

Expert Table Presentation:
Apple Pay's impact on mobile payments

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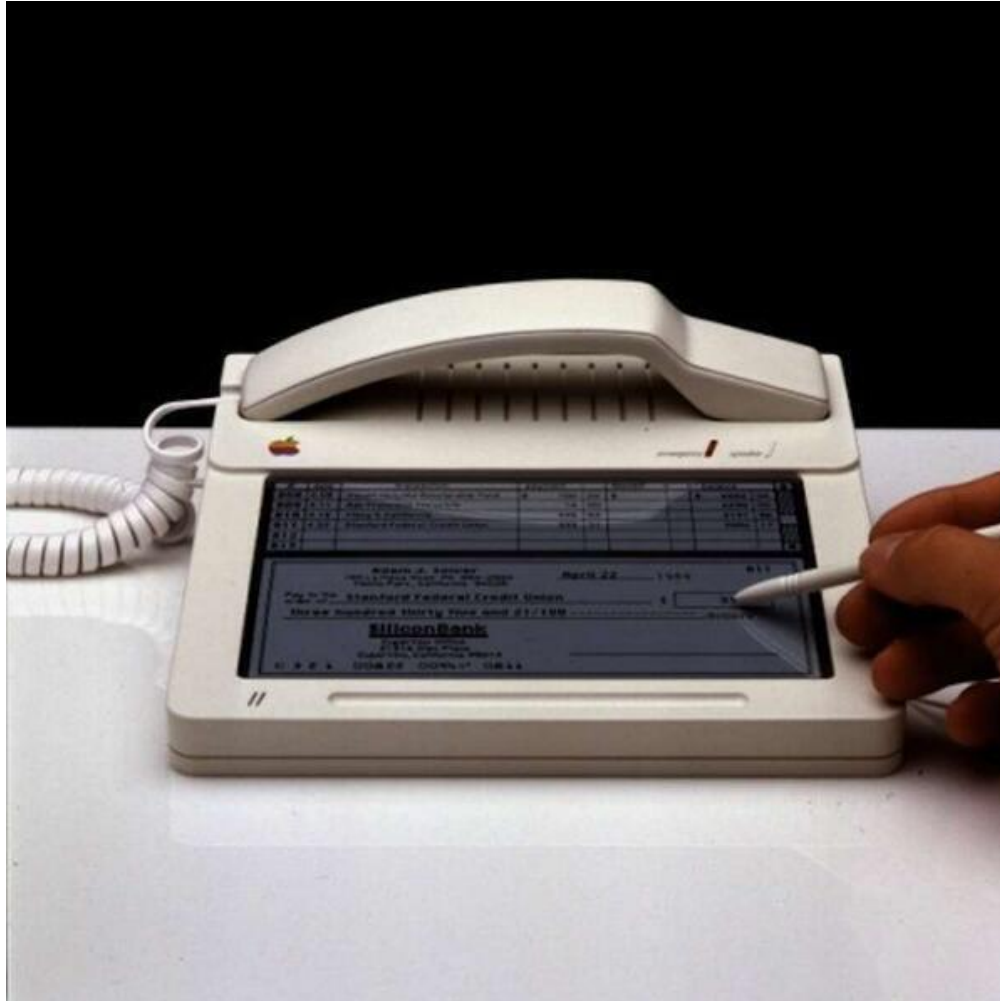
Perspectives

- Portugal
- Austria
- Spain
- France
- UK
- Netherlands
- Scandinavia
- India
- Russia
- Belgium
- Banks
- Telecom
- Merchants
- Security
- Processors
- Service providers

Good news for mobile payments

- NFC is now confirmed as standard
- Apple Pay has succeeded in delivering a consumer awareness and desire
- Disintermediation rather than disruption

Apple has taken their time



(1983)

Banks' view

- We cannot afford to ignore Apple Pay
- Should we worry more about the schemes than Apple?
- We need to consider both strategy and tactics when looking at business cases
- Control is changing

Legal issues? (EU)

- Sharing the data?
- Strong user authentication?
- Interchange woes?

- In line with SeCuRe Pay recommendations

Our Conclusions

- Payment is not the end game for Apple
 - Payments/trx are means to an end
- Apple takes the "value network" approach – connecting ecosystems
 - In some they make money
 - In others they "make" data
- Are consumers increasingly aware of the value of their personal data?
- **Exiting times ahead!**

THANK YOU!