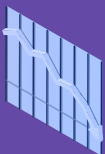


# The Global Open Banking Opportunity

## The Challenge



**Unbanked customers**  
(1.7bn global unbanked population)



**Low attach rate of financial services**  
(2.7 for non-digital customers)



**Underserved small & medium businesses**  
(face a global financing gap of US\$5.2tn)



**Regulations and compliance slow down innovation**  
(inability to use technologies such as public cloud)



**Per capita consumption of financial services**  
(0.5 average banking products purchased in a year by non-digital customers)



**Pressure on profitability**  
(cost/asset ratio at 1.6 showcasing immense opportunity for OPEX reduction)

## The Consumer

**6 out of 10**

willing to share information in lieu of personalization<sup>1</sup>

**65%**

smartphone penetration globally<sup>2</sup>

**90%**

internet penetration globally<sup>2</sup>

**80%**

of consumers look forward to services from big tech and FinTech

## The Catalysts of Change

1. Regulatory push for open banking

2. Increasing competition from big tech

3. Mounting pressure to enhance customer experience

4. Conducive environment for growth of digital services

5. Consumer willingness to share data in lieu of personalization



<sup>1</sup> Accenture's 2019 Global Financial Services Consumer Study  
<sup>2</sup> GSMA Intelligence 2019

## INNOVATION OPPORTUNITIES



Seamlessly embed banking into customer journeys



Enable FinTech's and Neo banks to leverage infrastructure of established banks



Convergence of banking with other industries such as tech, healthcare, automotive and many others

Banks across the world are harnessing the open banking opportunity to meet changing customer expectations and drive revenue growth.