

CASH VS. MOBILE PAYMENT IN GERMANY

WHEN WILL THE SHARE OF TOTAL RETAIL SALES ACCOUNTED FOR BY CASH FALL TO BELOW 50%?

The majority says:

2020

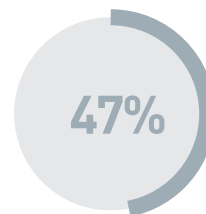
< 50%



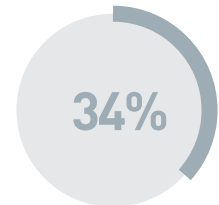
FORECAST FOR THE NEXT 2-5 YEARS



...of respondents regard the smartphone as the payment medium of the future



...believe that there will be a phase development – from the contactless card to payment by smartphone



...regard it as highly probable that innovative payment will come, but when is not yet foreseeable

Source: ibi research 2015: Erfolgsfaktoren und Hindernisse bei der Einführung von mobilen und kontaktlosen Bezahlverfahren in Deutschland (www.ibi.de)



IF BANKS DO NOT OFFER A MOBILE PAYMENT SOLUTION, WILL THEY LOSE CONTACT WITH THEIR CUSTOMERS?

