

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 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, hypersocial, 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**



\$3.39 trillion ORACLE

what makes Asia's millennials

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

Together this is more

than the working population of the US & Western Europe combined HUFFPOST

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

Pacific alone will fall in this age bracket by 2020, the role that they are playing in the global economy should not be underestimated."

"Considering that 50 per cent of the (millennial) population of Asia

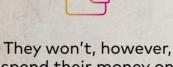


440м

415м



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



spend their money on houses and cars **RETAIL** asia



Filipino millennials prefer the advantages of cashless payments over using credit cards eCompare Mo.com



They are willing to save up significantly to purchase branded products EUROMONITOR INTERNATIONAL



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



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

these millennials prefer mobile financial services

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

RFi GRB



WALKTHECHAT



RFi GRB

Chinese mobile payments are that of the US FINANCIAL TIMES



population with a tremendous overall disposable income, specific spending, savings and financial needs and habits, as well as a strong preference for mobile.

Asia's developing markets have a millennials

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





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





A financial grade platform; A robust ecosystem of merchants and partners to

Innovation & Powerful

payments;

enable broad mCommerce

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.



& cost efficiency with the Amdocs MFS Center of Excellence;

MFS Domain

A dedicated business accelerator practice, supporting design, implementation, user

adoption, and more;

- Unparalleled experience, with over 13 years in providing mobile walletbased solutions.



