

the millennials opportunity for banks in Asia's developing markets

"Millennials are a demographic that's rapidly maturing in terms of their economic strength, social influence and political power. They represent the greatest challenge – and growth potential – for banks today" | **FICO**

the banking preferences of millennials

The banking habits, choices, and preferences of this segment are unlike those of its predecessors. This population, comprised of individuals born 1980 - 2000, are the world's first digital natives. They are always connected, hyper-social, and have a deep affinity for technology. The question is – how do they bank?



They are **3x** more likely than non-millennials to connect with their bank via mobile app or browser

THE FINANCIAL BRAND

73%
prefer a digital relationship with their bank
GALLUP

68%
use online banking to manage their finances
American Banker

92%
would choose a bank for its digital services
GALLUP



By 2018, their spending power is expected to reach **\$3.39 trillion**

ORACLE

what makes Asia's millennials a powerful force?

The world's largest millennial populations today are in India (440M) and China (415M)

eshopworld

Together this is more than the working population of the US & Western Europe combined

HUFFPOST

60%

of the world's millennials will live in Asia By 2020



With an expected US \$200B in disposable income, these millennials will have more spending power than any generation that has come before



"Considering that 50 per cent of the (millennial) population of Asia Pacific alone will fall in this age bracket by 2020, the role that they are playing in the global economy should not be underestimated."



what are Asia's millennial's financial habits?



They are ambitious and keen to **impress** with their wealth, focused on luxury goods and premium brands

eshopworld



They are willing to save up significantly to purchase **branded products**

EUROMONITOR INTERNATIONAL



They won't, however, spend their money on **houses and cars**

RETAILASIA



They **save 20%** of their income and **spend 30%** on leisure activities like shopping and eating out

HUFFPOST



Filipino millennials prefer the advantages of **cashless payments** over using credit cards

eCompareMo



Millennials in Indonesia prefer **debit** and **pre-paid** cards over credit cards

ecommerce

these millennials prefer mobile financial services

42.4%

42.4% of in-store purchases in China are **not in cash**

WALKTHECHAT

40%

40% of India's millennials are keen to use **mobile banking**

RFI GRB

Chinese mobile payments are **50x** that of the US

FINANCIAL TIMES

India and Malaysia millennials consistently rank mobile banking as a top driver for **positive banking relationships**

RFI GRB

capture the millennial's MFS opportunity today!

Asia's developing markets have a millennials population with a **tremendous overall disposable income, specific spending, savings and financial needs and habits**, as well as a strong preference for mobile.

With consumers more ready to trust their banks than any other mobile financial services player, banks are in a prime position to capture the opportunity for **offering mobile financial services to millennials**.

Ovum

for the millennials MFS opportunity

Remaining relevant with millennials is within reach for banks that tap into this segment's mobile affinities and financial habits, and if they leverage their core assets and use technology in a seamless and effective way.

The Amdocs Mobile Financial Services offering is helping financial service providers all over Asia and other emerging markets capture this opportunity with:



Innovation & Powerful Capabilities:

- A financial grade platform;
- A robust ecosystem of merchants and partners to enable broad mCommerce payments;
- Numerous use cases for all MFS needs including: money transfers P2P, merchant payments, bill payments, disbursements, and more;
- Secure and compliant transactions, meeting the regulatory needs of today and tomorrow.



MFS Domain Expertise:

- Operational excellence & cost efficiency with the Amdocs MFS Center of Excellence;
- A dedicated business accelerator practice, supporting design, implementation, user adoption, and more;
- Unparalleled experience, with over 13 years in providing mobile wallet-based solutions.