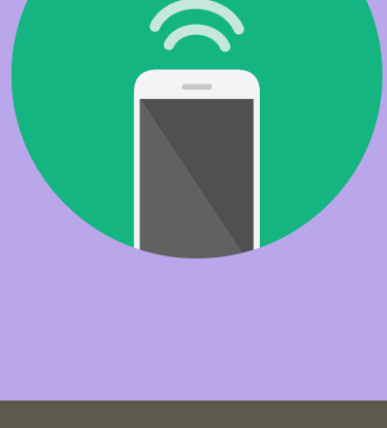


# Mobile Payments On The MOVE

## Who's Using Mobile Payments?

87% of American adults own or have regular access to a mobile phone ...



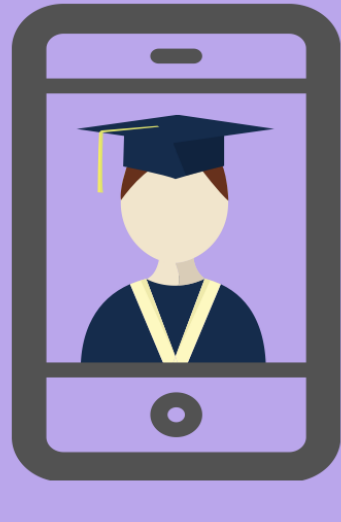
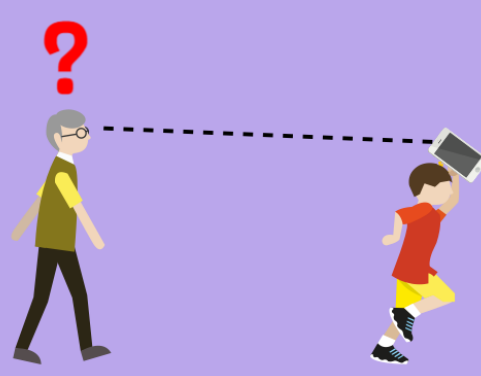
... 71% of those mobile phones are smartphones with Internet access.

Source: Federal Reserve

Most smartphone owners are young adults.

**85%** of 18-29-year-olds own one.

54% of adults age 50 to 64 own a smartphone.



78% of college graduates use smartphones.

Source: Pew Research Center

## Mobile payments are growing

In 2014, 22% of mobile phone users used mobile payments ...

... up from 12% in 2013.

Source: Federal Reserve

In 2014, 41% of U.S. consumers used a phone to pay at a merchant location.

## Mobile Payment Platforms

In Oct 2014, 1 million users signed up for Apple Pay in the 3 days after its launch ...

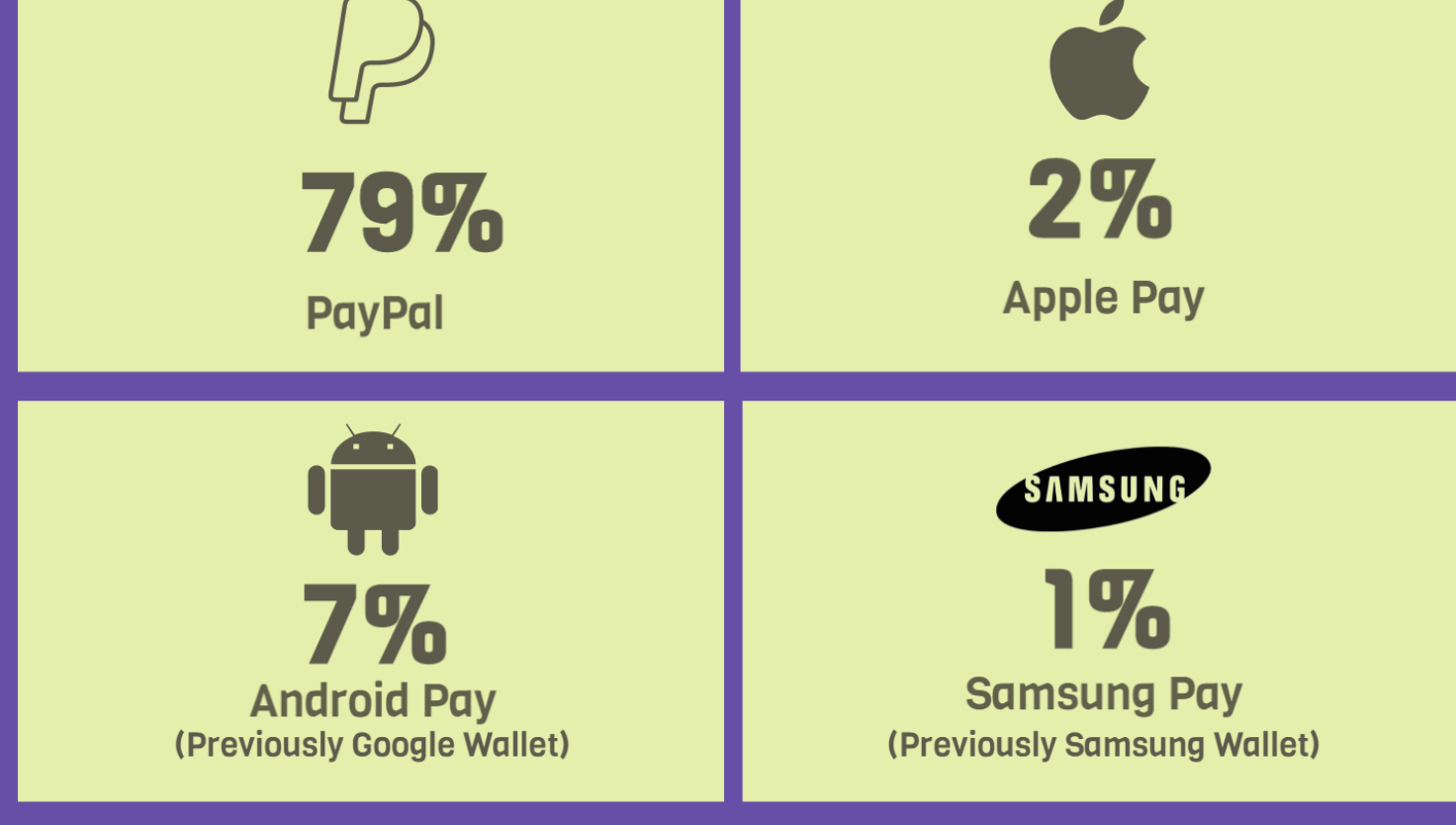


Source: Wall Street Journal

... but Apple Pay isn't the most popular payment system.

### Payment Platform Popularity

(by percentage of consumers who use each platform)



Source: Statista

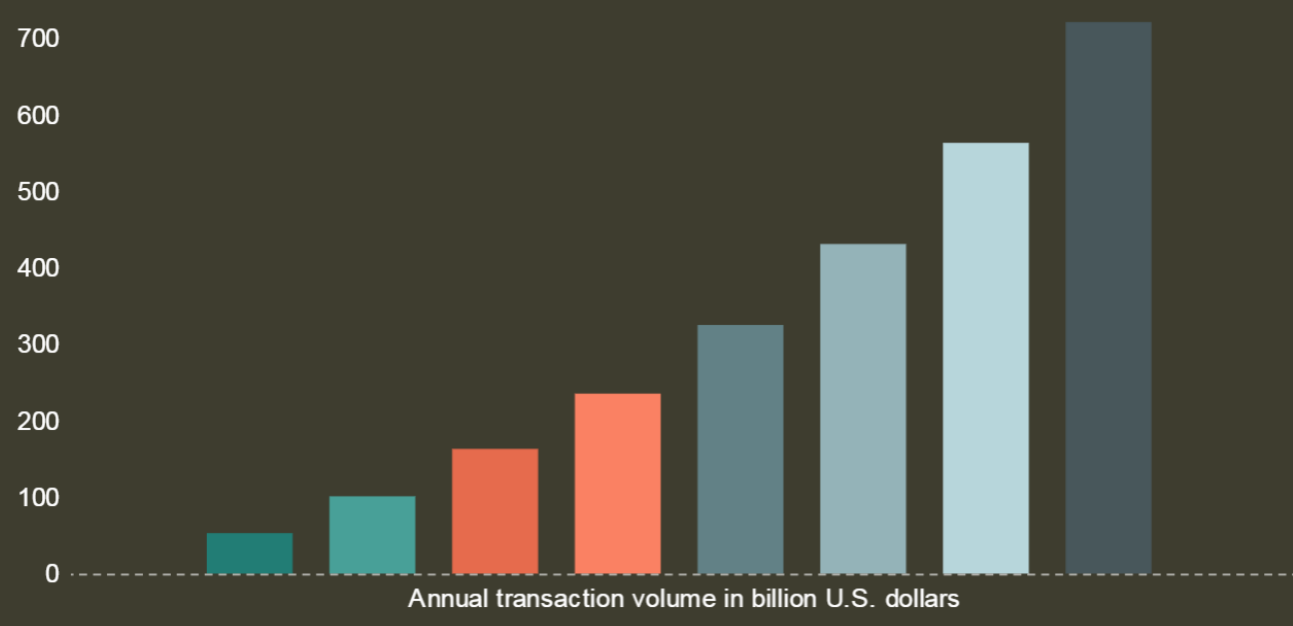
## Mobile Projections

By 2017, mobile commerce revenue will make up **50%** of U.S. digital revenue.



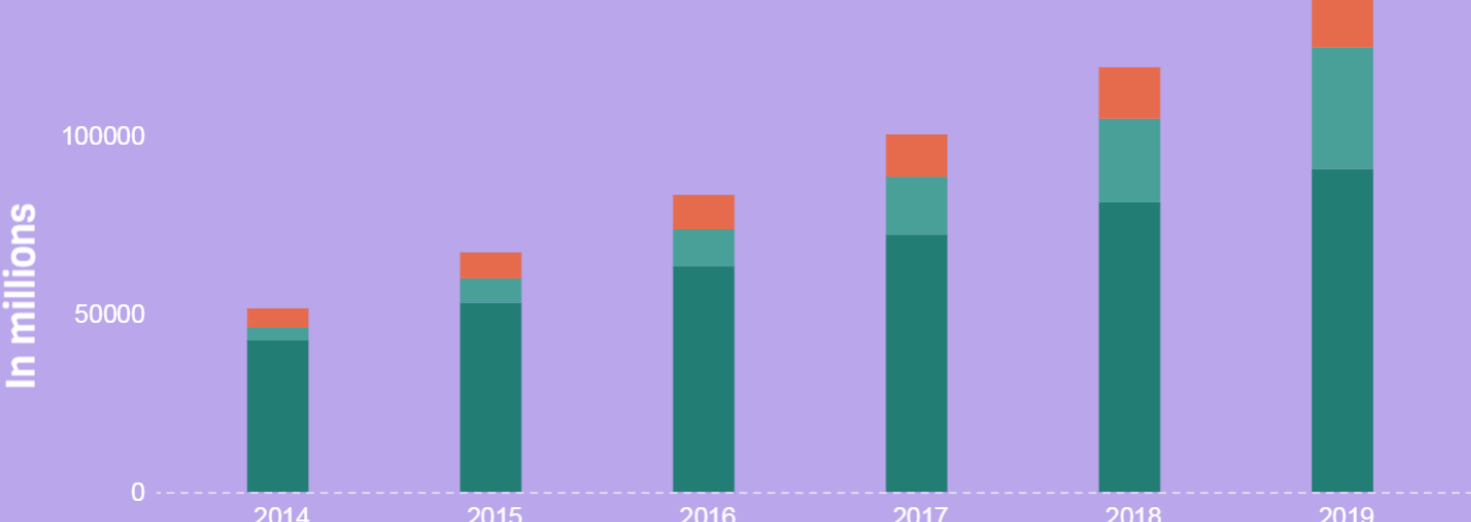
Source: Gartner

By 2019, mobile payments worldwide are projected to top **\$720** billion.



Source: Statista

By 2019, mobile payments in the United States will reach **\$142** billion



Source: Forrester Research