

BANKING SUMMIT BANKING IN THE DIGITAL AGE

06TH FEBRUARY 2018



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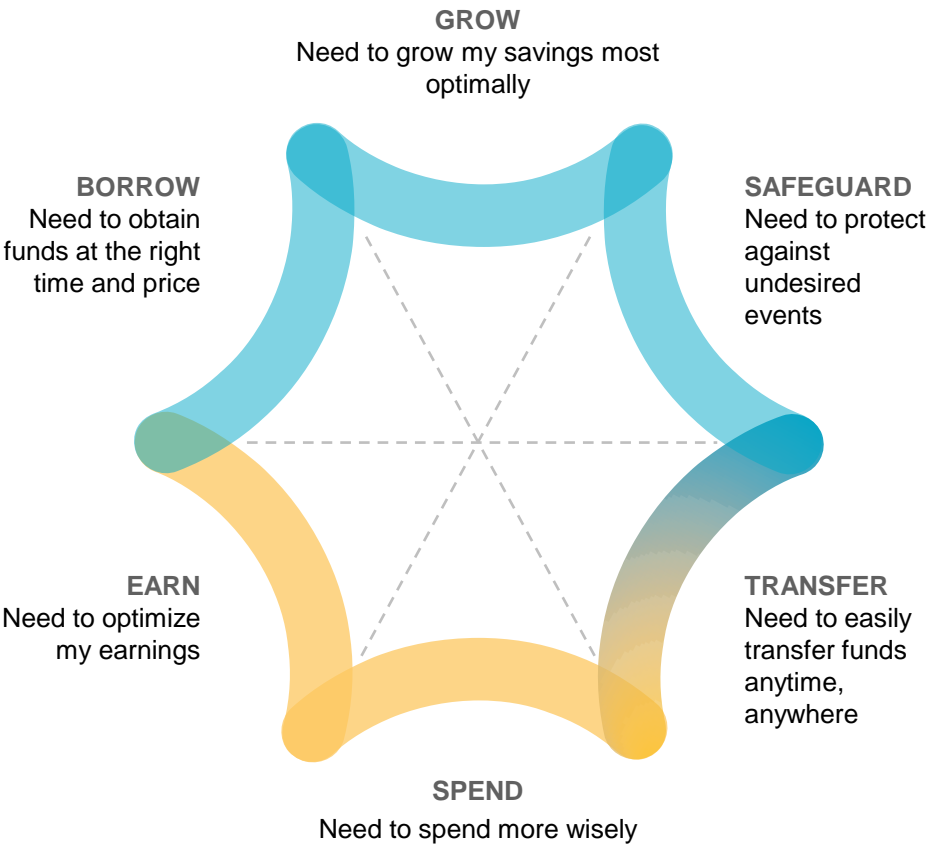
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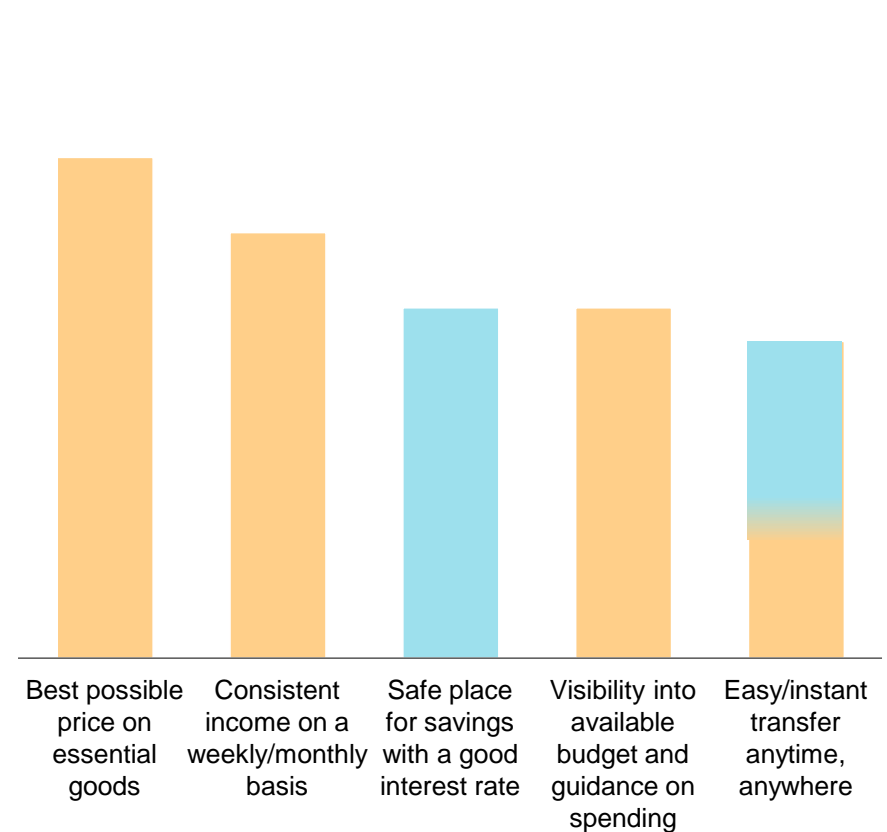
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We see an opportunity to tap into a wider set of “financial” needs

Oliver Wyman financial needs hexagon



Top 5 global financial needs for the mass market % Of respondents rating needs as relevant



Traditional FS needs Non-Traditional FS needs

Source: Oliver Wyman – “The State of the Financial Services Industry 2018 – The customer value gap: re-calculating route”

We believe big lessons can be learnt from innovators

Example of innovators addressing evolving needs

UNDERWRITING OPTIMIZATION

Underwriters use analytics on broad sets of data to **assess underwriting risks and optimize pricing** in insurance and lending

- SoFi
- CommonBond
- Betterview
- Snapshot
- Cover Genius

LOSS AVOIDANCE

Emerging players focus on **detecting and preventing loss-causing events** before they occur via use of sensors/IoT Technology

- Ring
- Notion
- Zendrive
- Nauto
- Neos

INCOME GENERATION

Host of various applications provide people **means to utilize their time and skills** in a flexible way and earn additional income

- Uber
- Didi Chuxing
- Airbnb
- TaskRabbit
- Etsy

ASSET LIQUIDATION

E-Commerce marketplaces provide setting to **quickly sell goods and services** to obtain cash when necessary

- ebay
- Craigslist
- Letgo
- Ganji
- Bualo Exchange

INVESTMENT ADVISORY

Robo-advisors with low account minimums and management fees help **maximize investment gains**

- Betterment
- Wealthsimple
- WiseBanyan
- Nutmeg
- Xuanji

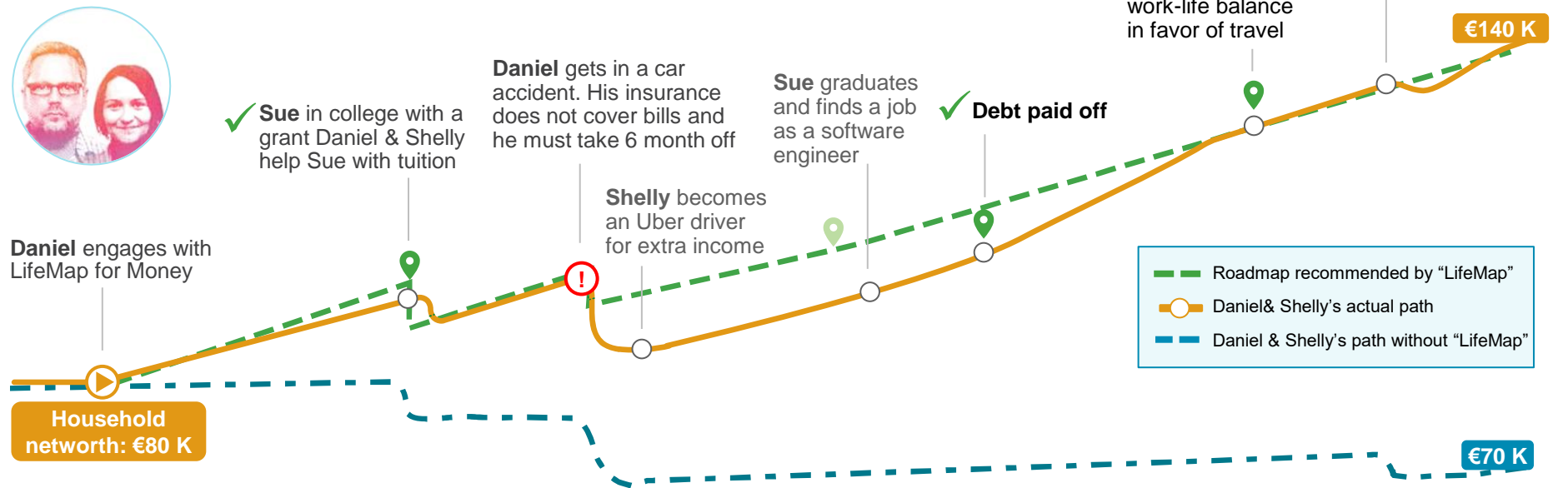
SHOPPING OPTIMIZATION

Alternative retailers, travel fare aggregators, and rebate and coupon sites **help customers save** through lower prices, or cash-backs

- Jet.com
 - Boxed
 - Ebates
 - Alibaba.com
 - Priceline Group
-

As these trends have a dramatic impact on market consumers, LifeMap-solutions will emerge a Google Maps for financial lives

Financial roadmap – Daniel, Shelly, and their daughter Sue



“LifeMap for Money” solutions

- ActiveCruiseControl
- Shopping Optimizer
- Special Savings Account
- Education Advisor
- Job Connector
- Debt Consolidator



Source: Oliver Wyman – “The State of the Financial Services Industry 2018 – The customer value gap: re-calculating route”

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