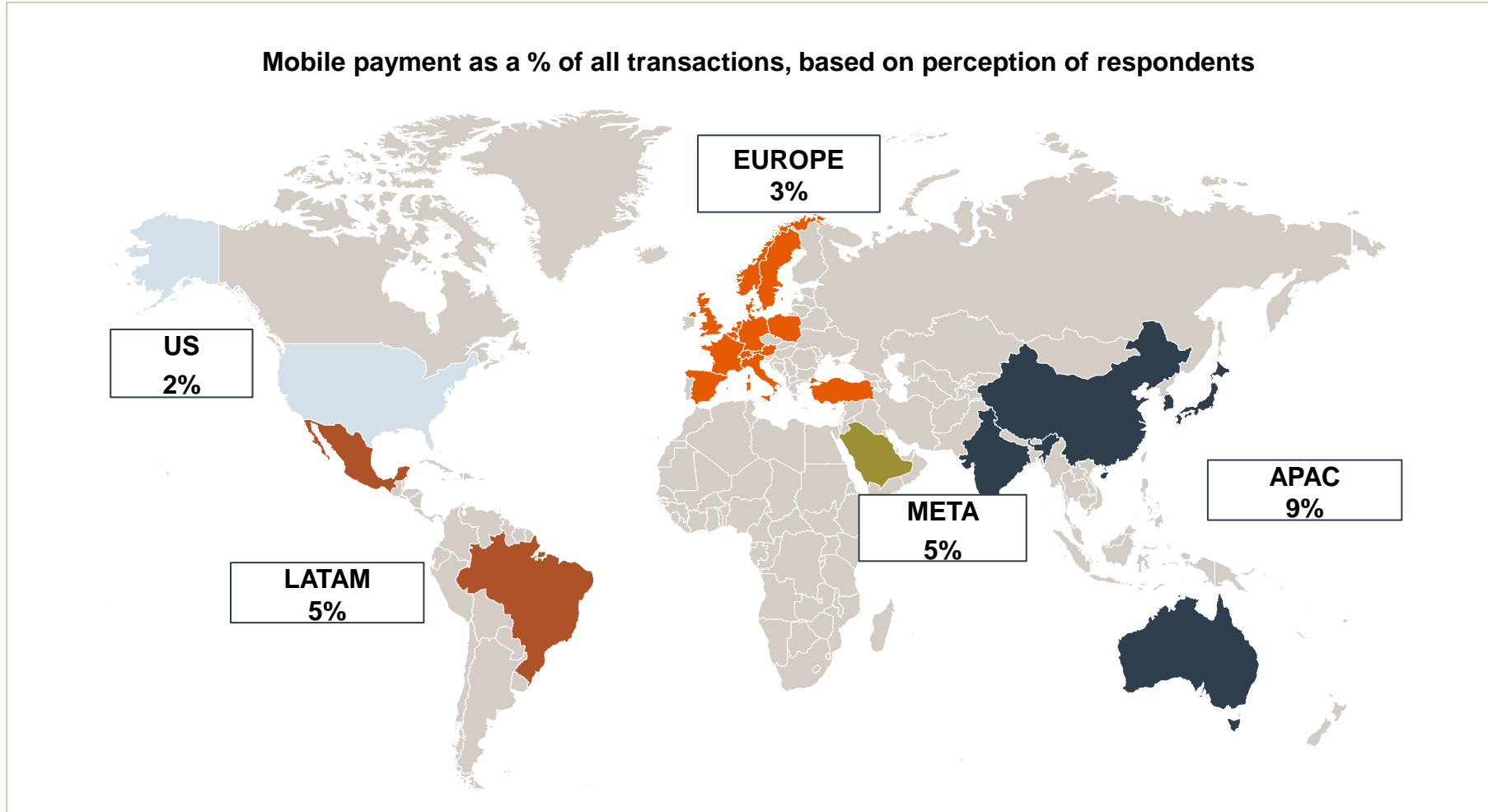


APAC countries leading the rest of the world when it comes to mobile payment usage

Mobile payment adoption at different spots in the world 2016

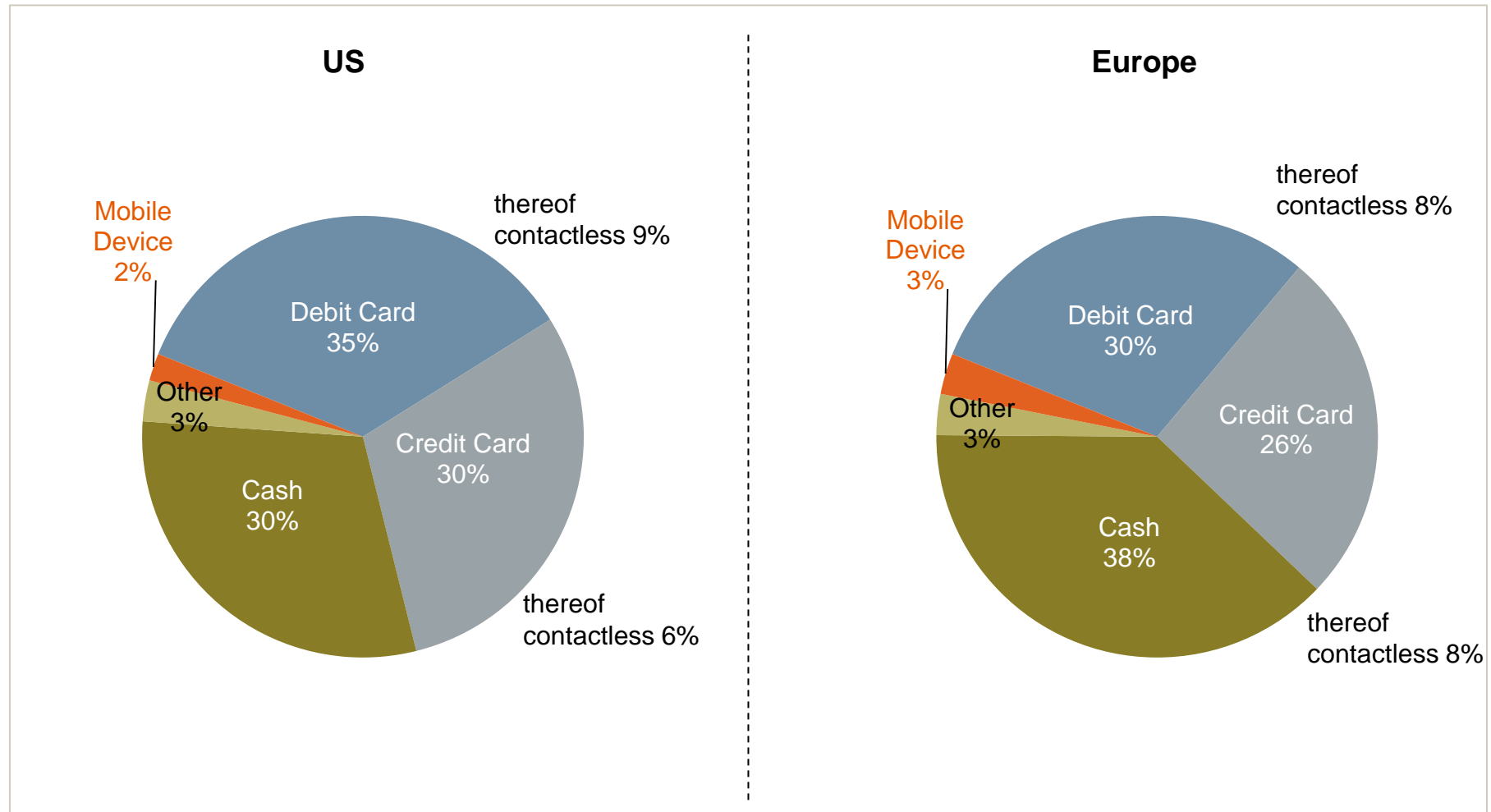
Question: Thinking about all the products and services you buy on a regular basis, what percentage of transactions do you estimate ...?



Small relevance of mobile Payments in US and Europe

Estimated Share of All Payment Transactions 2016

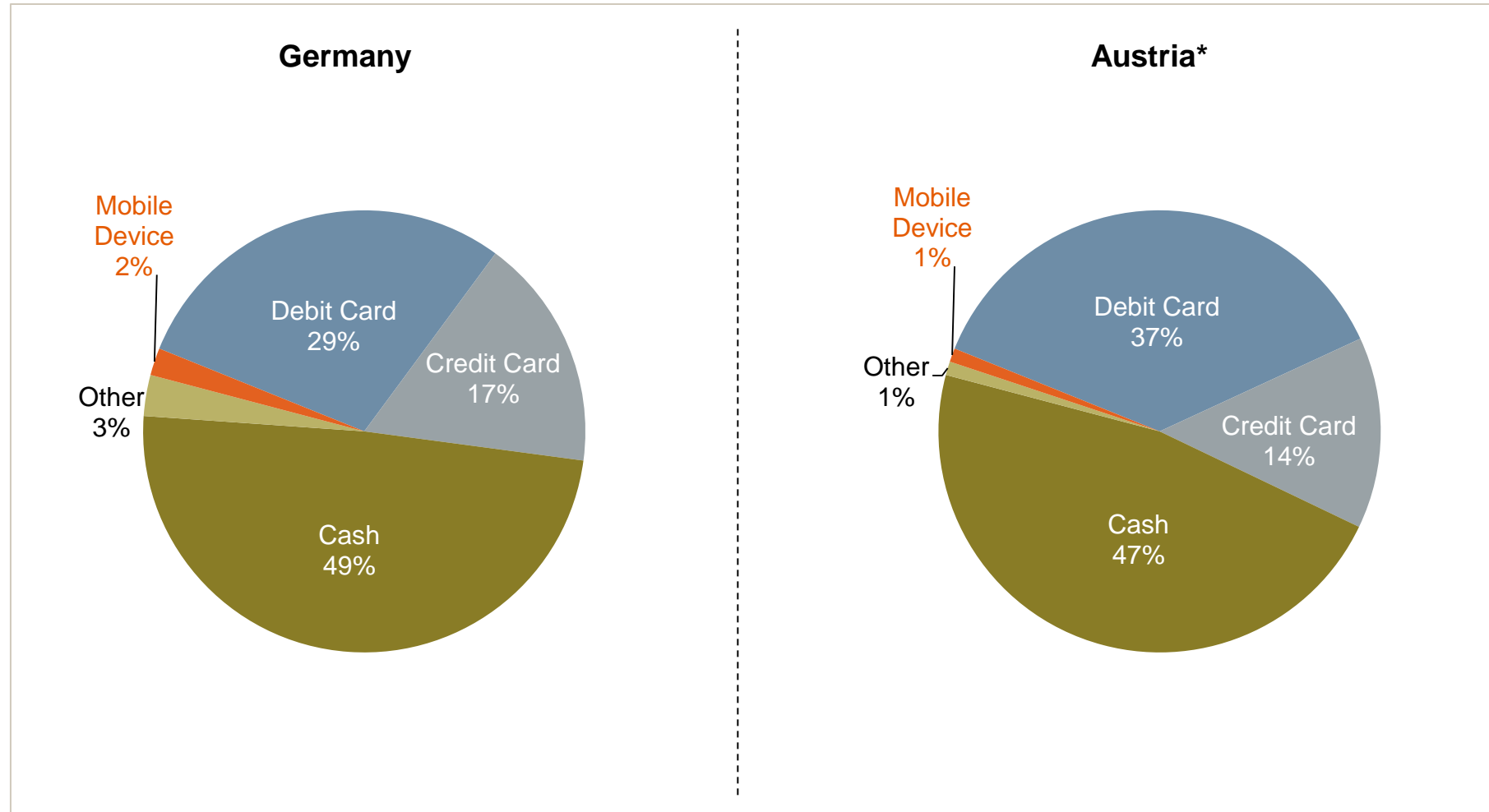
Question: Thinking about all the products and services you buy on a regular basis, what percentage of transactions do you estimate you pay for using each method below?



High relevance of cash in Germany and Austria

Estimated Share of All Payment Transactions 2016 (respectively 2015 in Austria)

Question: Thinking about all the products and services you buy on a regular basis, what percentage of transactions do you estimate you pay for using each method below?



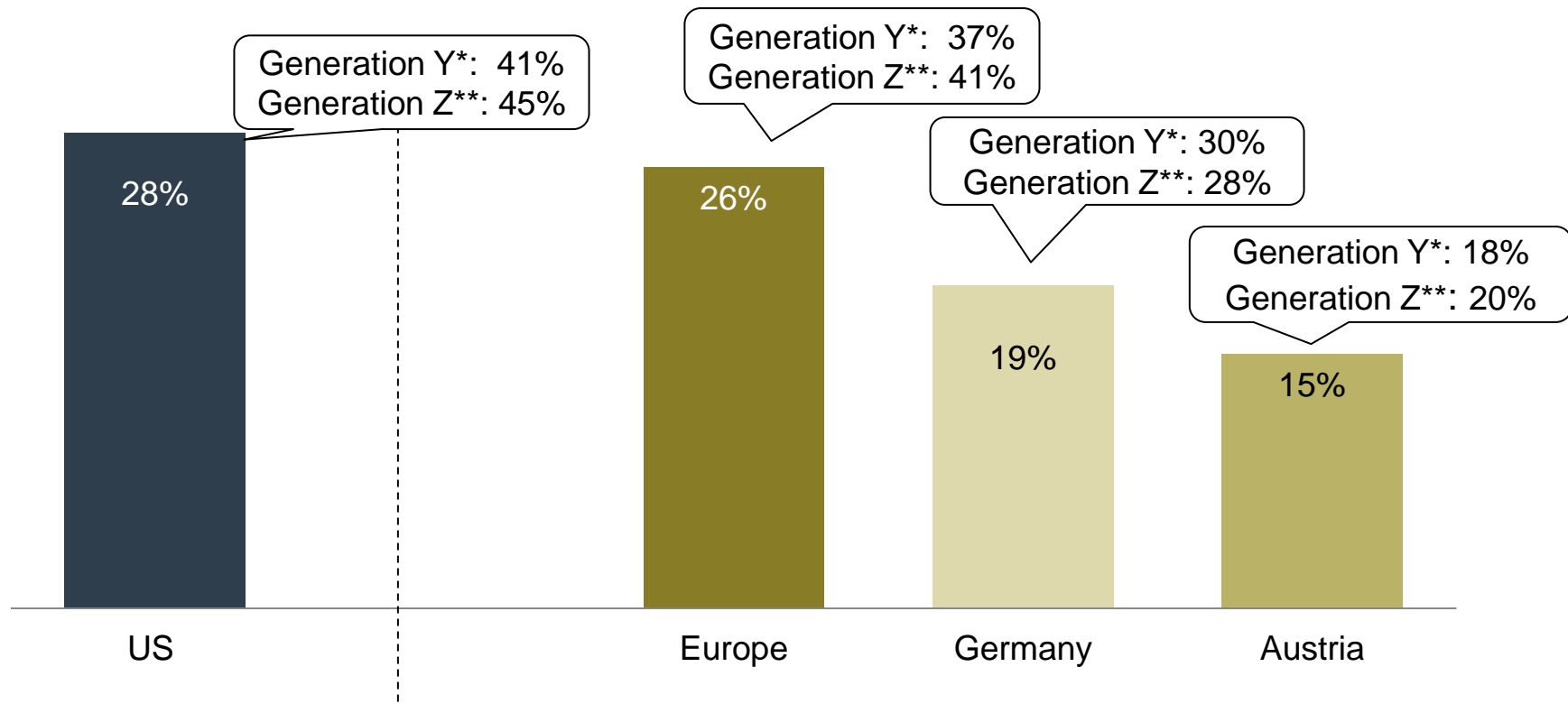
Source: GfK FutureBuy® 2016; *Austria GfK FutureBuy® 2015

Right now there is still limited potential for mobile payment, however it is increased among younger generations

Potential for mobile payments within youngest generations

Question: Please indicate how much you agree or disagree with the statement

“I look forward to being able to pay for **more and more** transactions from my mobile device.”



Born between: * Generation Y = 1980 – 1989; **Generation Z = 1990 – 1999;

Survey description of GfK FutureBuy®



20 minutes

Online Survey

N = 1000 per country (18+)



25 Countries (in brackets 2015 or 2016 only)

(Austria)	(Indonesia)	Russia
Australia	(India)	(South Africa)
Belgium	Italy	South Korea
Brazil	Japan	(Spain)
Canada	(KSA (Saudi Arabia))	(Sweden)
China	Mexico	(Switzerland)
(Denmark)	(Netherlands)	Turkey
France	(Norway)	UK
Germany	(Poland)	US

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