



For what matters.

# **Barriers are Down: NFC Payments Through Collaboration**

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**CIBC Mobile Payments & Innovation**

- Leading North American financial institution
- Global presence
- +42,000 employees
- ~11 million personal banking & business clients
- Three main operating businesses:
  - Retail & Business Banking
  - Wealth Management
  - Wholesale Banking

Ranked as One of the  
World's Strongest Banks

**Bloomberg  
Markets** THE WORLD'S  
STRONGEST  
BANKS 2012

One of Canada's 10 Most  
Admired Corporate Cultures



One of Canada's Top 100  
Employers

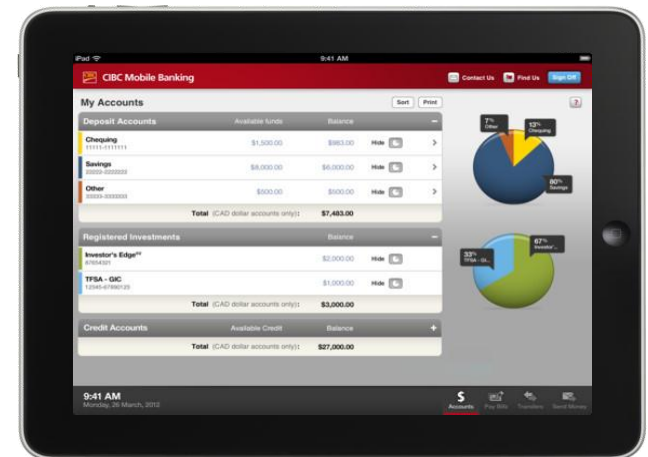
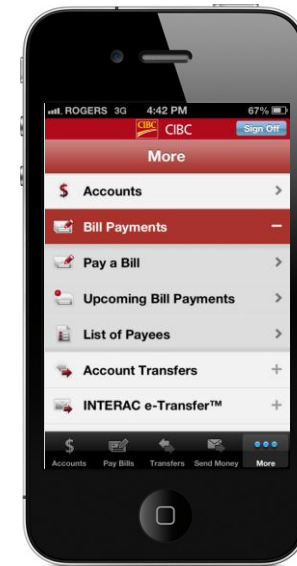


Best in Mobile Banking Globally

GLOBAL  
FINANCE

## ■ 1st Canadian bank to launch:

- ✓ Mobile Banking
- ✓ Mobile Brokerage Stock Trading
- ✓ iPad Banking



- A new, fast and safe way to pay with your credit card, using your NFC Smartphone.

## Key Features:

- CIBC Visa or MasterCard
- Purchases <\$50 at contactless merchants
- Select RIM Phones on the Rogers network
- Multi-layers of security & protection



No change to Merchants enabled with Contactless Terminals...

- Procedurally the same
- No Terminal Change Required
- No Change to Transaction Costs



- Overview and Drivers of 2 Key Canadian Proof Points of NFC Payments Collaboration
  
- Tips for Collaboration in NFC Payments:
  - Forming a Commercial Deal
  - Launching a Successful NFC Payment Solution
  - Building Consumer Adoption

## 1. Canada Mobile Industry Initiative



## 2. Launch of CIBC Mobile Payment App with Rogers





## 1. To Innovate Faster



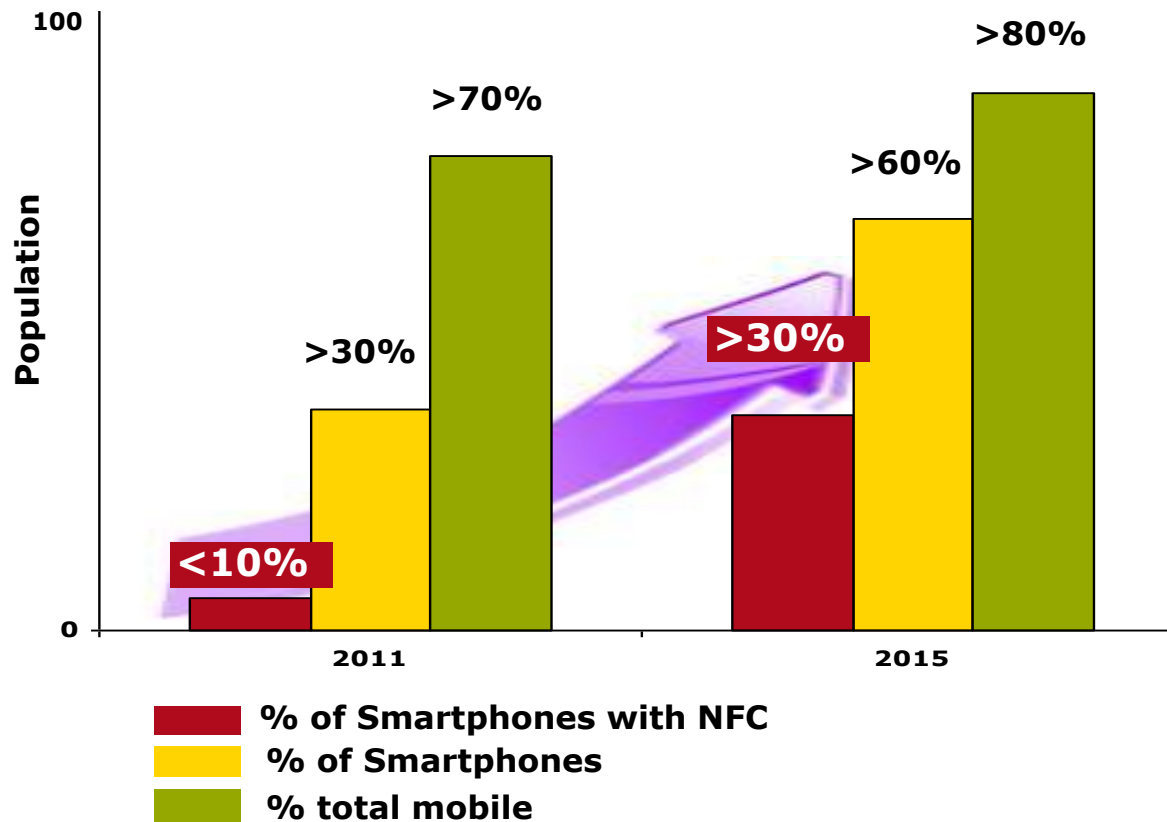
## Canada is ranked second in the world in overall readiness for mobile payments



- **25% of Canadians willing to use mobile device for Online purchases**
- **15% of Canadian consumers willing to use a mobile device at POS**

The penetration of Smartphones with NFC in Canada will be mainstream by 2015.

### Forecast Smartphone and NFC Penetration in Canada



## 2. To Differentiate in Mobile



- Go through negotiations and contracting with **a joint customer view**



- Be and ensure **flexibility**



- Put a laser focus on scope
  
- Bring together and work with ecosystem partners/vendors throughout project lifecycle
  - Design
  - Build
  - Testing
  
- Learn from others globally

- Jointly identify and solve for adoption barriers **from start**
- Leverage telco recommendations on next NFC handset
- Joint marketing strategies



*"It is the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed."*

- Charles Darwin



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**Questions?**