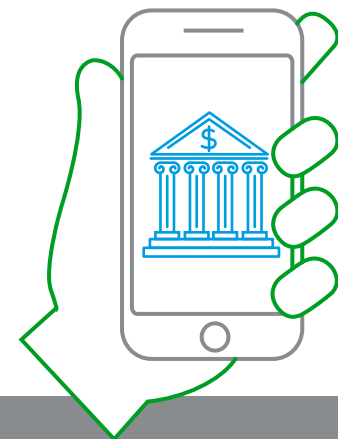


# FINTECH COMPANIES ARE TRANSFORMING THE FINANCIAL SERVICES INDUSTRY



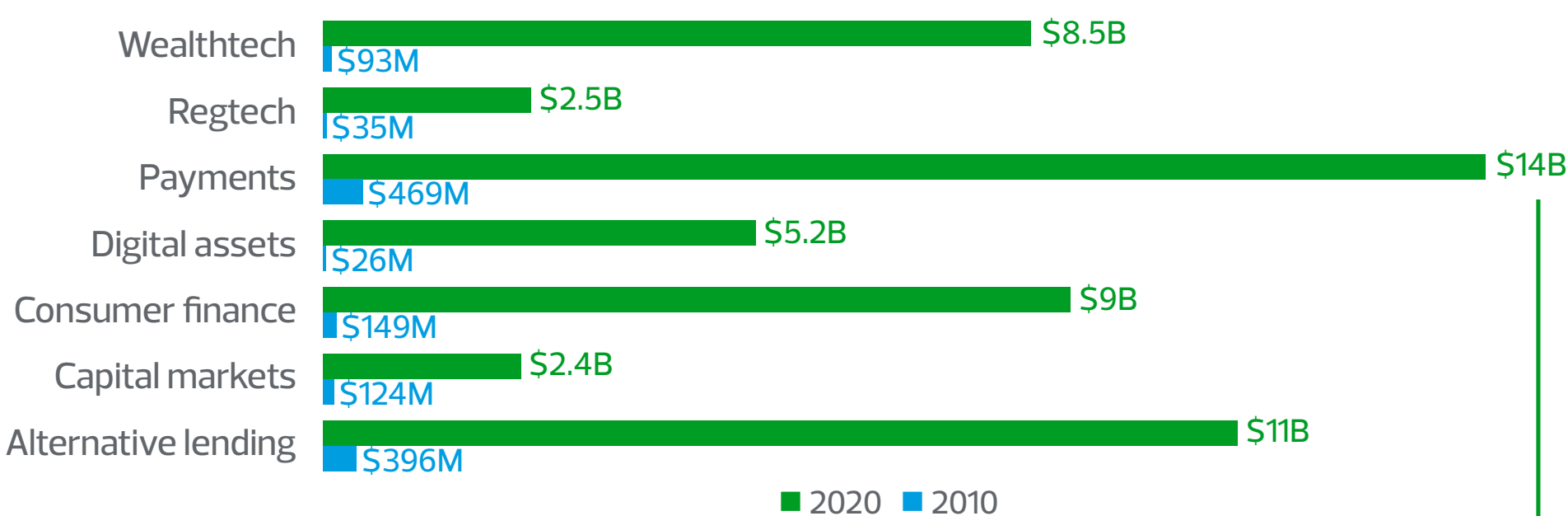
## Fintech disruption



**\$100B** is invested globally in fintech today compared to **\$12.6 billion** in 2010.

(Source: PitchBook)

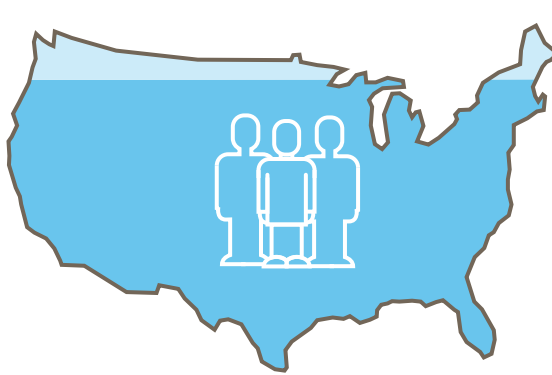
## Fintech investments across U.S. financial services sectors continue to rise significantly



(Source: PitchBook, as of June 30, 2021)



The payments sector is leading fintech disruption



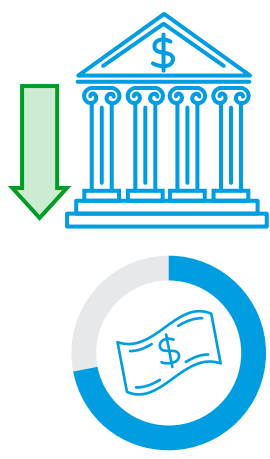
**88%** of U.S. consumers use fintech in 2021

compared with only **58%** in 2020. More Americans now use fintech than they do video-streaming subscriptions (**78%**) and social media (**72%**).

(Source: Fortune, according to Plaid Annual Report)

## Traditional players

### Market share for conventional banks continues to decrease



In October 2020, conventional banks accounted for **72%** of the **total market value of the global banking and payments industry**, down from **82%** in Jan. 2020 and down from **96%** in 2010.

(Source: The Economist)



Only **43%** of banks believe they **effectively serve millennial customers** between **25** and **40** years old.

(Source: Bank Director)



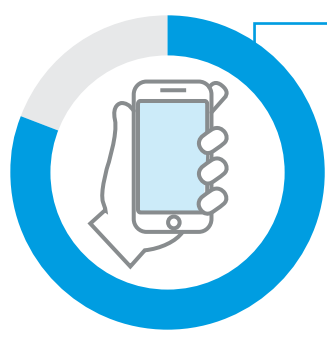
Banks have **increased** their technology spending by a median **10%**

**but 50%** are concerned they **aren't effectively using** and/or aggregating data.



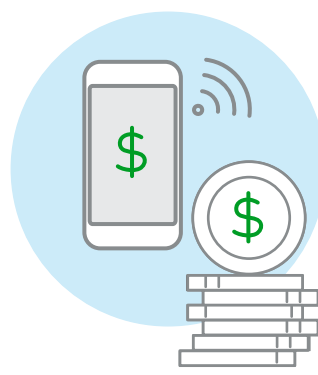
(Source: Bank Director)

## Changing customer preferences



**81%** of adults in the United States **own a smartphone**, compared to **46%** in 2011.

(Source: Pew Research)



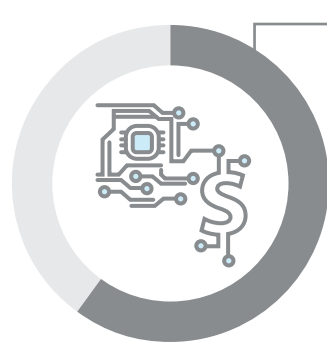
**Digital wallets** could account for over **\$2 trillion** in U.S. payments by 2023.

(Source: Bloomberg)



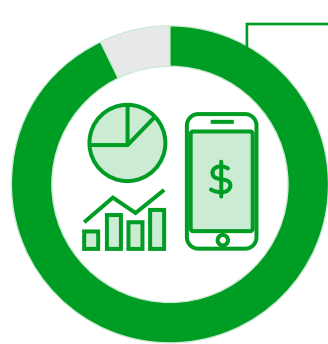
**41%** of consumers are more likely to use **digital channels to open a financial account** than a year ago.

(Source: FICO)



**60%** of U.S. bank customers are willing to **try a financial product** from a tech firm they already use, and that number rises to **73%** for customers aged **18 to 34**.

(Source: CB Insights)



**93%** of consumers **use a fintech app** because it saves them time. **81%** said a fintech app gave them **more control** over their finances, and **78%** said it **saved them money**.

(Source: Fortune, according to Plaid Annual Report)