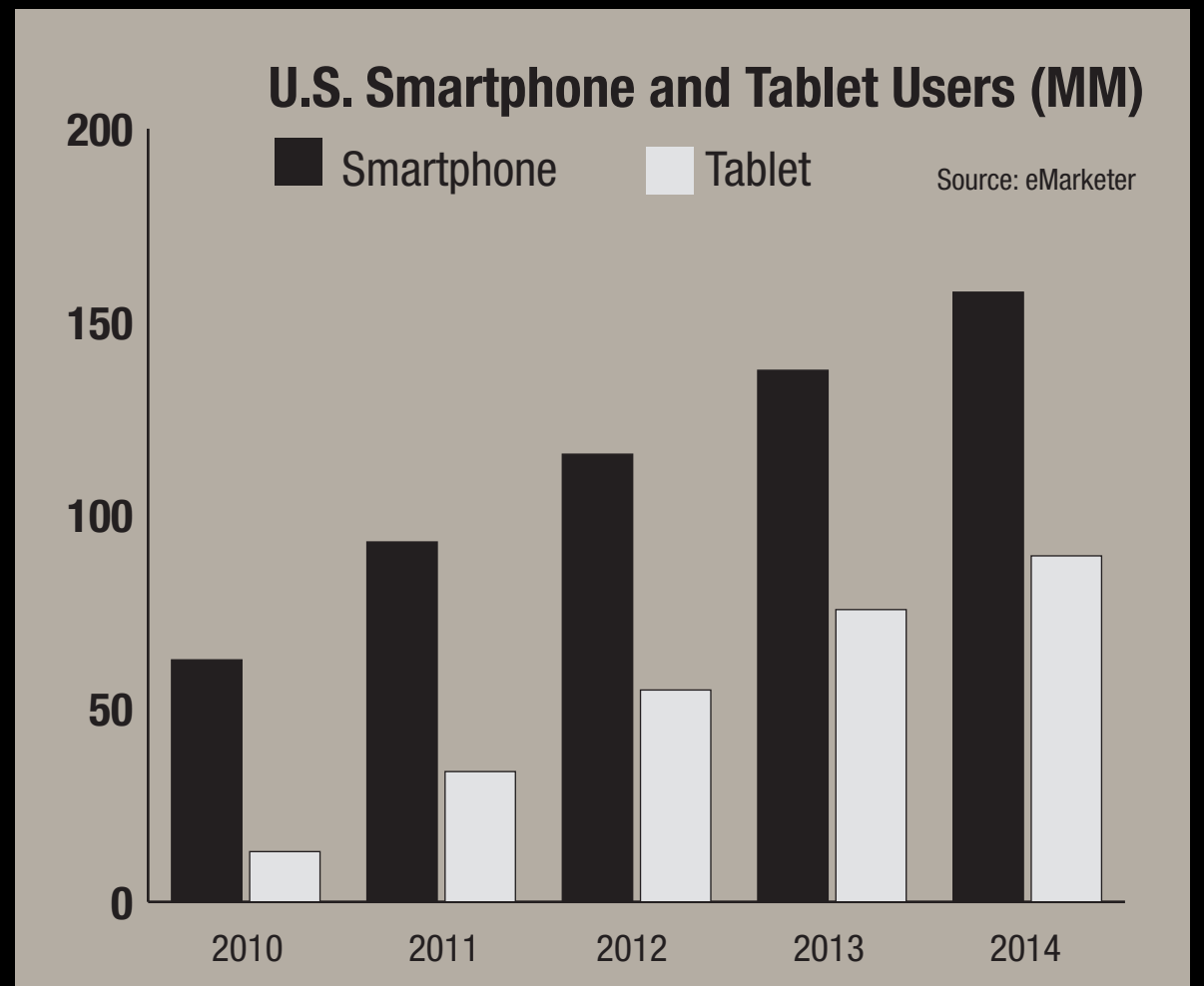


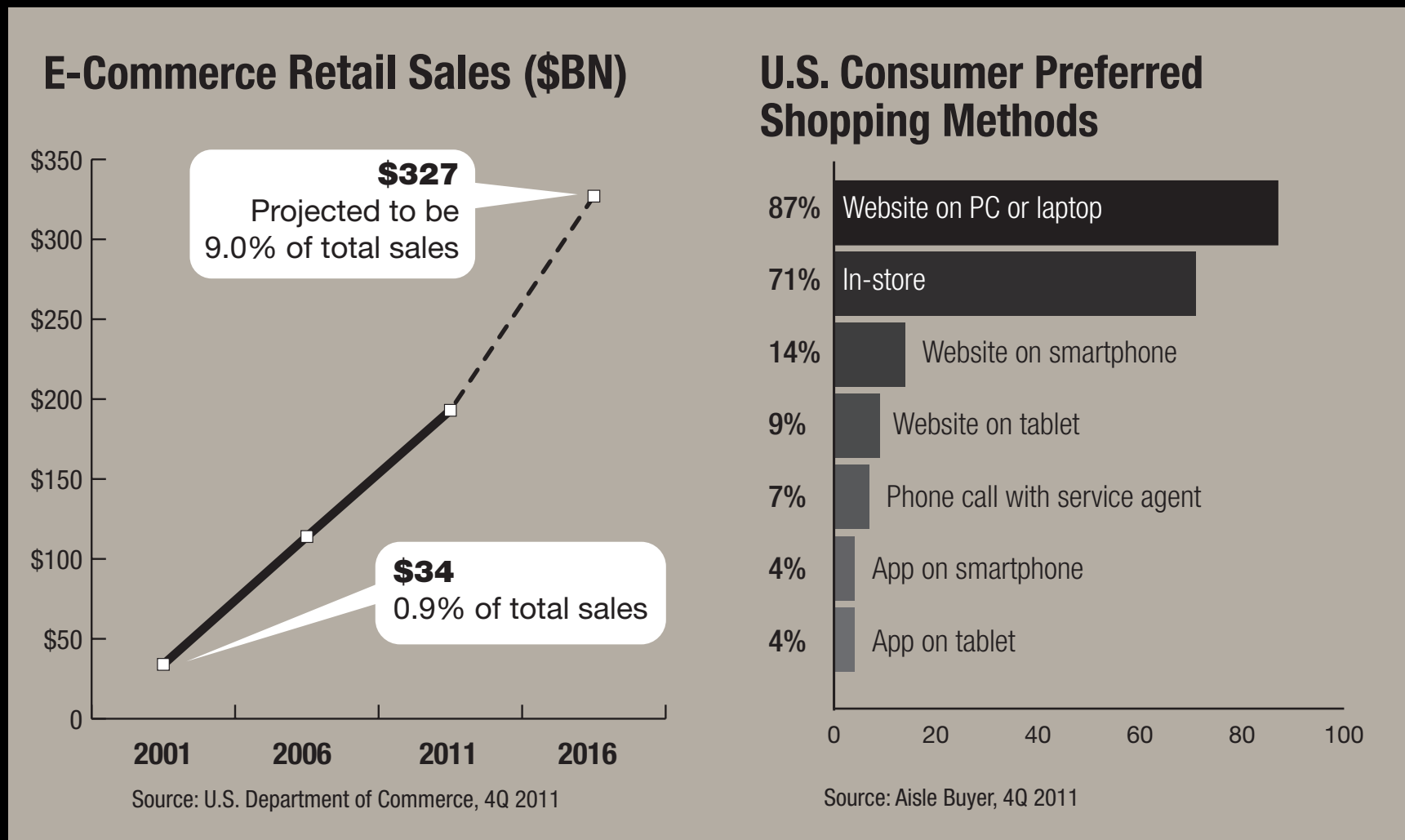
# What's driving payments adoption?

technology?



By 2014, 63% of mobile devices will be smartphones; 36% of internet users will be on tablets

shopping behavior?



demographics?

Age	(#of people in millions)
<10 Gen C	42.2
10-29 Gen Y	83.6
30-44 Gen X	60.1
45-65 Boomers	79.8
65+ Silent G	38.6

Among Gen Y, 40% have made mobile purchase; 56% want to pay by mobile at checkout

Bank Relationship	(#of people in millions)
Unbanked <sup>1</sup>	17
Underbanked <sup>2</sup>	43

Underbanked showed 2010 revenue growth of 33% Prepaid, 25% Payroll card

<sup>1</sup> Unbanked: no checking or savings account.  
<sup>2</sup> Underbanked: have checking or savings, rely on alternative financial services.

## Topline Techniques to Drive – and Steer – Adoption

- 1 Organize to innovate.**  
Market, needs or lab orientation – not product focus – drives ideas.
- 2 Build a better mousetrap.**  
Average may be safe, but it doesn't sell.
- 3 Pick your target.**  
Everything to everybody doesn't work.
- 4 Ride the channel waves.**  
Master the sales channels that match your market.