

comScore: Attitudes, Behaviors, and Trends Affecting Mobile Banking

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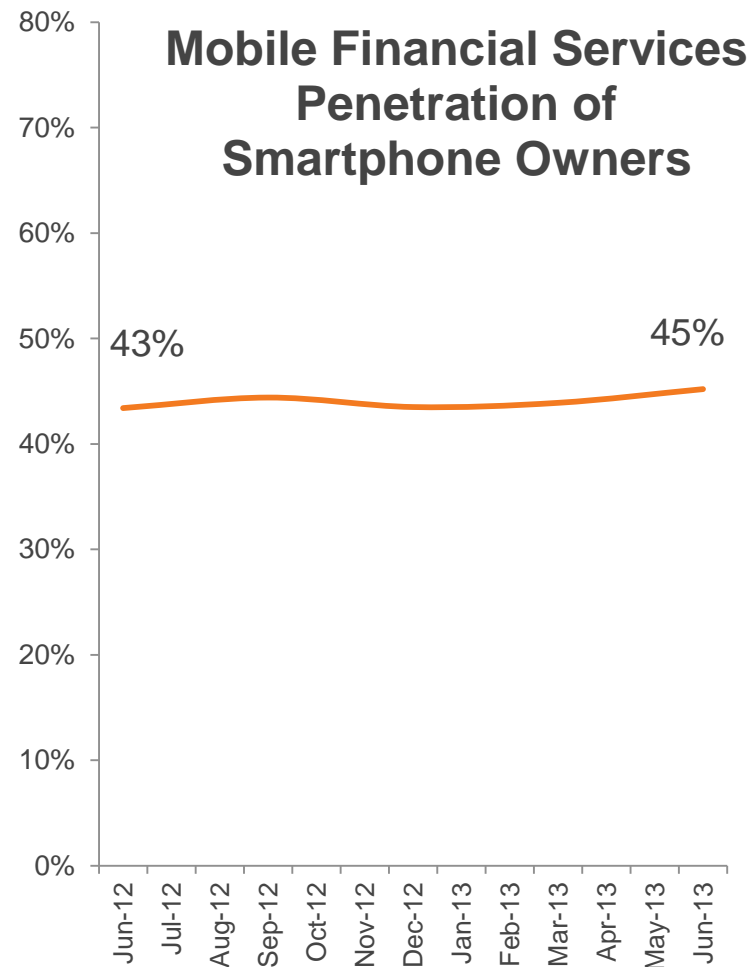
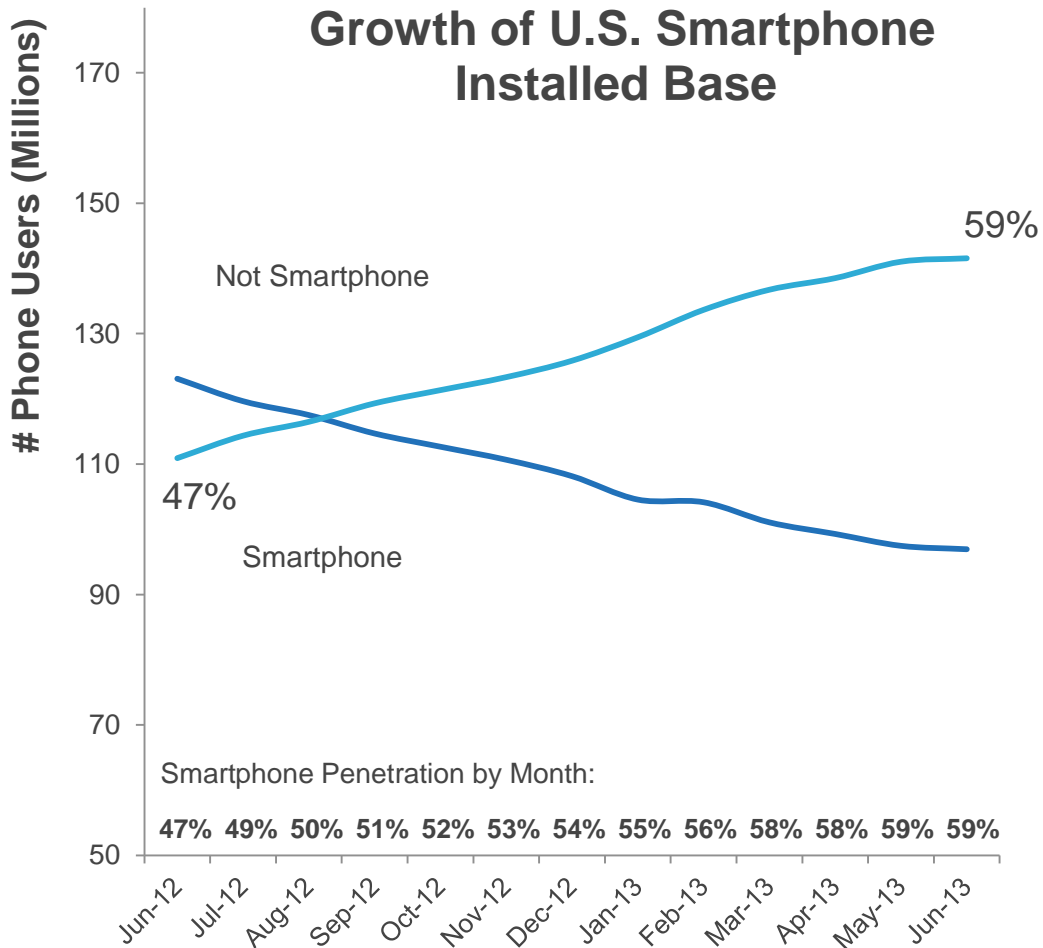
U.S. Mobile Landscape

- Google's Android operating system is installed on 52% of all smartphones, while Apple's iOS now controls 40% of the market
- In Q2 2013, NFC capable smartphones represented 22% of all smartphones, with a 433% Y/Y growth rate

In the past 12 months, ownership of smartphones has risen from 47% to 59% among those with a mobile device in the U.S.

Growth of U.S. Smartphone Installed Base

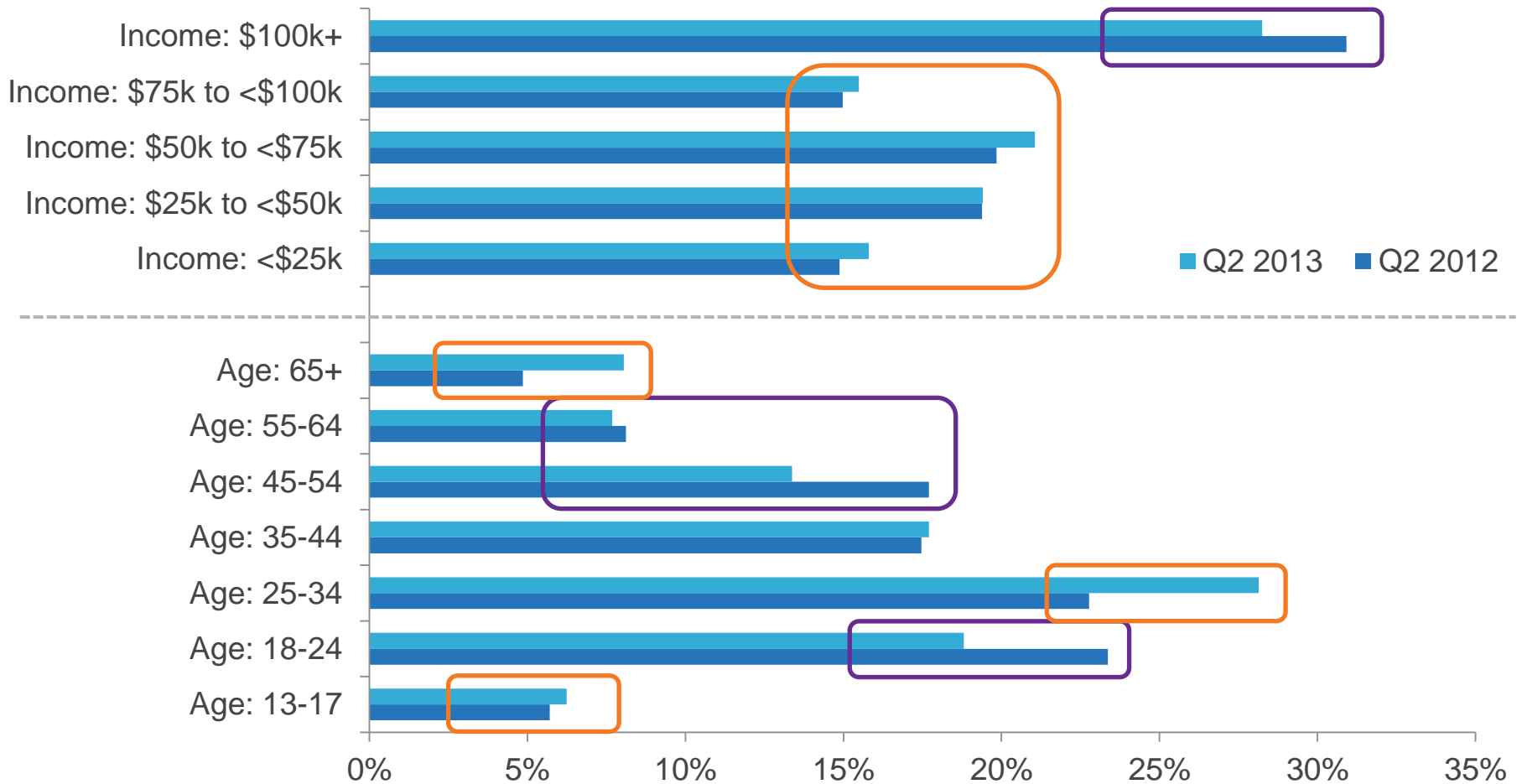
Smartphone Growth Over the Past Year



In the past year, new smartphone buyers have been less likely to come from the \$100k+ income band

Consumer Profiles of New Smartphone Buyers

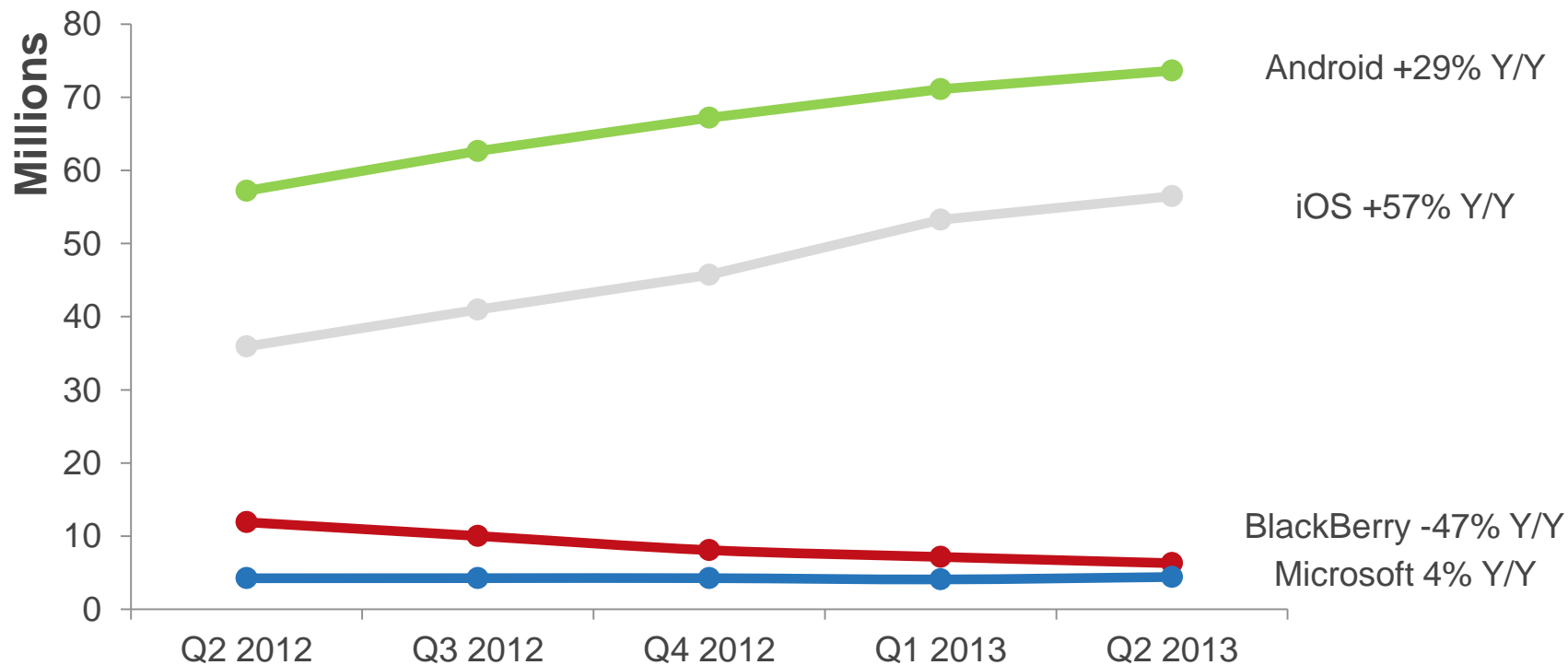
New Buyers Earn Less Income



Together, Android and iOS make up 92% of all smartphones

Smartphone Users by Operating System (MM)

Android and iOS Lead in Market Share



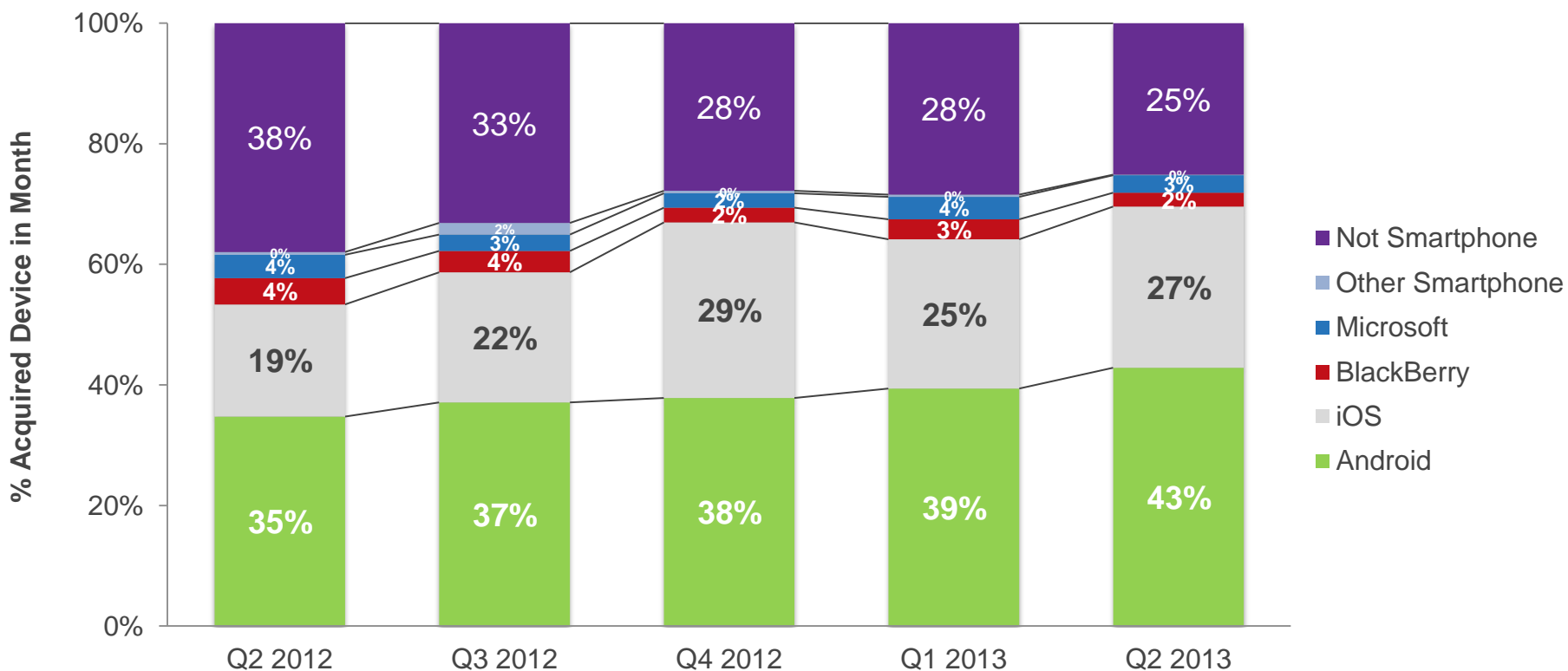
Platform	Q2 '12 Market Share	Q2 13' Market Share	Volume Growth Y/Y
Android	52%	52%	+16,443,869
iOS	32%	40%	+20,546,604
Blackberry	11%	4%	-5,594,297
Microsoft	4%	3%	+172,720

Smartphones currently account for 75% of all newly acquired phones, with Google and Apple in the lead

Newly Acquired Mobile Phones

Android and iOS Lead in Market Share for Newly Acquired Smartphones

Newly Acquired Mobile Phones by Platform

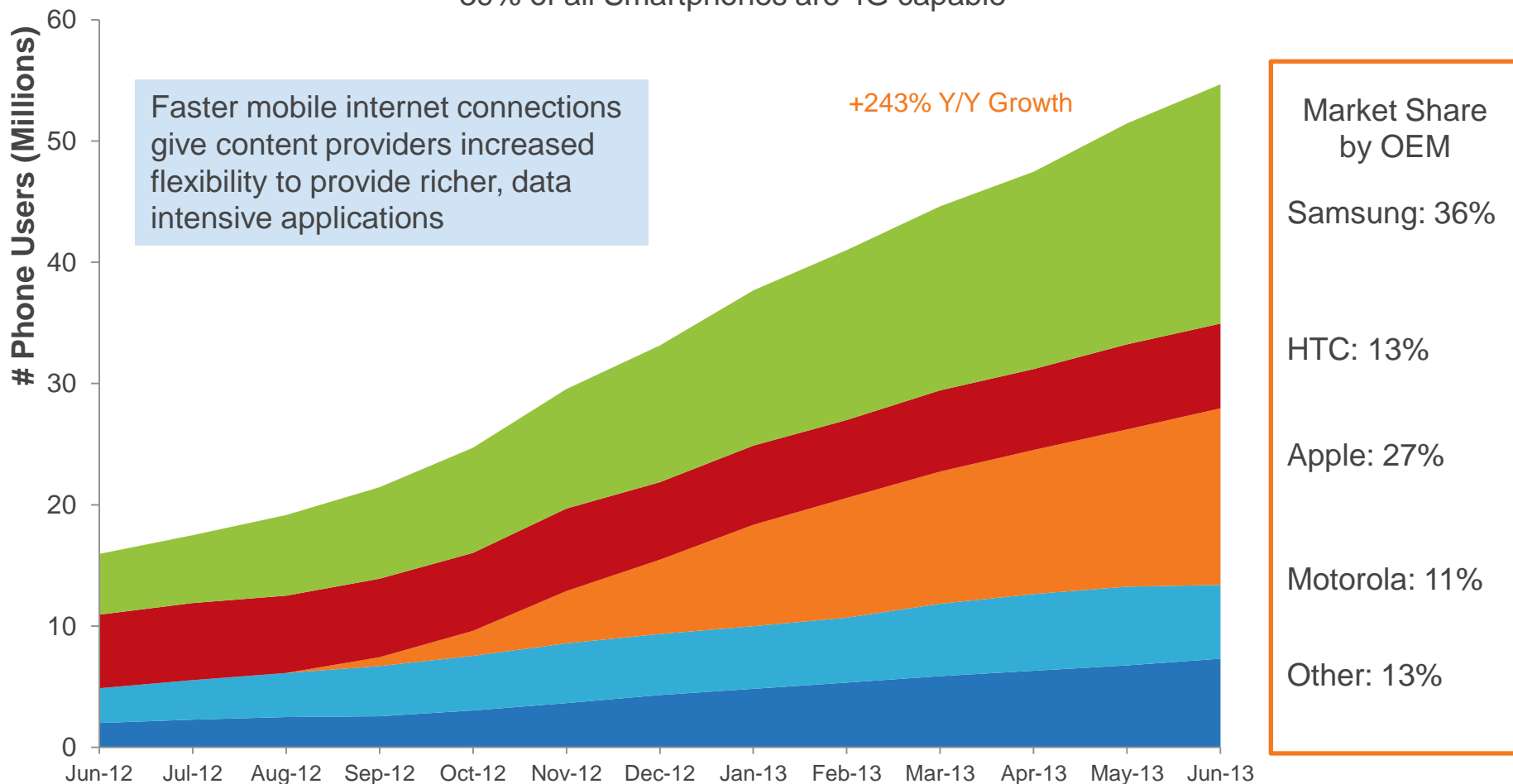


The number of 4G capable phones exceeded 50 million as of Q2 2013, with Apple and Samsung representing 63% of the market

4G Capable Phones*

Samsung and Apple Produce the Most 4G Capable Phones

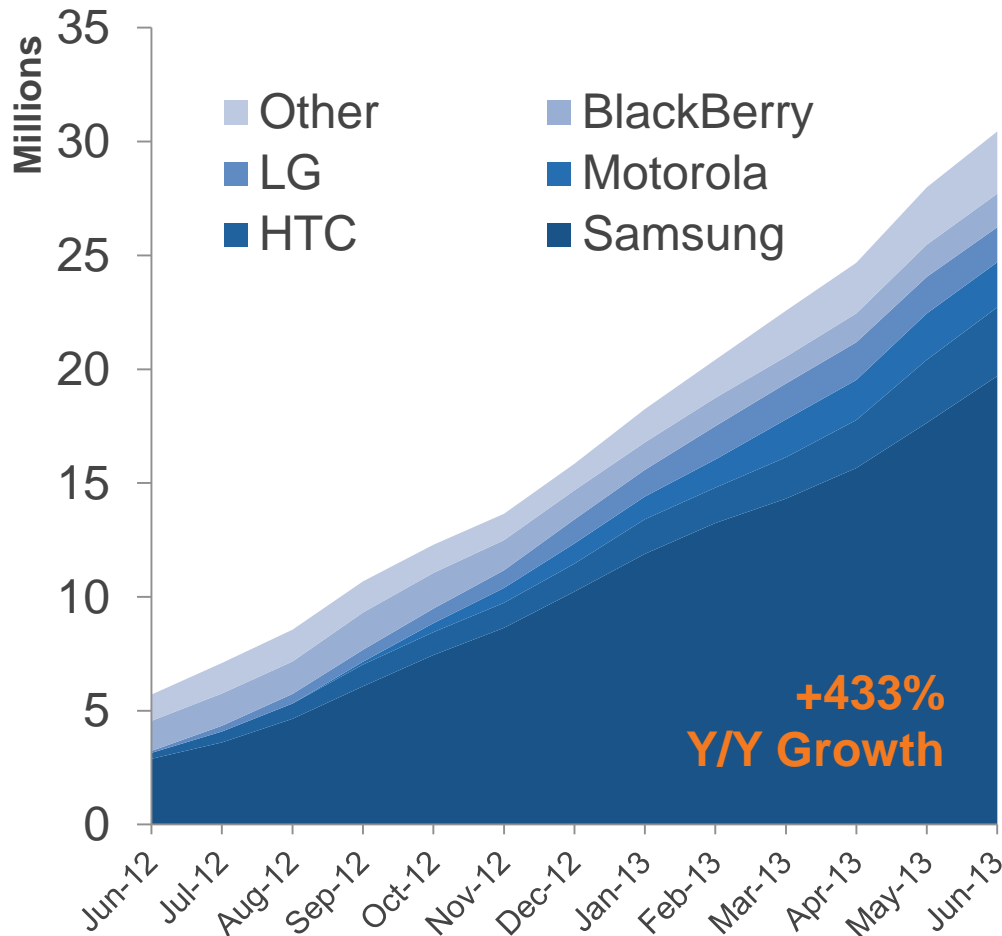
* 39% of all Smartphones are 4G capable



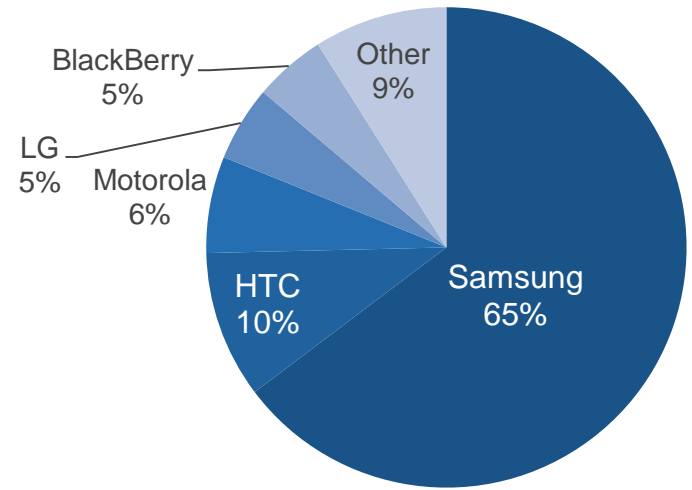
NFC capable smartphones now represent 22% of all smartphones and have grown rapidly, with Samsung leading the way

NFC Capable Phones

Samsung Produces Nearly 2/3 of All U.S. NFC Capable Phones



NFC Capable Phones by OEM (June 2013)



Current NFC Uses:

- Payments / Mobile Wallets
- File Transfers
- WiFi Connections
- Access Token / Keycard

Financial Services

- 1 in every 3 smartphone users engage with some sort of mobile financial service
- Financial Services usage on mobile apps has grown 44% Y/Y

Over a quarter of mobile phone users access Financial Services content from their phone

Mobile Financial Services Users

Banking is the Most Popular Mobile Finance Service

Total U.S. Mobile Phone Universe: 239 MM



Financial Users: 71 MM



Banking Users: 61 MM



Credit Card Users: 36 MM



Electronic Payments Users*: 37 MM

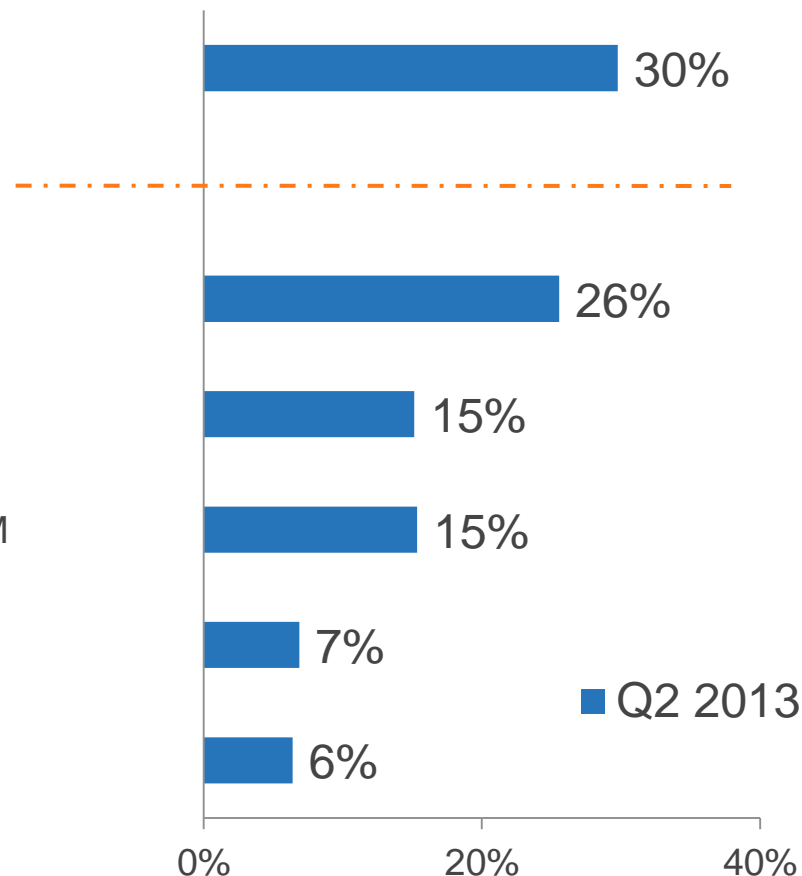


Brokerage Users: 16 MM



Insurance Users: 15 MM

% of Total U.S. Mobile Universe
- All Mobile Phone Owners-

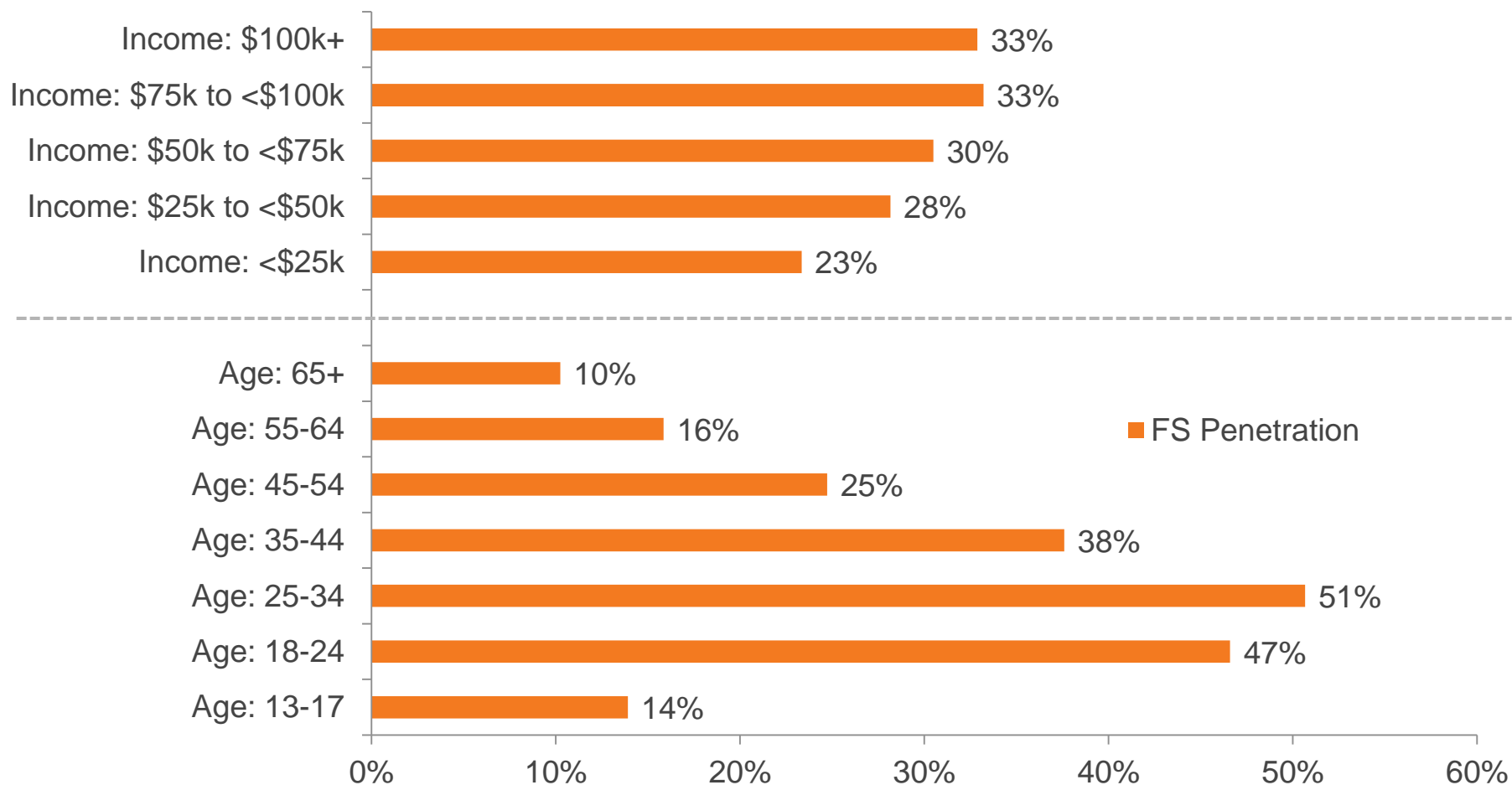


Includes customers and prospects who accessed content. Data also includes those who used text messaging to engage with financial institutions.

Consumers who access Financial Services content from their smartphones tend to be younger than the average smartphone user

Mobile Financial Services Penetration Q2 2013

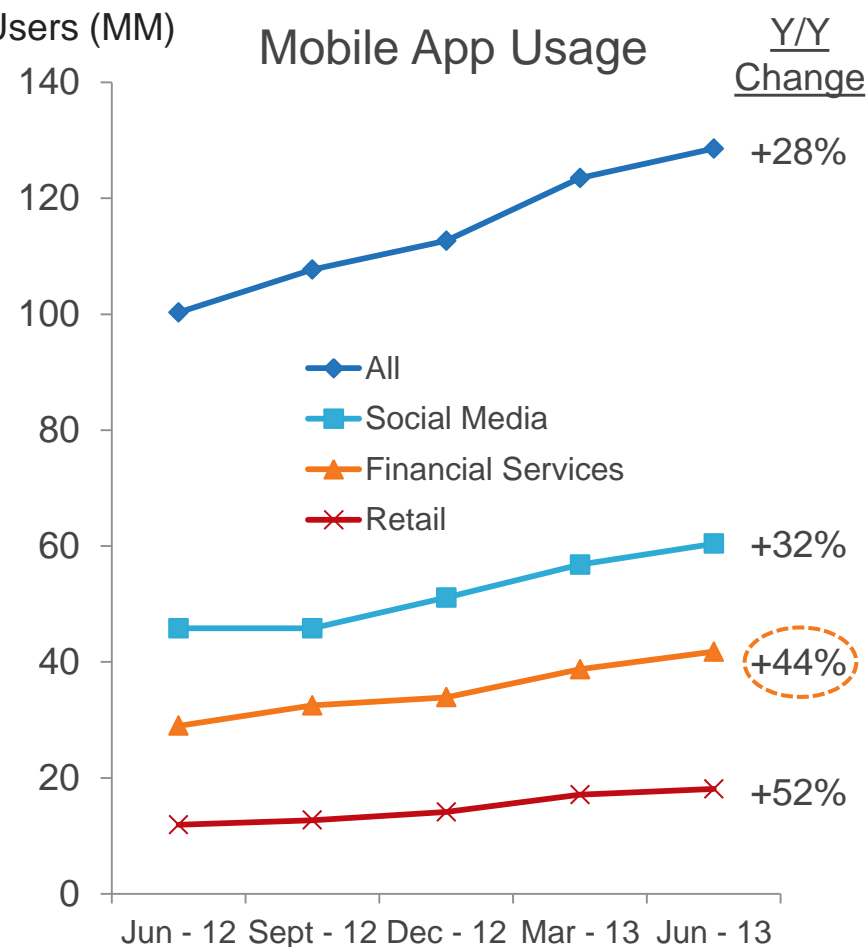
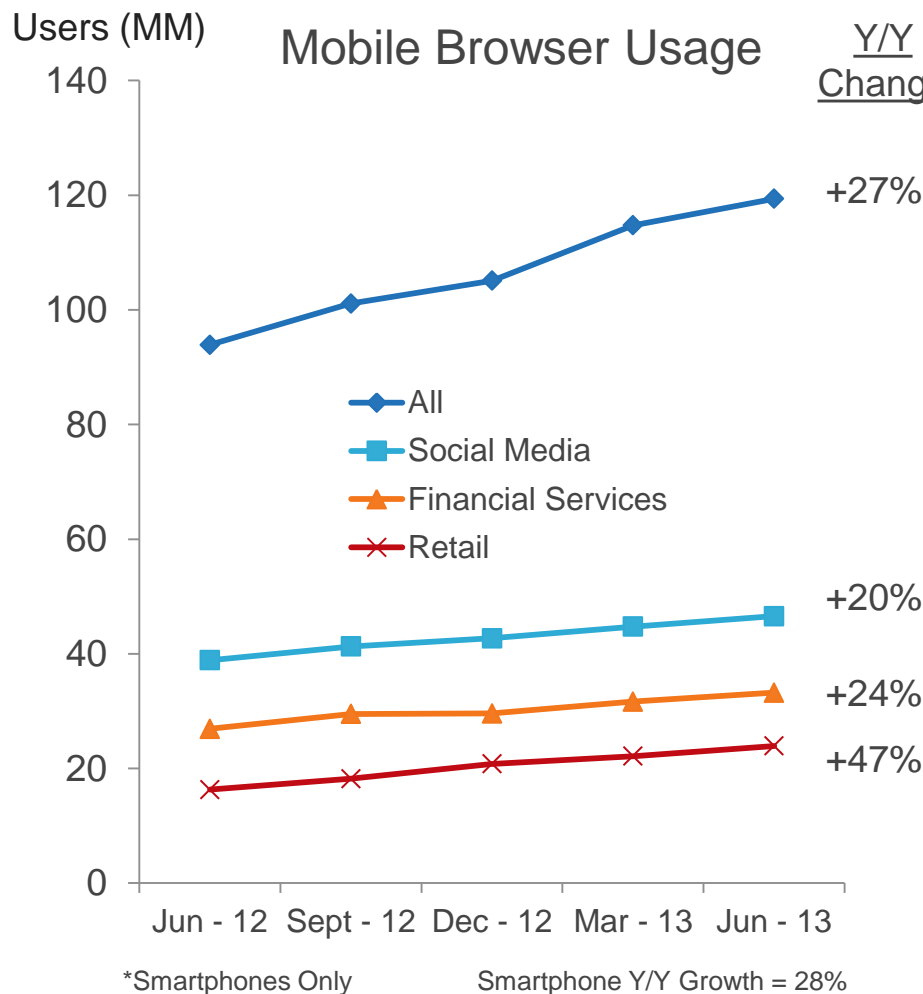
Profiles by Income and Age



Financial Services usage on mobile app has grown 44% Y/Y, more than Social Media and almost as much as Retail

Growth in Smartphone Browser & App Usage*

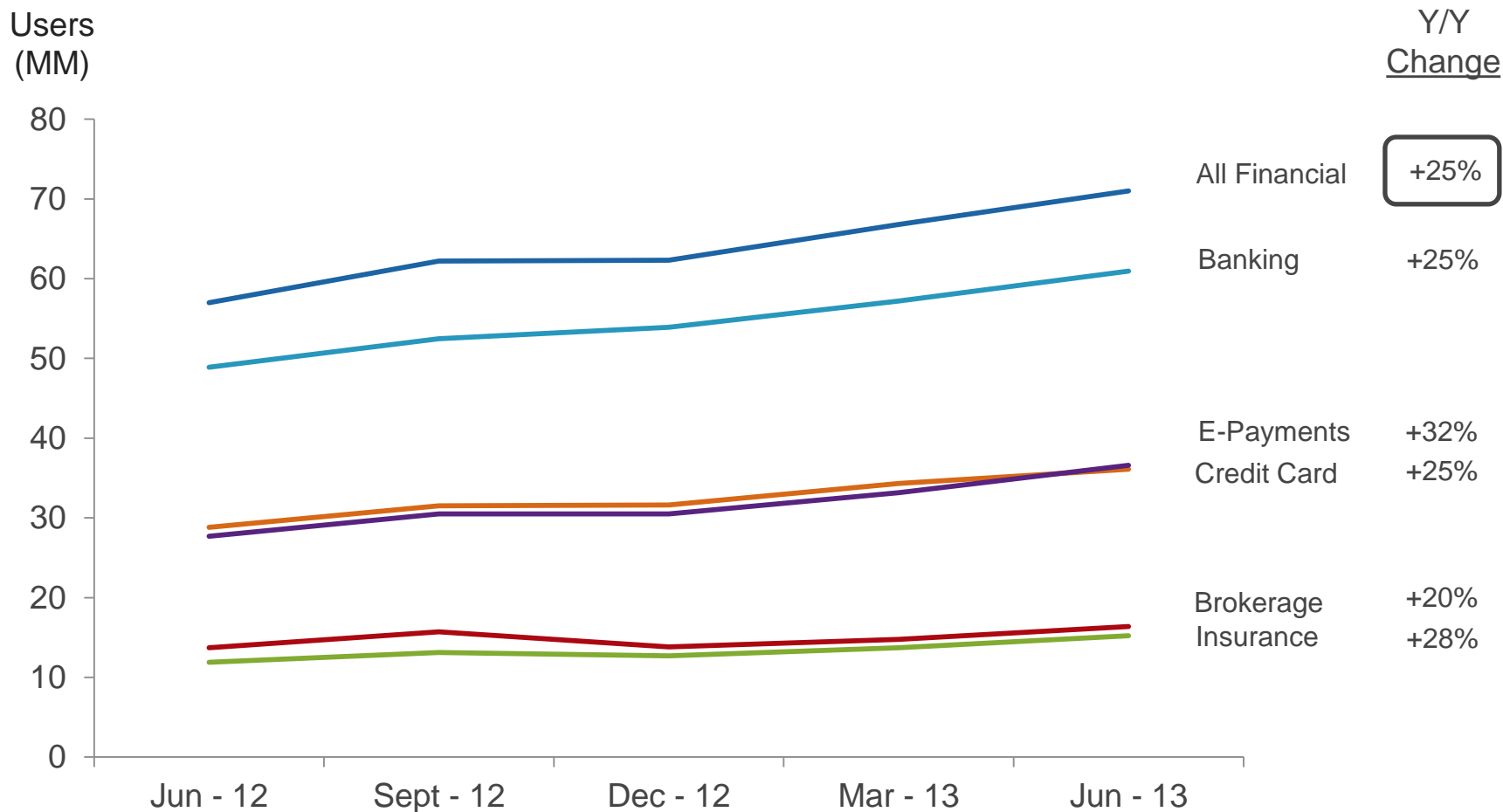
Financial Services app usage grew 44% Y/Y, while overall app usage grew 28% Y/Y



Banking continues to dominate usage within the financial industry, with electronic payments showing the greatest Y/Y growth

Growth in Mobile Phone Usage within the Financial Industry

Financial Services as a whole has grown by 25%



Note: Data includes both customers and prospects who have utilized a browser, app or SMS in the prior month.

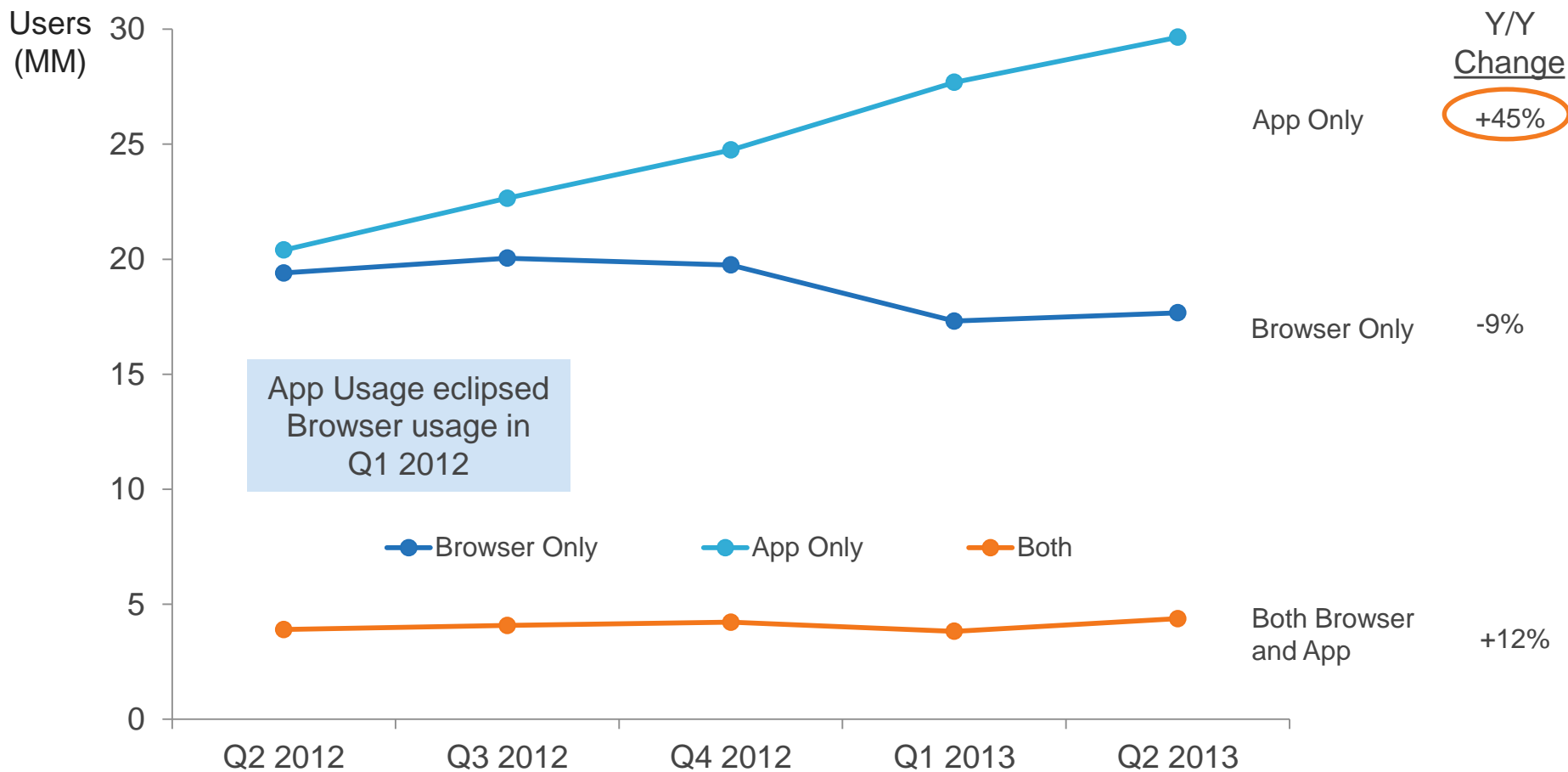
Banking Industry Specifics

- Usage of app or browser for banking access varies significantly by mobile platform

Exclusive app usage within banking continues its upward growth trajectory widening its lead against exclusive browser use

Banking: Browser and App Trends *

Bank App usage is strongest within Financial Services



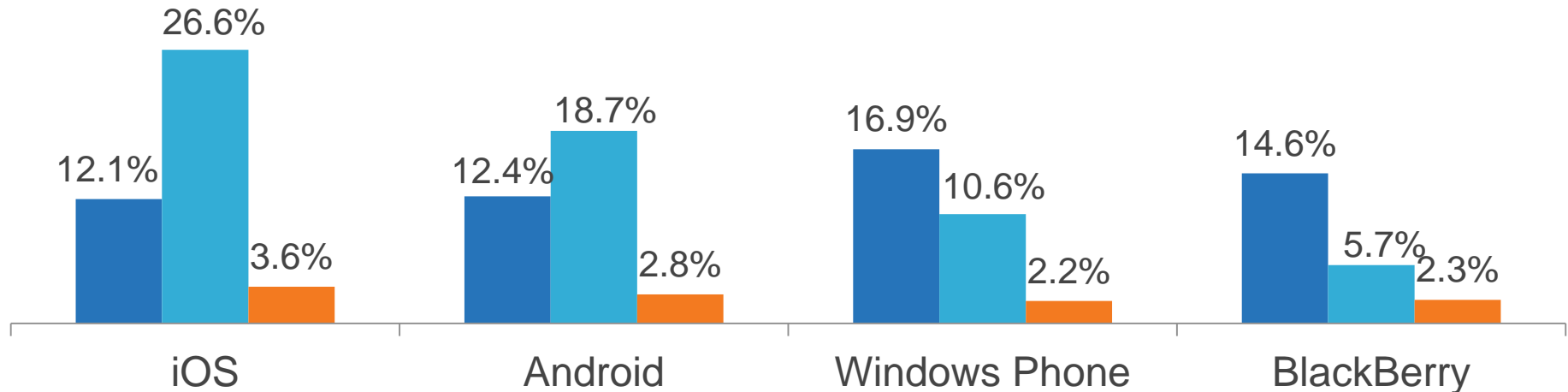
* Banking app usage growth of 45% is considerably higher than the overall app usage growth of 28%

Usage of app or browser for banking access varies significantly by mobile platform

Mobile Banking Access Method by Operating System

% Smartphone owners accessing banking content within each OS

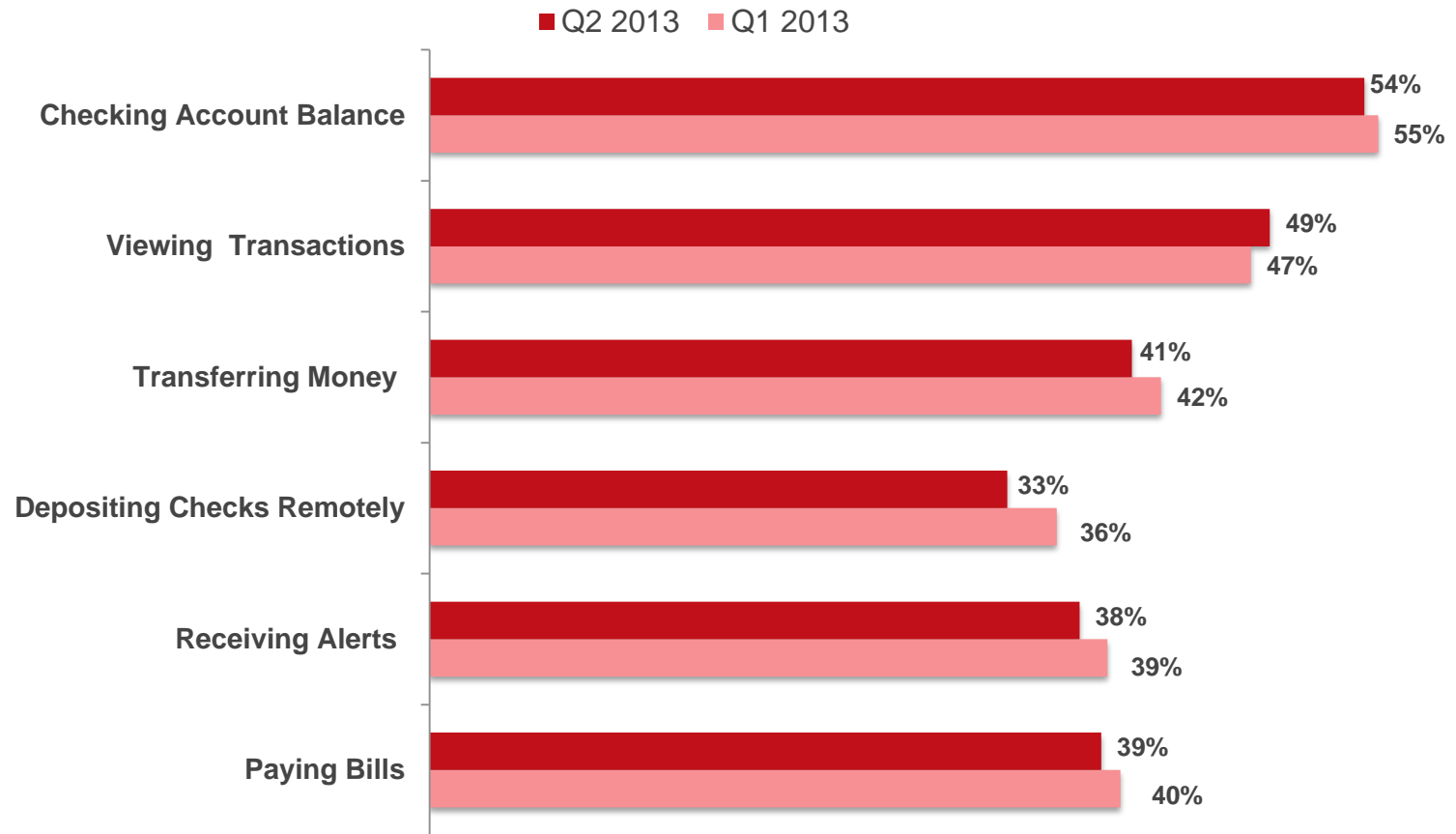
■ Browser Access ■ App Access ■ Browser and App



The percent of total customers with a smartphone that were aware of certain mobile banking features actually declined over the quarter

Awareness Among Customers with a Smartphone

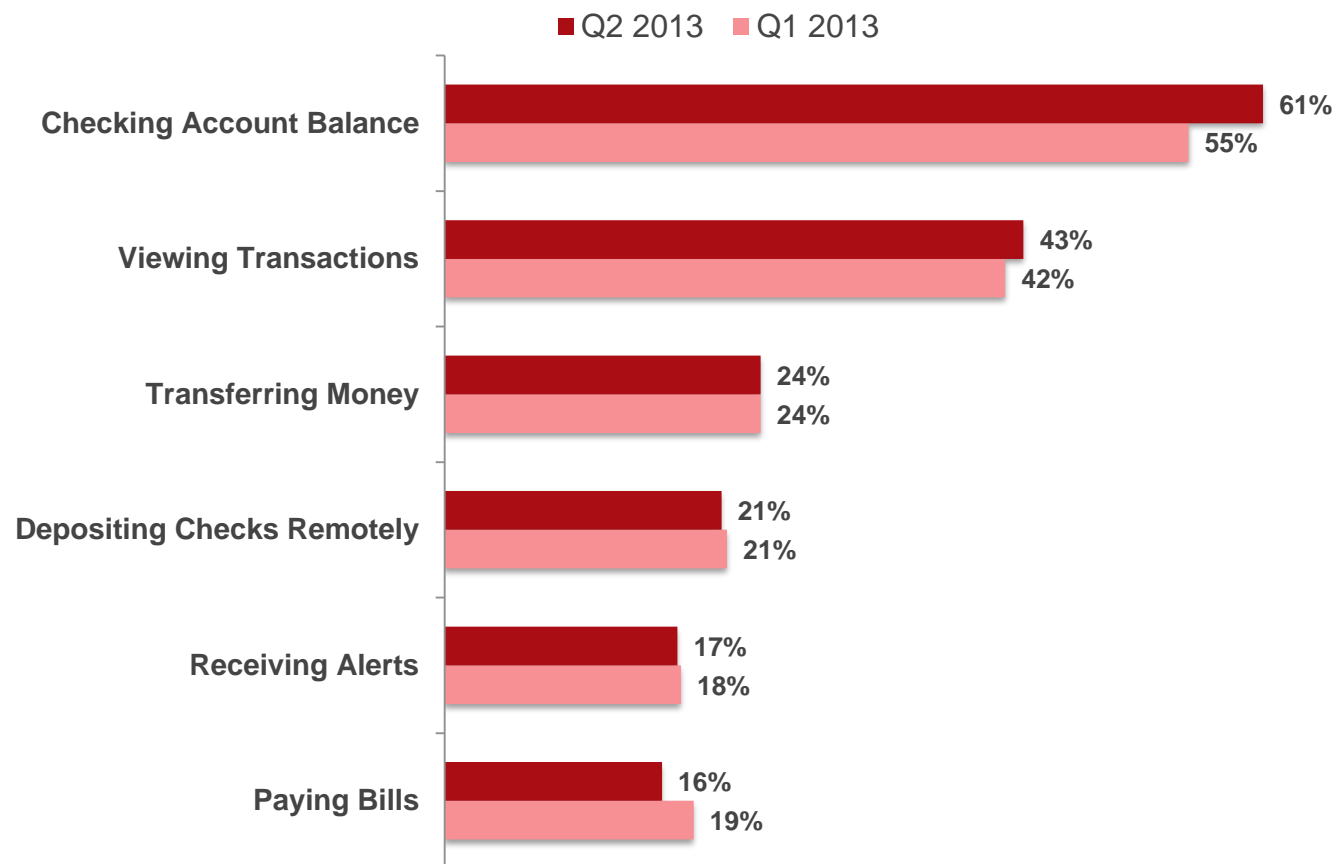
Mobile Banking Features – Q/Q



Usage of certain mobile banking features grew in some case, and declined in others

Use Among Customers with a Smartphone

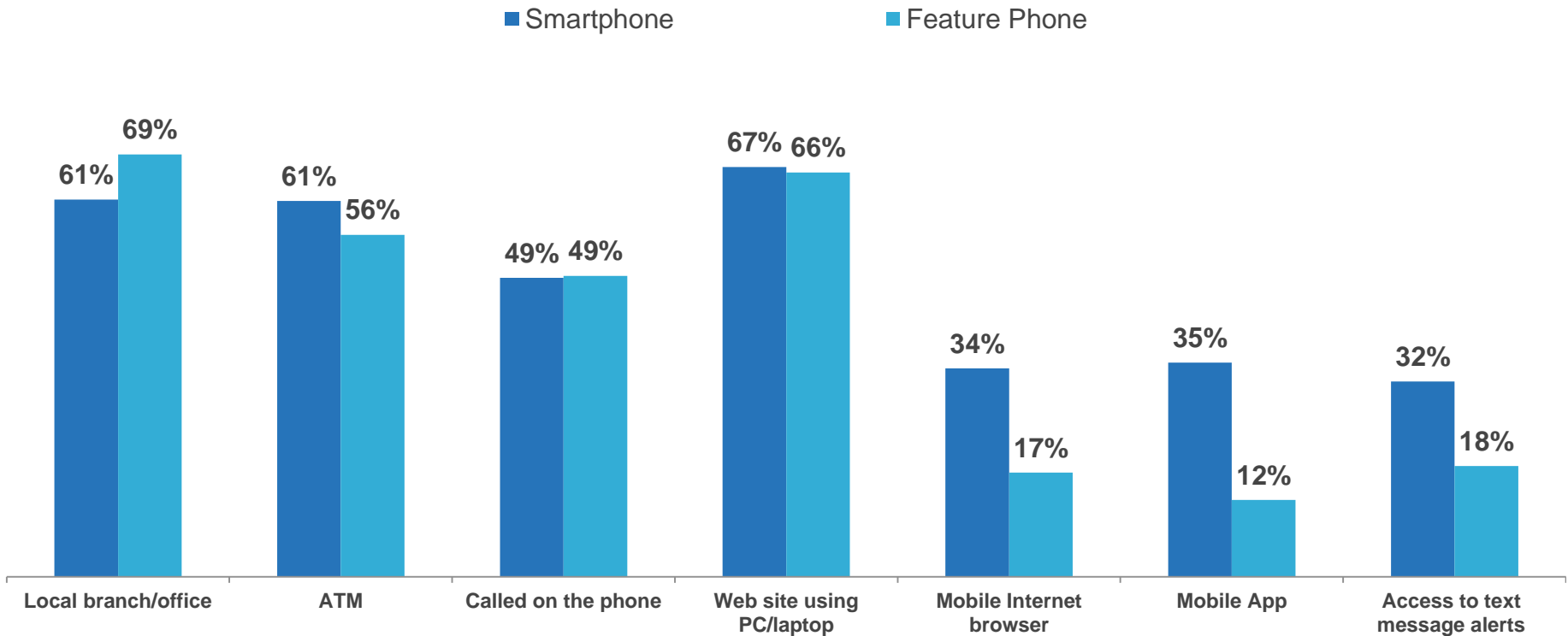
Mobile Banking Features – Q/Q



Smartphone owners show a much stronger inclination towards Mobile servicing channels

Importance of Servicing Channels For Banking Customers

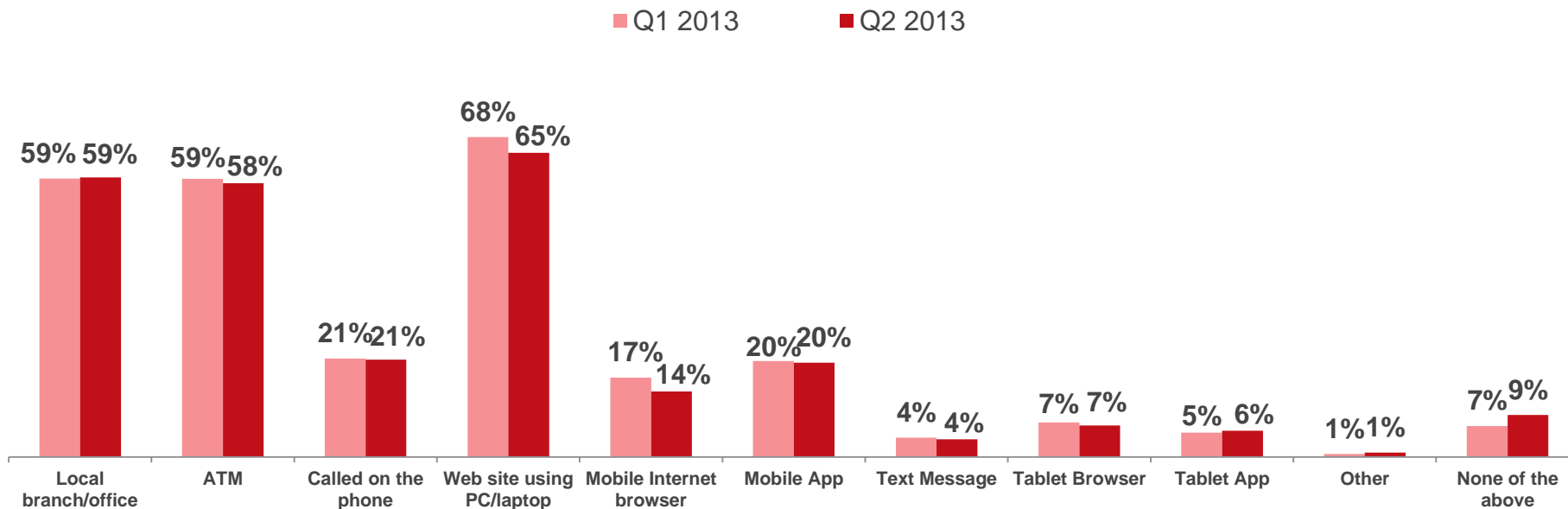
% Indicating Channel is Highly Important



Servicing channel usage among banking smartphone customers remained similar to last quarter, with a drop in mobile browser usage

Use of Servicing Channels Among Banking Customers

% of Banking Customers with a Smartphone



Traditional channels



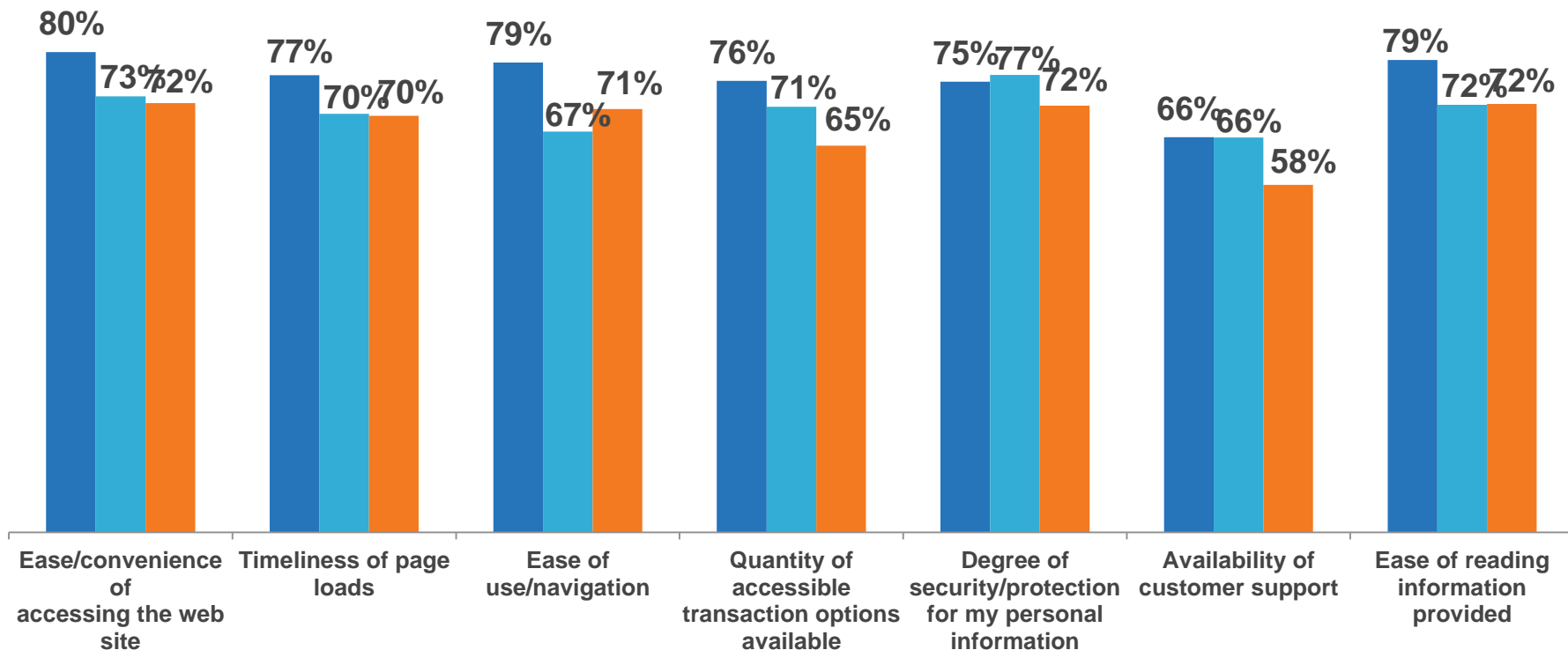
Emerging channels

Banking customers with smartphones tend to be more satisfied with their PC experience compared to mobile

Satisfaction with Channel Usage

% of Banking Customers with a Smartphone

■ PC / Laptop ■ Mobile Browser ■ Mobile App



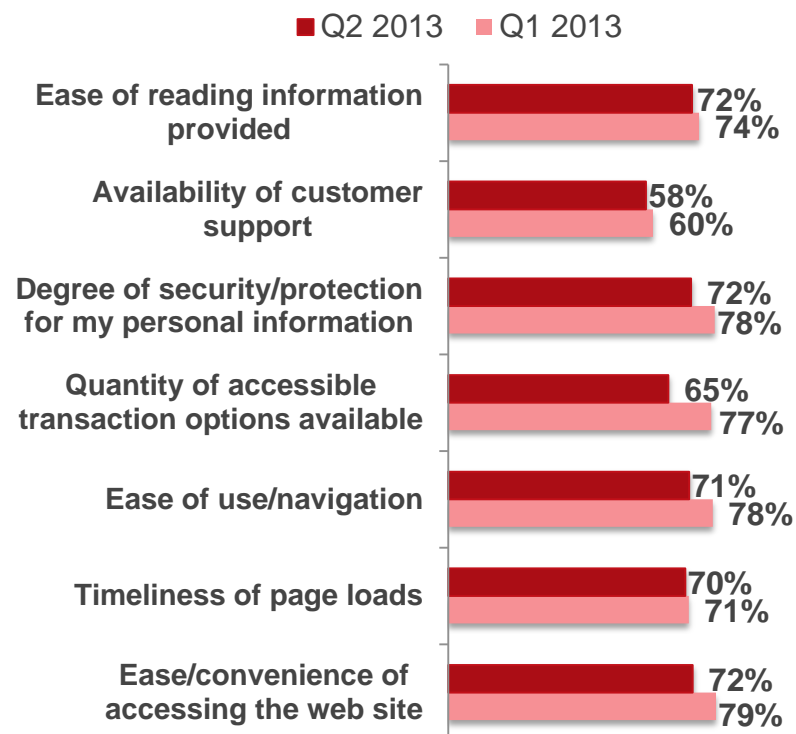
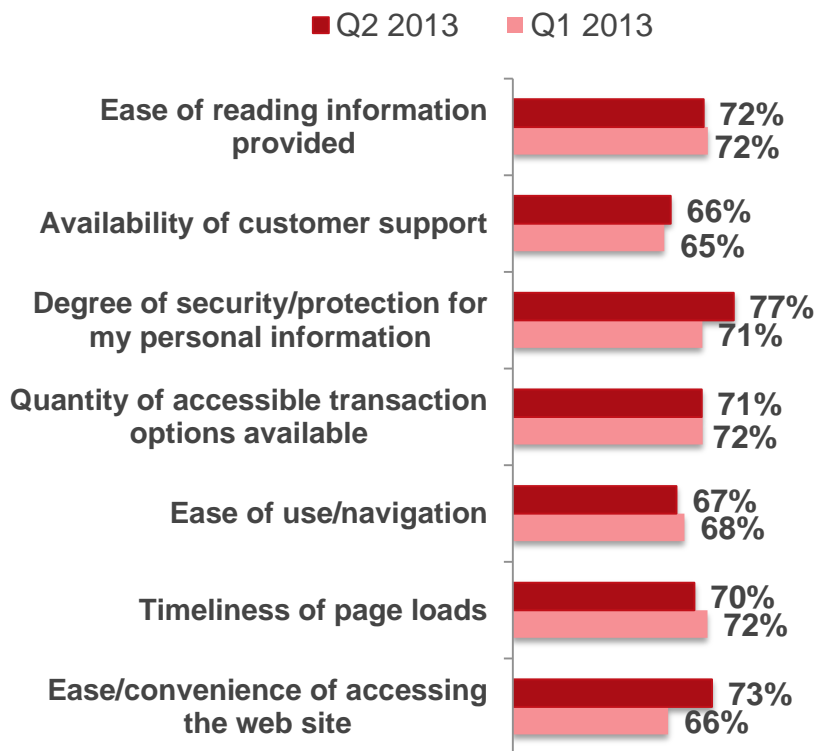
Mobile browser satisfaction increased Q/Q, while mobile app satisfaction dropped slightly

Satisfaction with Mobile – By Access Method

% of Banking Customers with a Smartphone

Satisfaction of Mobile Browser – Q/Q

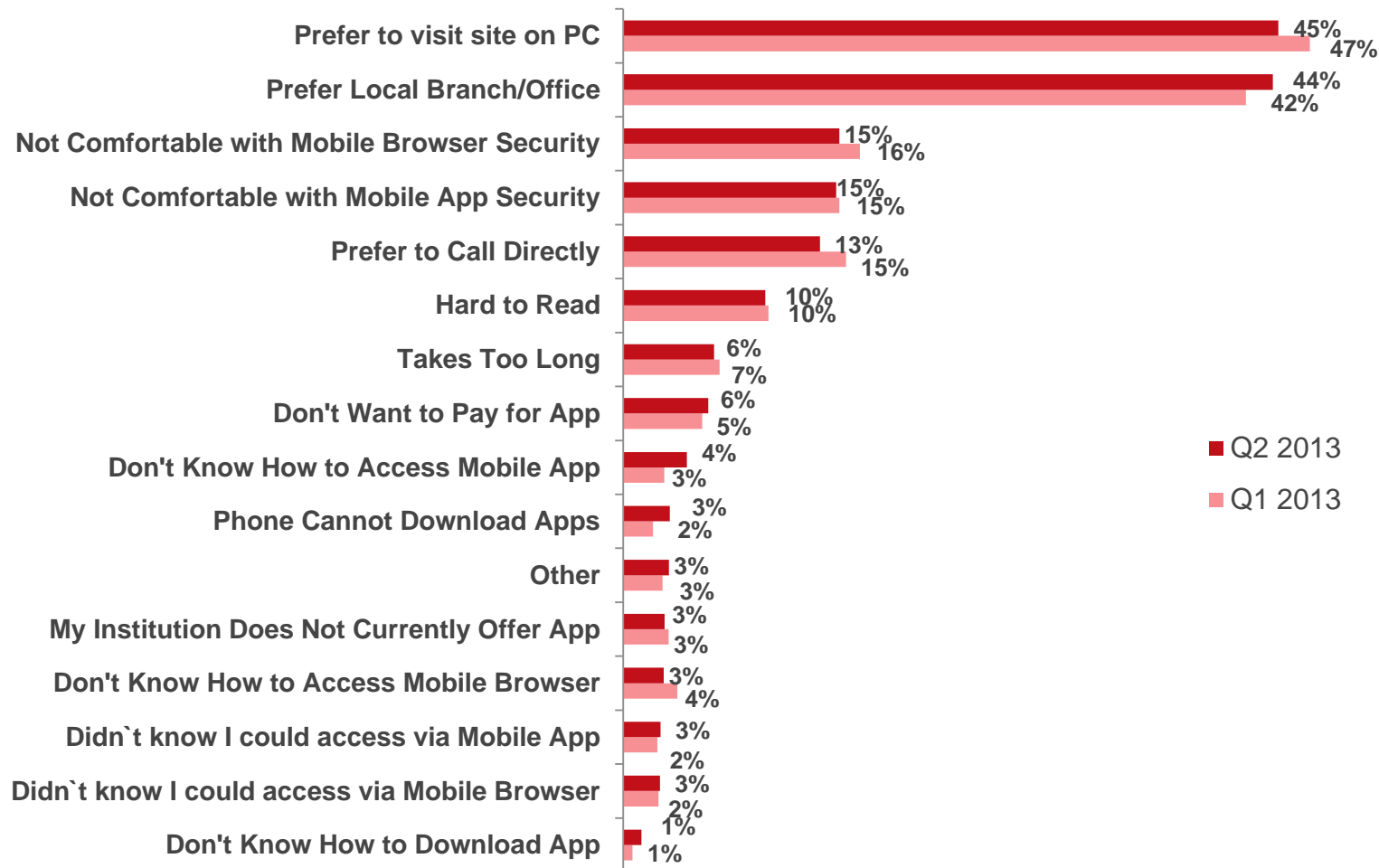
Satisfaction of Mobile App – Q/Q



Visiting local branches and preferring to visit via PC lead among all reasons for not using Mobile banking

Reasons for Not Using Mobile Banking

% of Banking Customers with a Smartphone



Questions & Next Steps

Thank you for your time today!

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