

State of the Mobile Wallet

Research suggests that U.S. consumers are satisfied with their current payment methods, and the mobile wallet is seen as being a better alternative on a few key dimensions.



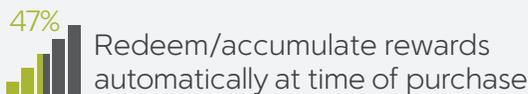
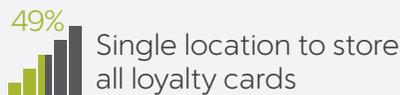
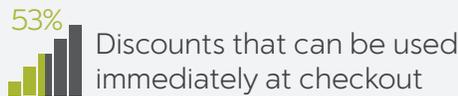
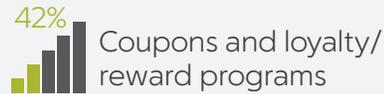
What the experts say:

"Consumers will adopt, if and only if, they perceive improvements over how they currently do things."

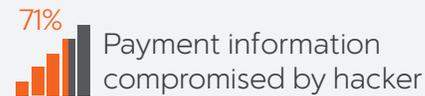
James L. Brown, Consumer Advocate



KEY BENEFIT DRIVERS



SECURITY/TECH CONCERNS



What the experts say:

"There are considerable opportunities here for organizations that package and execute well."

Dom Morea, First Data

"Many of the security concerns cited are not valid for most wallets or are just as applicable to using a physical card or wallet. Consumer education is key."

Rob Sadowski, RSA-The Security Division of EMC

"Mobile wallets aren't compelling enough yet for consumers and merchants to take the leap of faith."

Troy Carrothers, Kohl's

"The winner will be the organization that provides value-added services in a single mobile wallet offering that goes beyond what we can accomplish today."

Alisa Maclin, IBM

Findings from the 2013 First Data Universal Commerce Tracker Study with comments from members of the Universal Commerce Innovation Exchange. Study conducted by Applied Research and Consulting, LLC.