

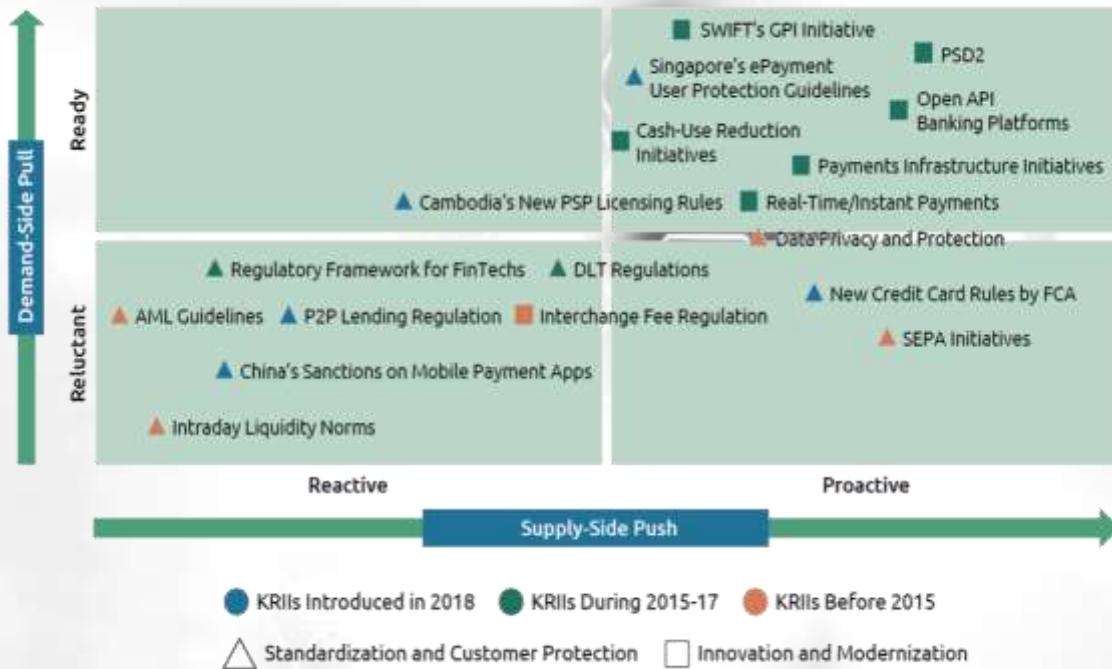
# Navigating in Uncharted Waters

Challenges and Opportunities in the  
payments space

Athens, June 13, 2019



# Most **regulations** in recent years aim at enhancing **consumer protection** and propelling the development of new and innovative services



# The new landscape in payments is affected by regulation ...



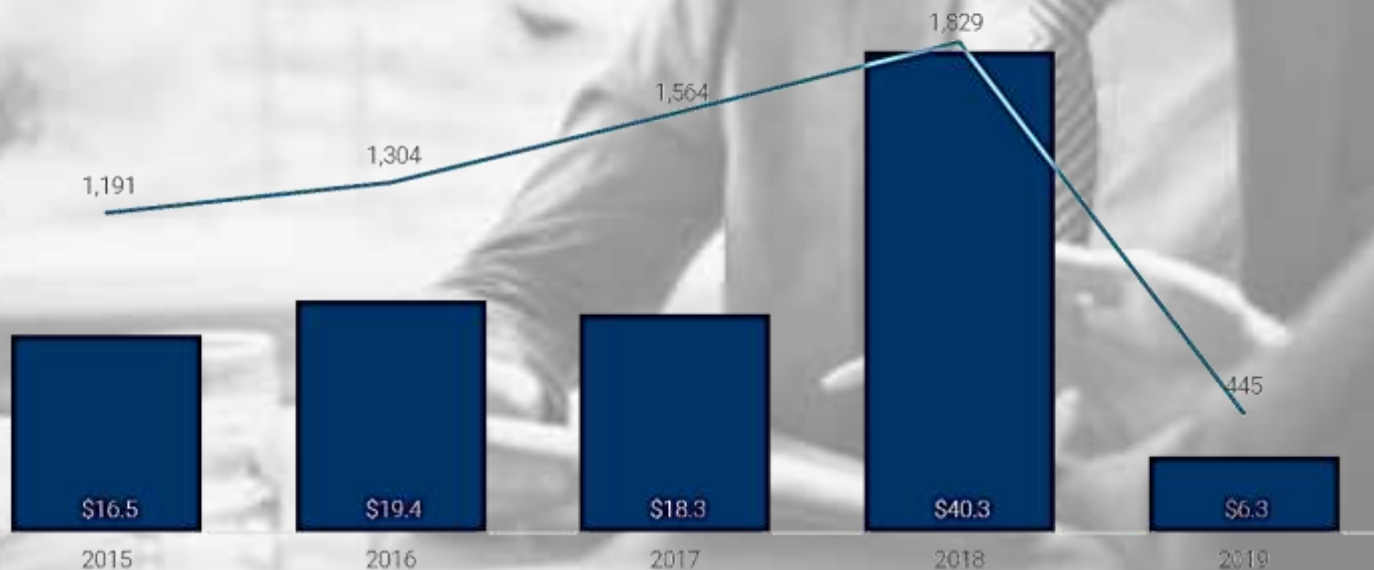
**Evolution** in technology has also been a strong driver

... but also from the large amounts of money invested in the **FinTech** industry ...

GLOBAL FINTECH DEALS AND DOLLARS START 2019 STRONG

## Global fintech funding hit \$6.3B in Q1'19

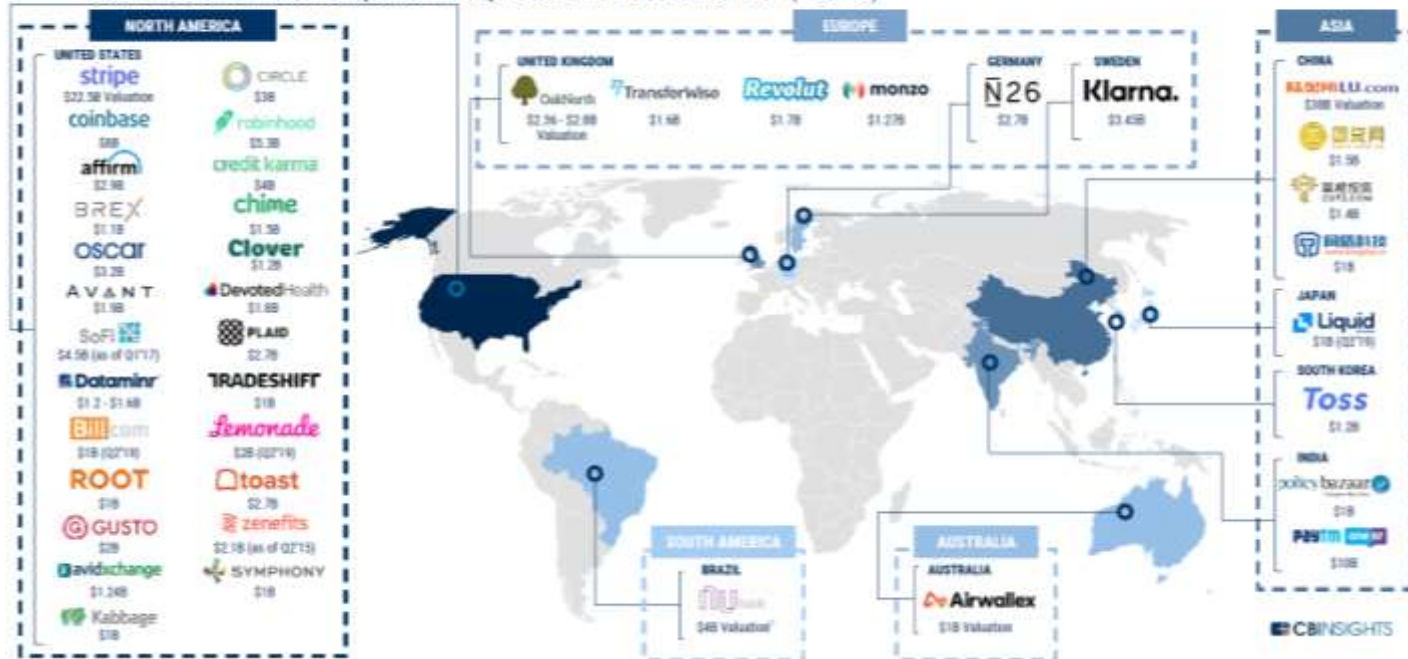
Annual global VC-backed fintech deals and financing, 2015 – Q1'19 (\$B)



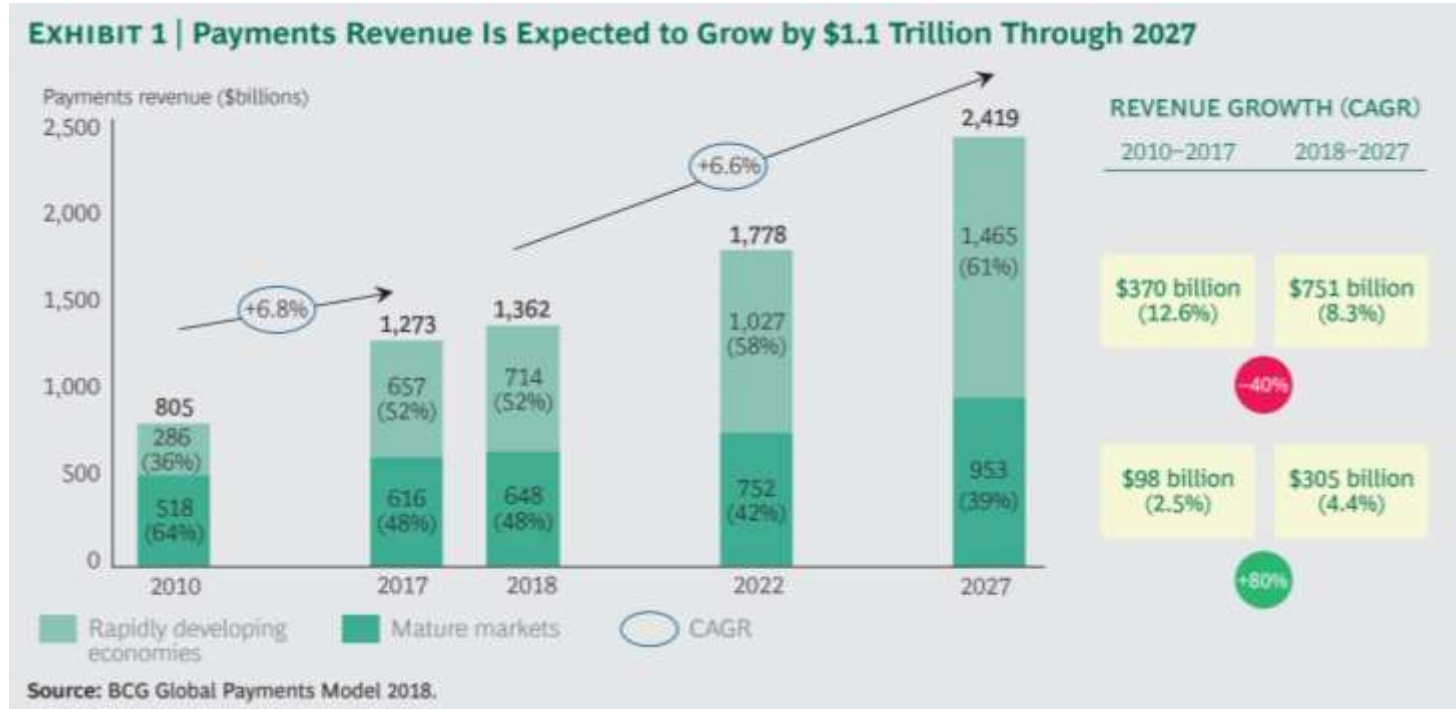
... leading to **remarkable** results up until now

## 41 fintech unicorns valued at \$154.1B

Global VC-backed fintech companies with a private market valuation of \$1B+ (4/25/19)



The payments area has been getting a lot of **attention** because it's a large and growing market



# What does it all mean?

01

Payments are becoming:  
faster  
cheaper  
easier

02

Banks are experiencing:  
shrinking margins  
enhanced competition  
higher client demands  
increased needs for investment  
but also  
increased transaction flows  
richer datasets

03

So clients will be getting  
better and faster service  
lower prices  
more options from more providers  
personalized offerings



# Payments are evolving in line with social and transactional **behaviors** of people ...

from paper



... to electronic

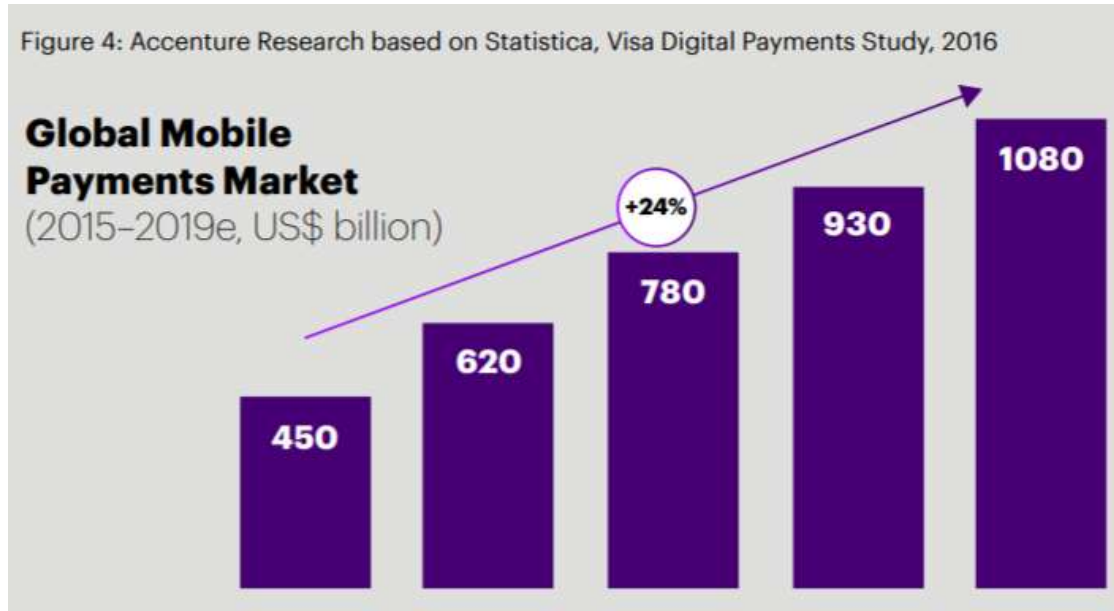


... to invisible





... causing a wide-spread adoption of the **mobile** payments



The global market has grown **24%** year-on-year since 2015

# Mobile payments are the future as we move towards a cashless world

Company	Active users	Latest figures from
WeChat	1 billion+	Tencent (Jan 2019)
Alipay	1 billion+	Alipay (Jan 2019)
Paypal	250 million	PayPal (Sep 2018)
Apple Pay	383 million	Loup Ventures; QZ (Feb 2019)
Amazon Pay	50 million	Evercore ISI, Investopedia (May 2018)
Samsung Pay	1 billion+	Statista (Aug 2017)
Google Pay	24 million	Statista (Aug 2017)

Table by MerchantSavvy.co.uk

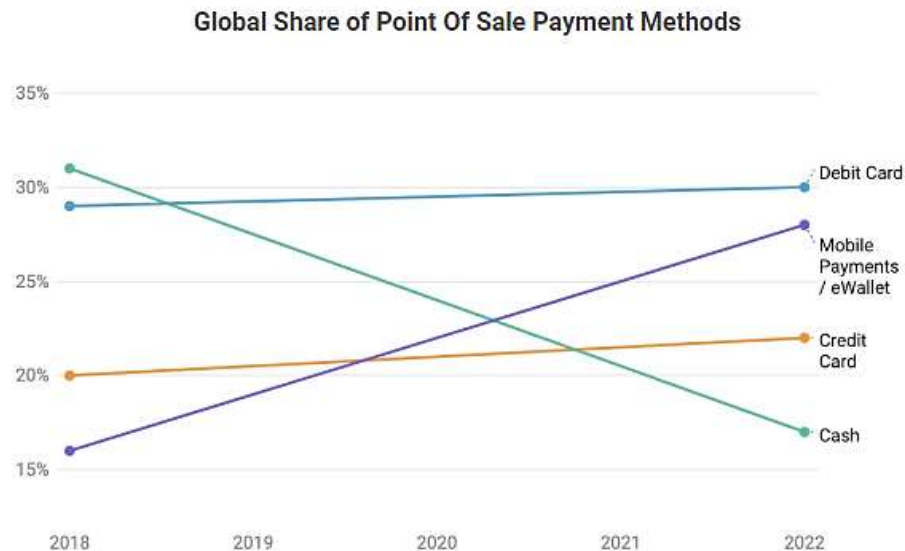
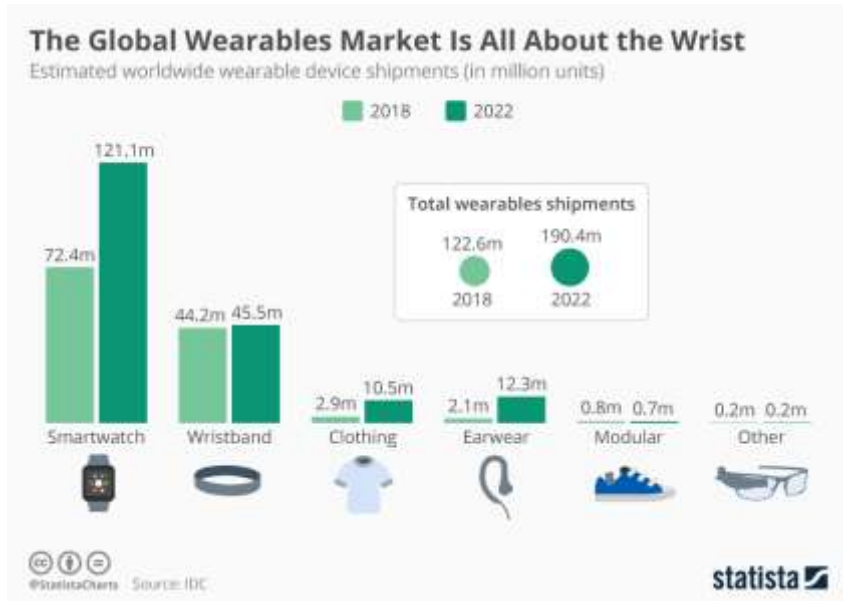


Chart by MerchantSavvy.co.uk | Data Source: Worldpay's 2018 Global Payment Report

Global use of Mobile Payments forecast to increase to 28% in 2022 and surpass Credit Cards and Cash (2018)

# Smartwatches and wearables will further propel mobile payments growth



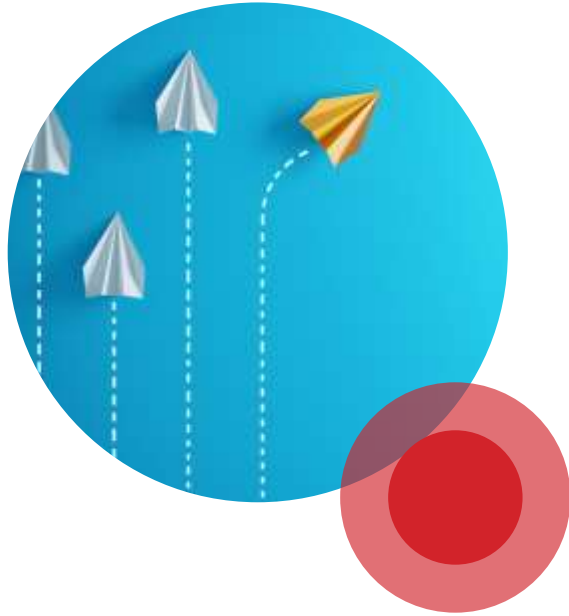
## Smartwatch Ownership



Question: Which of the following devices do you own? Smartwatch Source: GlobalWebIndex Q2 2017-Q4 2018  
 Base: 755,232 internet users between Q2 2017-Q4 2018

12% of global online adults now have a smartwatch, jumping to 14% for millennials.

# Where will all this **lead** us?



1. Payments to become **commodity** and disappear (i.e. move to the background)
2. New services and customer propositions to emerge on the back of data **analytics**
3. The banking value chain will be **redesigned** on the basis of “banking as a platform”
4. Smaller/local banks & to specialize on customer **experience** and global/big banks or other institutions to provide platform-based products or components of products

**Thank you!**

Questions?



**Eurobank**

