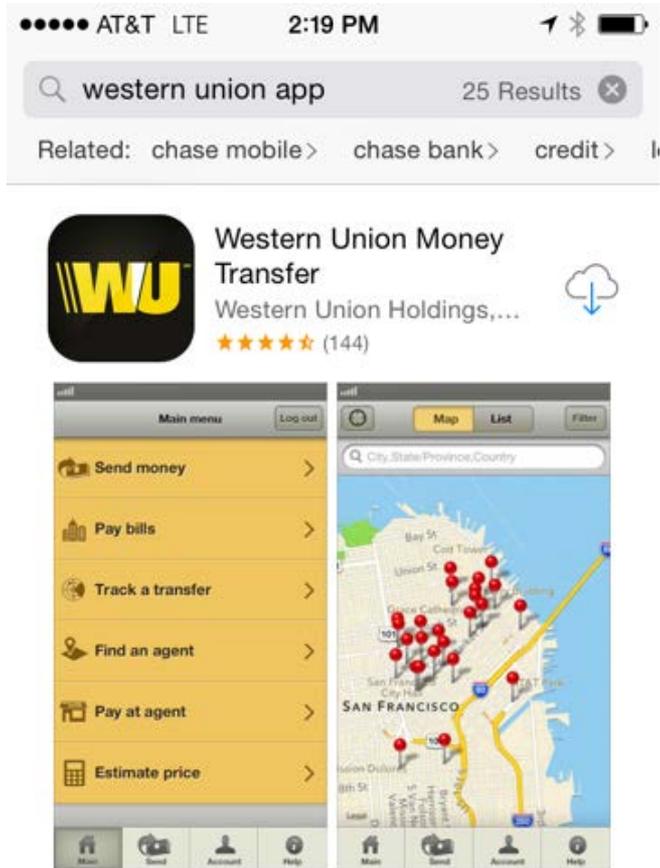
- 50+ markets and growing
- 2-3 days with faster service (“in Minutes”) in some top corridors



MOBILE WALLET

- 17 MNO partners and growing

WU Digital – Mobile Access for Sends



- Strong momentum on App
- Currently in US, Australia, UK
- 2015 focus on upgrades and additional markets

WU Digital - Summary

Summary

- Digital initiated sends fast growing category within consumer money transfer
- Many growth drivers
 - Customer Lifetime Value
 - Bank-In
 - Bank-Out
 - Mobile

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