

Mobey Forum in 2014 and going strong to 2015

mobey forum
mobile financial services

CaixaBank

Casa Macaya, Barcelona

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Mobey Forum is the global industry association empowering banks and other financial institutions to lead in the future of mobile financial services.

- Our focus is typically in 1-3 years ahead
- Analyzing business strategies and technologies
- Identifying commercial drivers and disruptors
- Collaborating and networking

New members since Mobey Day

- **MasterCard** has upgraded to Full Member
- **Gemalto** has come back as Full Member
- **Tecnocom** has joined as Senior Associate Member



10 New members and 1 upgrade (4 outside of Europe!)

Abu Dhabi Islamic Bank	Abu Dhabi	Full
Bell ID	The Netherlands	Sr Assoc
Helixion	UK	Assoc
Mahindra Comviva	India	Sr Assoc
Morpho	France	Sr Assoc
Proxama	UK	Sr Assoc
Scotia Bank	Canada	Full
Sibs	Portugal	Sr Assoc
Gemalto	France	Full
Tecnocom	Spain	Sr Assoc
MasterCard	USA	upgrade

4 workgroups continue

- **HCE continues with part 2**
- **Biometrics & Security**
- **Mobile Corporate Banking**
- **Marketing workgroup**



New workgroup: "Predictive Analysis in mobile finance"

It's not about "big data". It's about the question:

"What do you have to understand to be able to deduce meaningful services using existing internal and external data to provide great new mobile financial services based on predictive analytics?"

- build the bridge between successful apps with predictive capabilities like: Uber, Google Now, Netflix, Nest thermostat etc. and financial services applications
- new competitors like Simple and Moven are already investing heavily in this type of services
- Led by **Amir Tabakovic** from **PostFinance**

Whitepapers

- Prepaid in the Mobile Wallet: Taking Prepaid into Account
- HCE in Payment: Options for Financial Institutions

3300
whitepaper downloads in 2014



A Series of White Papers on Mobile Wallets - Part Six

The Prepaid Mobile Wallet
Taking Prepaid into Account



The Host Card Emulation in Payments:
Options for Financial Institutions

HCE Workgroup

Webinars statistics

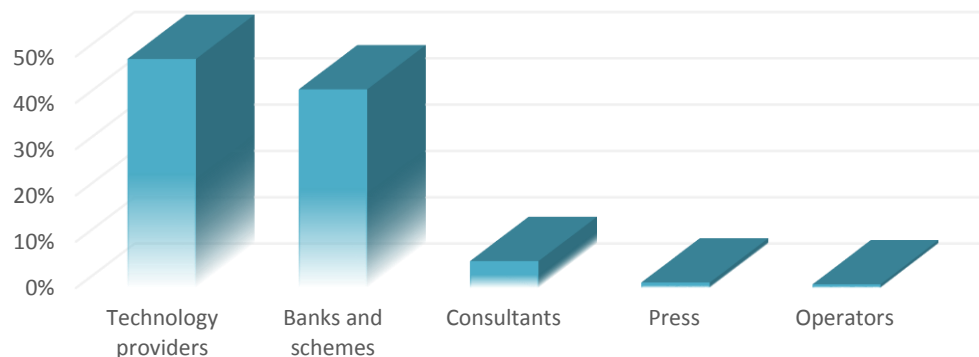
Webinar	Type of Webinar	Number of participants
Biometrics and Security Workgroup Launch 22.5.	Members	34
Apple Pay and its impacts on financial institutions 17.9.	Members	93
Mobey Forum's member exclusive HCE webinar 13.11.	Members	99
Mobey Forum HCE press webinar 18.11.	Press	19
Prepaid Wallet Member Webinar 23.6.	Members	20
Mobey Forum Webinar - The Prepaid Mobile Wallet 24.5.	Press	24

Apple Pay webinar was a huge success – we will have more informal interactive discussion webinars on game-changing announcements and topics. **Please suggest a topic!**

Mobey Day: Key Stats

- **280 registrations**
- **9 Sponsors**
- **7 Exhibitors**
- **Registrations from 25 countries**

TYPES OF COMPANIES



“It was my first at Mobey, but it was a great event”

“This was a very valuable and educational event for me.”

“I especially appreciated that banks actively are participating in this forum as these are my customers; so good event for networking in the context of the Mobile NFC topic.”

“I was very happy with the atmosphere – it absolutely supported the networking due to a relaxed and friendly approach.”

“Every member and participant engaged well whenever I initiated a conversation.”





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