PRESENTED BY mobile paymentstoday.com cellum

MOBILE PAYMENT 2015

TAKE A JOURNEY INTO THE NEAR FUTURE

1,050 MILLION M-PAYMENT USERS BY THE END OF 2015

SOURCE: TRIZ SPONSORSHIP: PAYMENTS IN MOBILE, BOOK OVER EUROPE

SMARTPHONES IN USE SURPASS 1 BILLION AND WILL DOUBLE IN 2016

SOURCE: SIT SANTERS' ANALYTICS

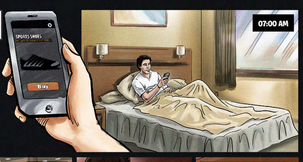
BY 2015, MOBILE PAYMENT TRANSACTIONS COULD REACH $1 TRILLION WORLDWIDE

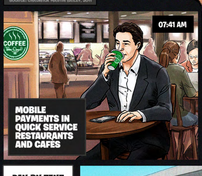
SOURCE: VISANET GROUP

PURCHASE DIRECTLY FROM THE MANUFACTURER

41% OF IPHONE OWNERS HAVE MADE A PURCHASE ON THEIR MOBILE PHONE.

SOURCE: ENGINEOUS, PALOTTA GOULDY, 2012



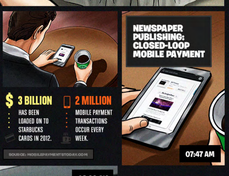


MOBILE PAYMENTS IN QUICK SERVICE RESTAURANTS AND CAFES

$ 3 BILLION HAS BEEN LOADED ON TO STARBUCKS CARDS IN 2012.

2 MILLION MOBILE PAYMENT TRANSACTIONS OCCUR EVERY WEEK.

SOURCE: MOBILEPAYMENTSTODAY.COM



NEWSPAPER PUBLISHING: CLOSED-LOOP MOBILE PAYMENT

PAY-BY-TEXT PARKING: FAREWELL TO COINS

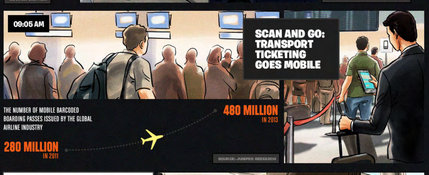
SMS REMAINS THE DOMINANT ACCESS TECHNOLOGY IN DEVELOPING M-PAYMENT MARKETS DUE TO THE CONSTRAINTS OF MOBILE DEVICES AND THE UBIQUITY OF SMS.

SOURCE: SIGNIFYMEX

87% OF U.S. MAGAZINE AND NEWSPAPER PUBLISHERS HAVE IPAD APPS.

41% USE PAYWALLS AND 44% SAID THEY PLAN TO IMPLEMENT ONE IN THE NEXT TWO YEARS.

SOURCE: BELLWORKS FOR AUDITED MEDIA.



SCAN AND GO: TRANSPORT TICKETING GOES MOBILE

THE NUMBER OF MOBILE BARCODED BOARDING PASSES ISSUED BY THE GLOBAL AIRLINE INDUSTRY

280 MILLION IN 2011

480 MILLION IN 2013

SOURCE: JUNIPER RESEARCH

TAXI: PAY BY SMARTPHONE, SCANNING A QR CODE

PRICE OF A MOBILE POS TERMINAL

$120

PRICE OF A QR CODE STICKER IN A TAXI:

$0.10

VENDING MACHINES: COCA-COLA HAS THEM

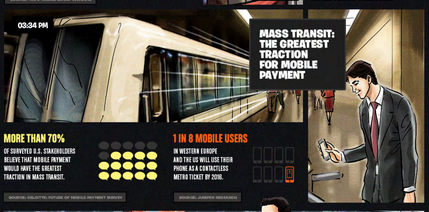
COCA-COLA HAS LAUNCHED VENDING MACHINES WHICH ACCEPT CONTACTLESS PAYMENTS MADE WITH SMARTPHONES

78% OF RETAILERS PLAN TO INVEST IN MOBILE COMMERCE

SOURCE: THE ATTALENS GROUP NOV, 2012

FAST FOOD GOES MOBILE - COUPONS AND QR CODES

STARBUCKS, DUNKIN' DONUTS, MCDONALDS, KFC, TACO BELL BELIEVE IN MOBILE PAYMENT



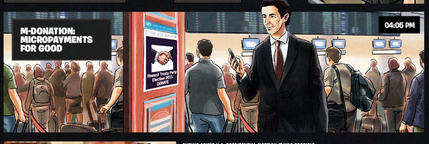
MASS TRANSIT: THE GREATEST TRACTION FOR MOBILE PAYMENT

MORE THAN 70% OF SURVEYED U.S. STAKEHOLDERS BELIEVE THAT MOBILE PAYMENT WOULD HAVE THE GREATEST TRACTION IN MASS TRANSIT.

SOURCE: CELLUTITO, FUTURE OF MOBILE PAYMENT REPORT

1 IN 8 MOBILE USERS IN WESTERN EUROPE AND THE US WILL USE THEIR PHONE AS A CONTACTLESS METRO TICKET BY 2016.

SOURCE: JUNIPER RESEARCH



M-DONATION: MICROPAYMENTS FOR GOOD

NFC-READY SHOPPING

DURING 2012'S U.S. PRESIDENTIAL ELECTION IT WAS POSSIBLE TO DONATE TO CANDIDATES VIA TEXT MESSAGE OR A SMARTPHONE APP.

AN INDIVIDUAL COULD CONTRIBUTE IN SMALL INCREMENTS AND UP TO $250 WITHOUT DISCLOSING THEIR IDENTITY.

SOURCE: PRIME RETAILIGENT

FUNDS THRU MOBILE

OBAMA **15 %**

ROMNEY **6 %**

$74 BILLION NFC TRANSACTIONS BY 2016

HALF OF THE WORLD'S POS TERMINALS WILL BE NFC-READY BY 2017, RISING FROM 3.9 MILLION IN 2011 TO 43.4 MILLION IN 2017.

SOURCE: JUNIPER RESEARCH

SOURCE: JUNIPER RESEARCH

MOBILE BILL PAYMENT WITH A QR CODE

U.S. MOBILE BILL PAYMENTS (BILLION)

2016 **$214**

2010 **$16**

SOURCE: BITE GROUP

SMALL BUSINESS SOLUTIONS: ADAPTED FOR SMARTPHONES

EYING THE GROWING NUMBER OF CUSTOMERS WHO RELY ON THEIR "DIGITAL WALLETS" – CREDIT CARD NUMBERS STORED IN A PHONE APP – SMALL BUSINESS OWNERS ARE SCRAMBLING TO FIND EFFICIENT MEANS OF ACCOMMODATING THESE QUICKLY ADOPTED METHODS THAT MIGHT COST TO THEIR OPERATIONS OR THE NEED TO OVERHAUL EXISTING PAYMENT SYSTEMS.

CLUBS & CONCERTS: MOBILE SMART TICKETS

BURNTPIST'S ASH BAR, VOTED THE BEST BAR IN THE WORLD, OFFERS THE POSSIBILITY OF BUYING TICKETS FOR LIVE SHOWS VIA MOBILE PHONE.

TOP 10 COMPANIES SHOWCASED ON MOBILEPAYMENTSTODAY.COM (MAY, 2013)

1. amdocs — enhance challenge a business success
2. cellum
3. txtNation
4. MAGTEK — MAGNETIC TAPE READERS
5. monitise
6. infobip
7. AURIGA — Technology Leader
8. TIO
9. {Fiksu}
10. slamobile

THIS INFOGRAPHIC WAS CREATED USING PUBLIC RESEARCH DATA.

DESIGN: NARCISO DESIGN CONCEPT: PUBLIC REPUBLIC