

Financial Innovation continues.....

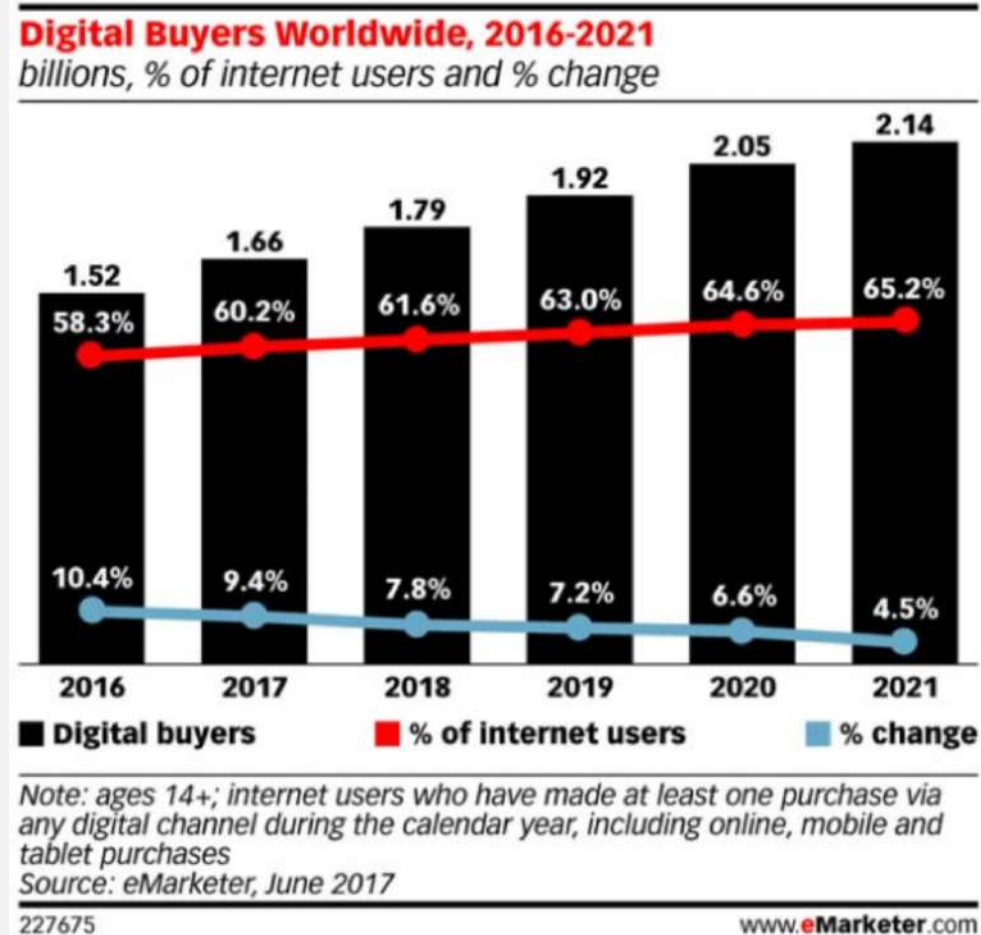
How much is really relevant to the
customers?



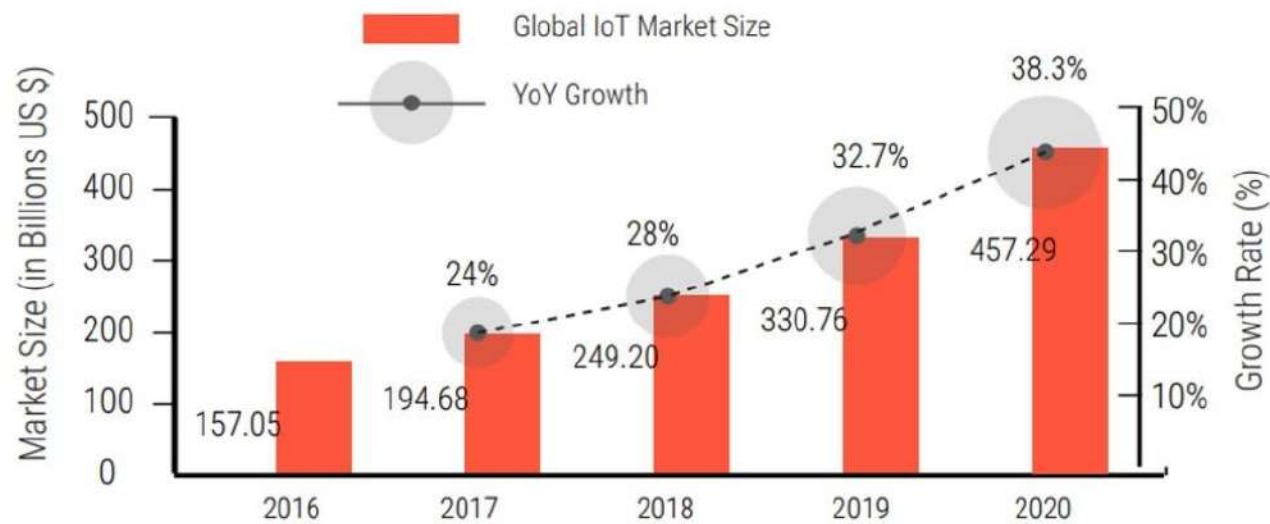
Once upon a time

- Jersey is the home of European e-commerce
- Supply and demand
- Distribution

The e-commerce explosion

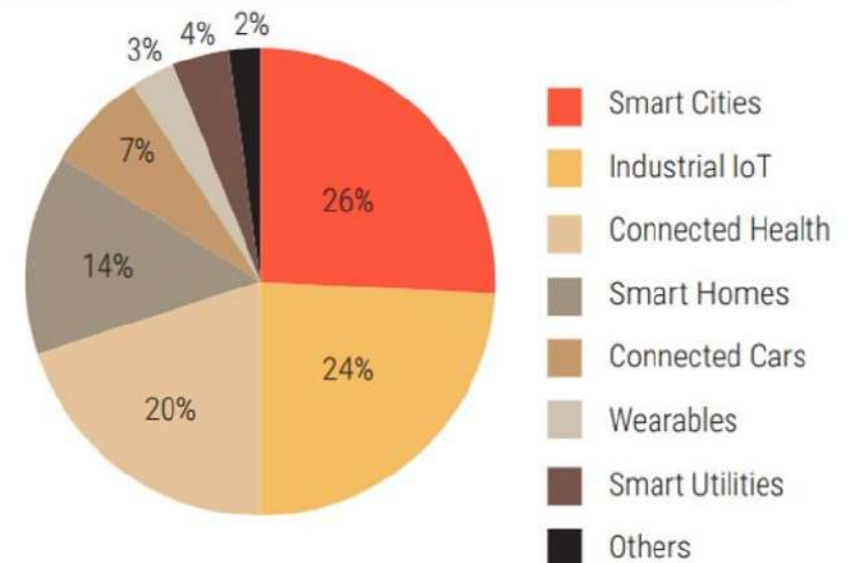


Connectivity and Communication



[Sources: GrowthEnabler Analysis/MarketsandMarkets]

Global IoT Market Share by Sub-Sector



[Source: GrowthEnabler Analysis]

Consumption

DOMINANCE OF MULTI-PLATFORM MAJORITIES

Between the polar extremes of 'desktop only' and 'mobile only' usage, the overwhelming majority of users now use several platforms within a month

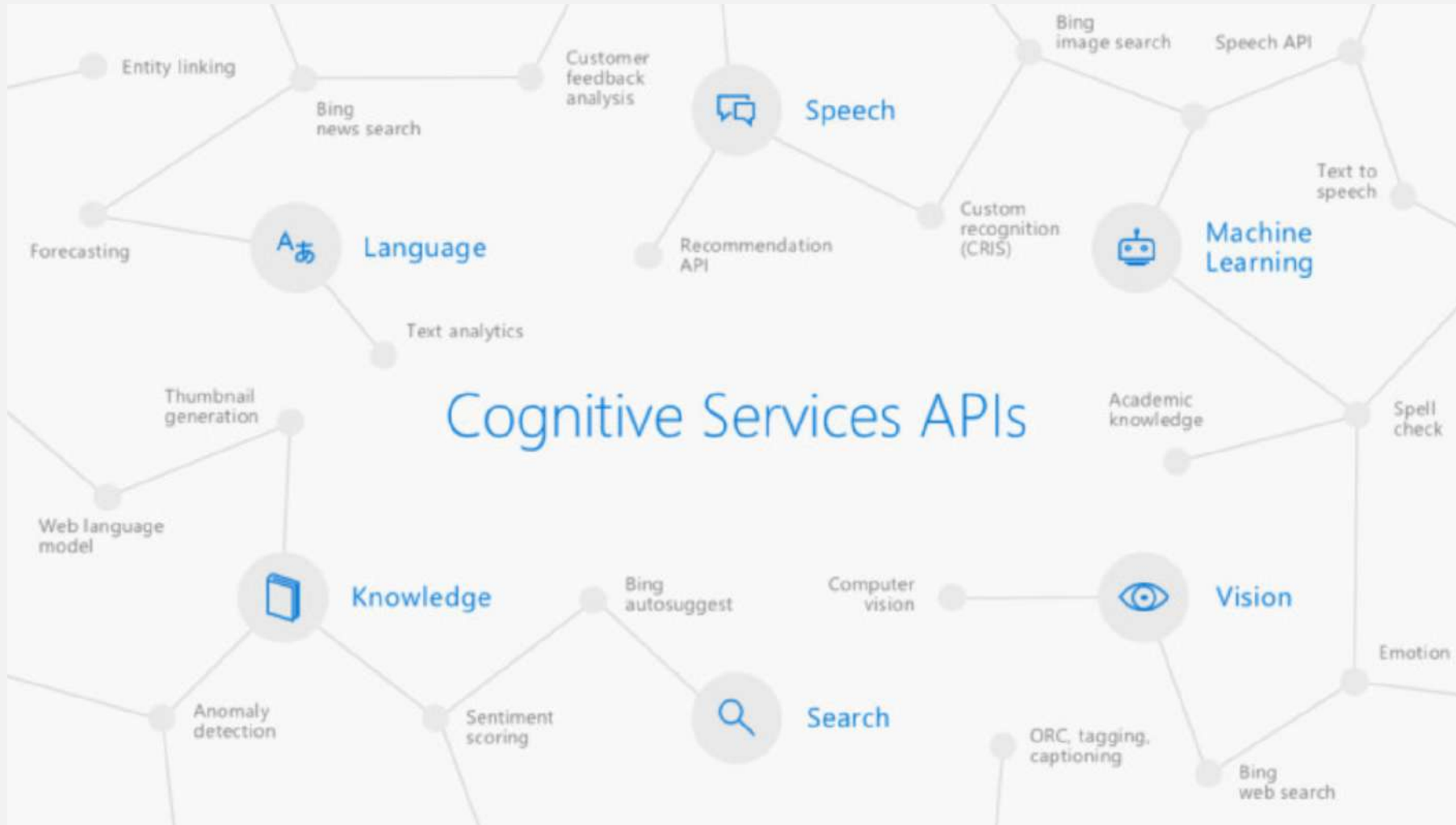
% of unique users



Three Key Attributes

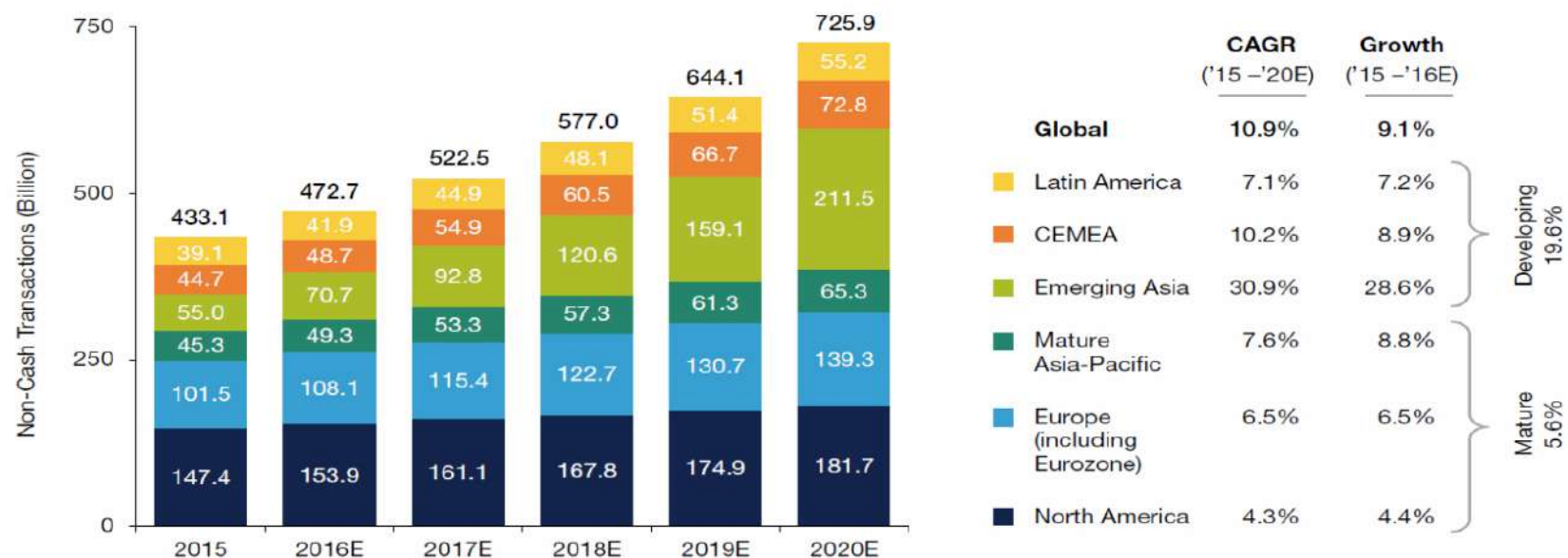
- Who they are
- How are they paying
- What are their expectations

Identity



Money

Figure 2.1 Number of Worldwide Non-Cash Transactions (Billion), by Region, 2015–2020E

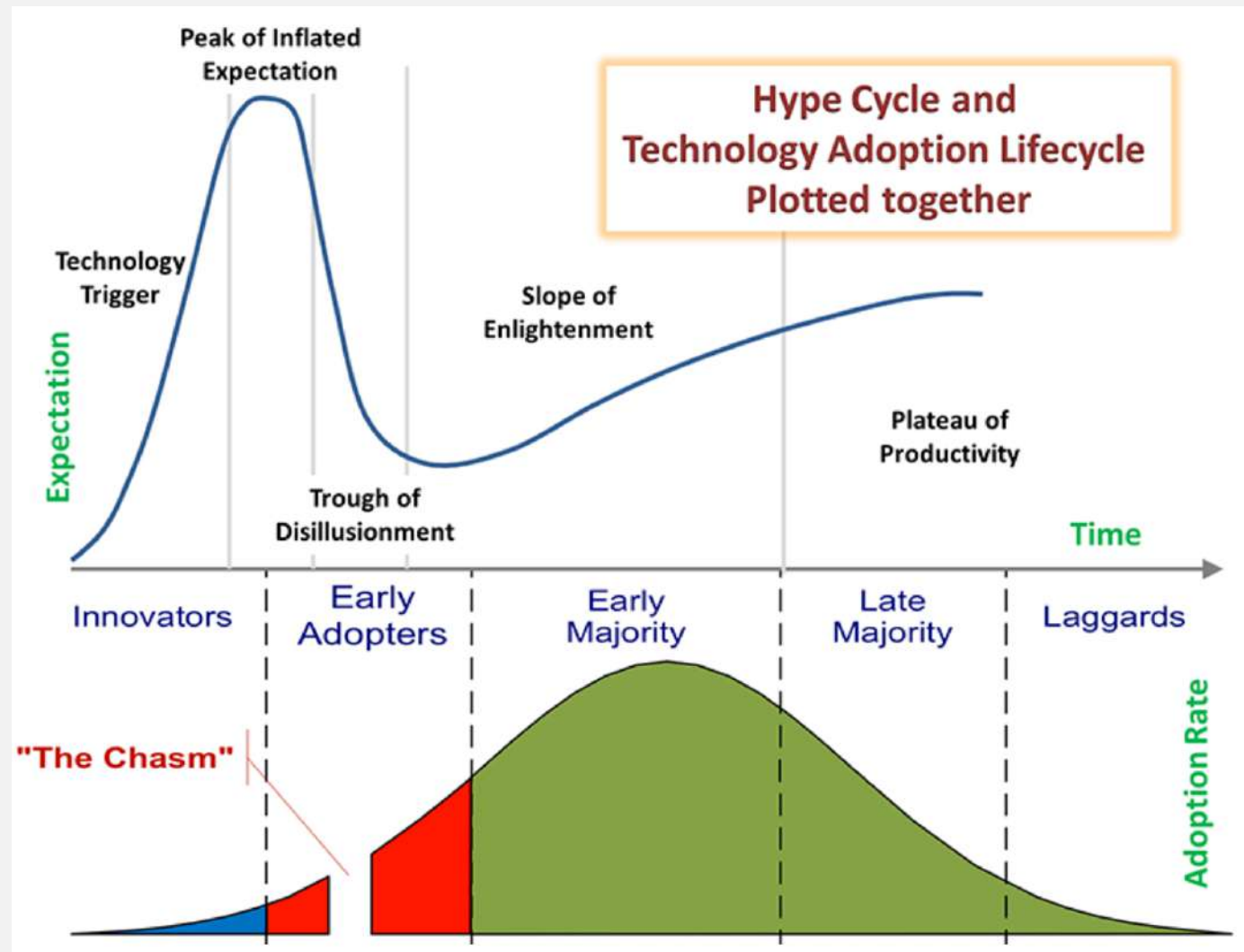


Note: CEMEA (Central Europe, Middle East, Africa) now includes Algeria, Bulgaria, Croatia, Kenya, Nigeria, Egypt, Israel, Morocco, and UAE in Other CE and MEA countries; Latin America now includes Argentina, Colombia, Venezuela, Chile, Peru, Uruguay, Costa Rica, Bolivia, and Paraguay in Other Latin American countries; Emerging Asia now includes Malaysia, Thailand, Indonesia, Philippines, Taiwan, Pakistan, Sri Lanka, and Bangladesh in Other Asian countries; Mature APAC (Asia-Pacific) includes Japan, Australia, South Korea and Singapore; NA (North America) includes the U.S. and Canada; Chart numbers and quoted percentages may not add up due to rounding

Source: Capgemini Financial Services Analysis, 2017; ECB Statistical Data Warehouse, 2015 figures released October 2016; Bank for International Settlements Red Book, 2015 figures released December 2016; Internal Estimates

Number of Worldwide Non-Cash Transactions (Billion), by Region, 2015–2020E

Customer Expectations



Opportunity abounds

- However
 - Distribution costs kill companies
 - Research and market testing is difficult
- Consequently most start-ups change tack
 - Initial customer engagement is unexpected
 - Customers always prefer red to green
- And society has changed
 - Instantaneous gratification is the norm
 - Socially directed and demand driven

Innovation

- Who will your customers be when you actually get to market
- Take your own, and your competitors tech apart
- Plan to engage with your future customer quickly to get early adoption
- Remember that market education is time consuming and costly
- Make sure that Mrs Smith can actually understand your message

Thank You

