

# The Fintech tsunami

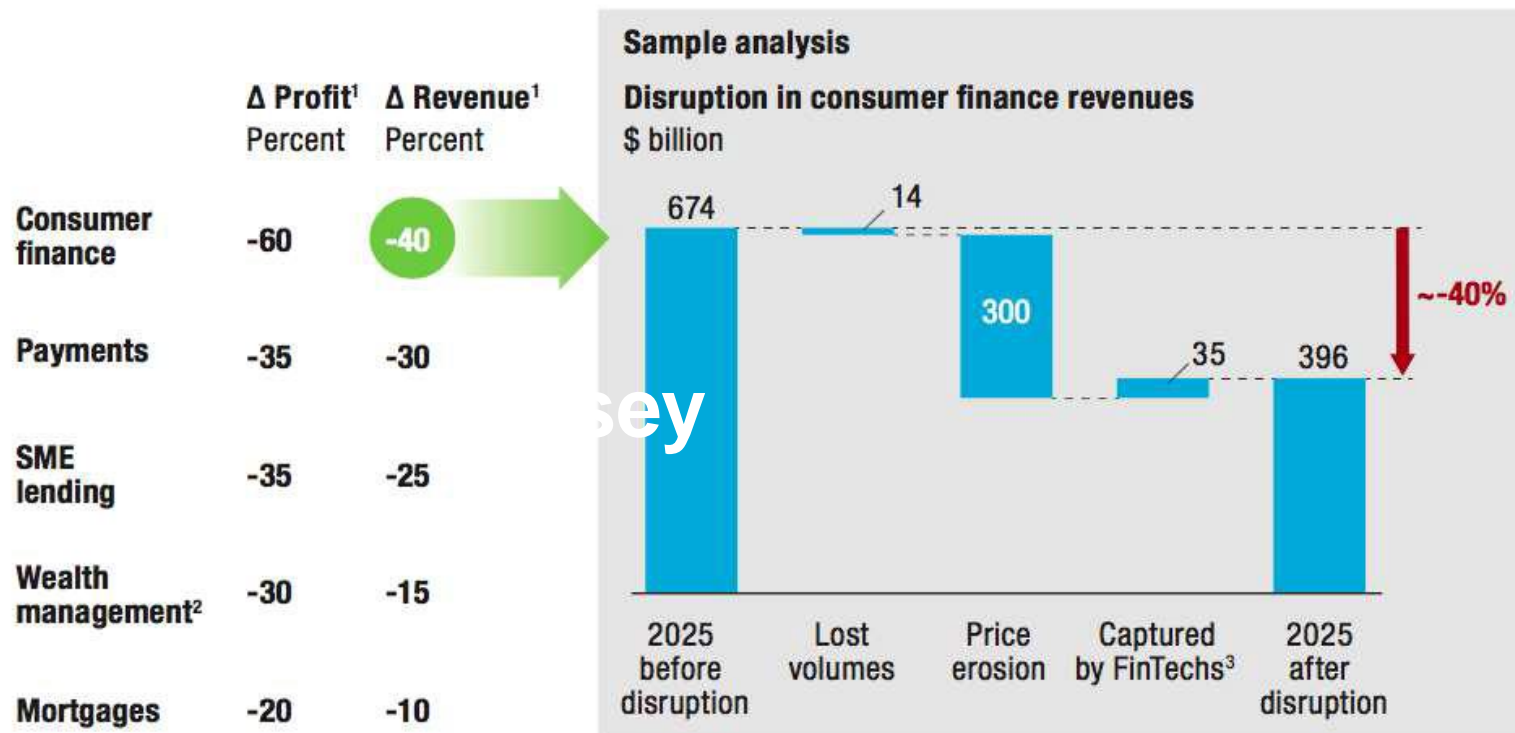
***Fintech attacking verticals on UX, prices, transparency...***



# The Fintech tsunami

***Fintech would reduce banks revenues and profits by up to 40% and 60% over the next decade***

Estimated impact of FinTech disruption on five retail businesses, 2025



<sup>1</sup> Compared to 2025 projections without the impact of Fintech and digital attackers; profit numbers include the impact of savings on operating costs as a result of digital; revenues are after risk cost, profits are after tax; figures are rounded.

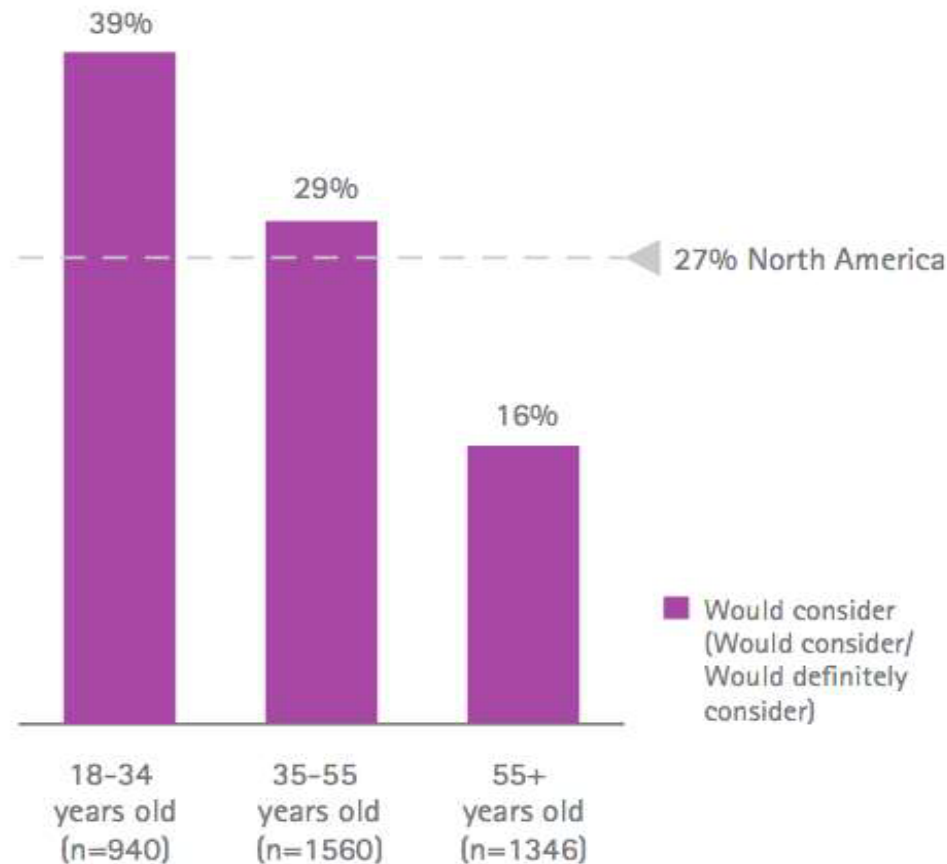
<sup>2</sup> Excluding deposits

<sup>3</sup> Includes currently unbanked segments

# Fintech banks

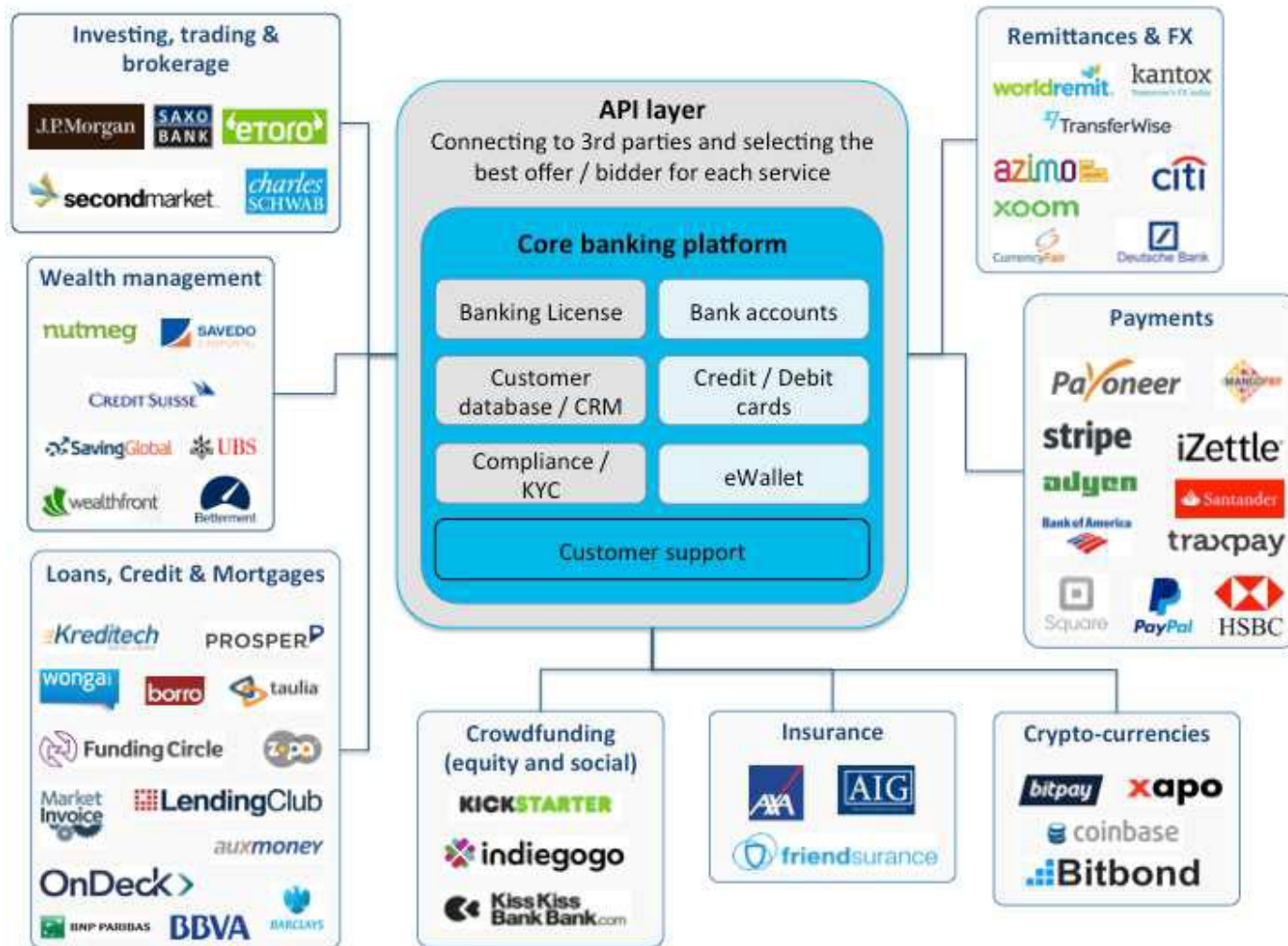
## ***Branchless banking is gaining acceptance***

Q: If you were to switch banks, would you consider a bank with no branch locations?



# Fintech banks

**Marketplace banking: core banking platform + API layer + CRM + KYC + Banking License**



# Fintech banks

## ***Uber is now the largest acquirer of small business bank accounts in the US today***

- 30% of Uber drivers in the US have never had a bank account
- To be a driver on Uber, they need a minimum of a debit card to get paid
- Uber has had to solve this problem by allowing drivers to sign up for a bank account as part of the Uber driver application process, in real-time

*The next obvious move is to design day-to-day banking into Uber's app (including financing cars, leasing, insurance...)*

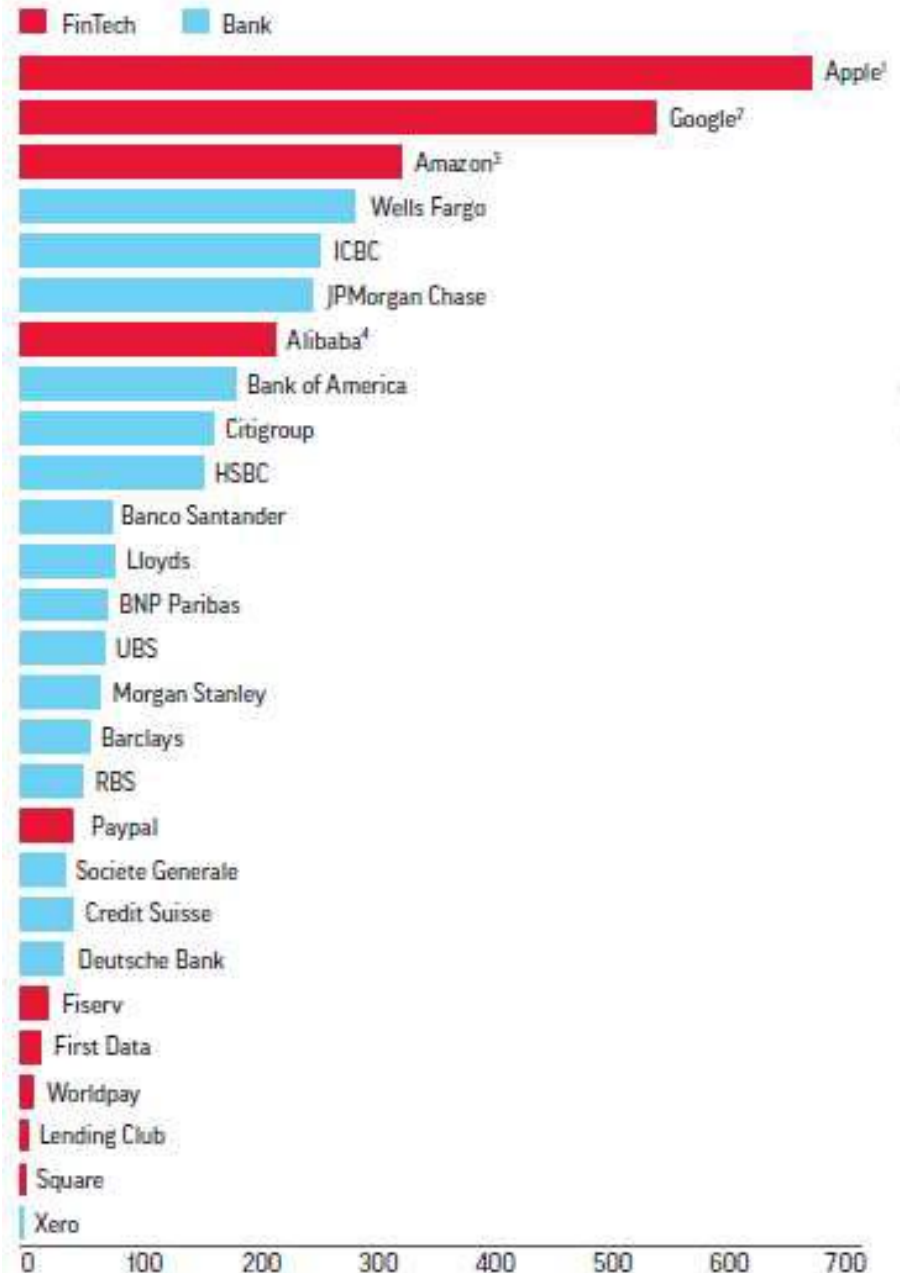
# Fintech banks

***Banks are frightened by GAFAs financial power and brand image***

## BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

Brand	Category	Brand Value 2015 \$M	Brand Contribution
1 	Technology	246,992	4
2 	Technology	173,652	4
3 	Technology	115,500	4
4 	Technology	93,987	4
5 	Payments	91,962	4
6 	Telecom Providers	89,492	3
7 	Telecom Providers	86,009	3
8 	Soft Drinks	83,841	5
9 	Fast Food	81,162	4
10 	Tobacco	80,352	3
11 	Technology	76,572	5
12 	Technology	71,121	4
13 	Retail	66,375	2
14 	Retail	62,292	4
15 	Telecom Providers	59,895	4

## MARKET CAP OF SELECTED GLOBAL BANKS AND FINTECH COMPANIES



## Authorization

