

Wearable technology in banking: a new era of digital disruption?

HOW FAR WILL WEARABLES DISRUPT BANKING?



Men are keener (at 69%) to own wearables than women (56%)

13.6m smartwatches and activity trackers are forecast to be sold in USA in 2015



Among wearable tech owners:



BUT WHAT DO BANKS THINK IS IMPORTANT TO CONSUMERS?



Cutting edge user experience



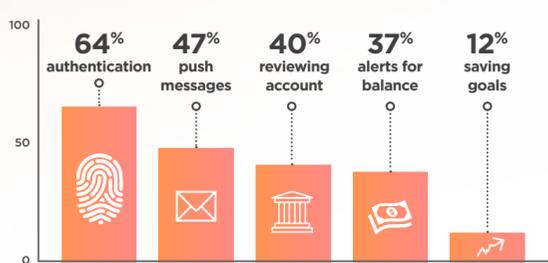
Greater control of personal finances



Banks must become 'digital first' to achieve this convenience, not simply bolt digital onto their strategy

BANKS MUST FOCUS ON SECOND GENERATION DIGITAL BANKING TO MAXIMISE SALES OPPORTUNITIES

Factors that banks believe will increase wearables adoption



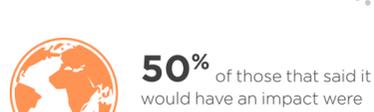
DESPITE ASPIRATIONS, THERE ARE BARRIERS TO OVERCOME BEFORE WEARABLES MAKE AN IMPACT ON BANKING



BANKS MUST RECOGNISE AND REACT TO THE MARKET OPPORTUNITY



WEARABLE TECHNOLOGY HAS THE POTENTIAL FOR A NEW ERA OF DIGITAL DISRUPTION



BANKS NEED TO PUT PLANS IN PLACE NOW TO REMAIN COMPETITIVE



20% will have rolled out an app in 3 years

22% will have an app in the next 18 months



15% say an app is on their roadmap, this year

15% already have, or are rolling out, a wearable app

SO, ARE WEARABLES ON YOUR ROADMAP?