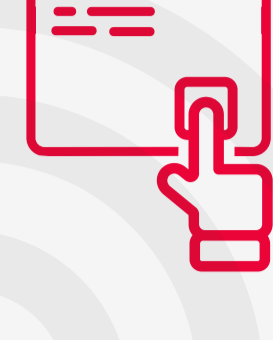


GCC CONSUMERS EXCITED BY THE CONVENIENCE OF THE NEW BIOMETRIC PAYMENT CARD

according to a recent survey from bio-idz

A new type of payment card with an integrated fingerprint reader is coming soon to a bank near you. It will let users authorise payments with a tap of their finger instead of entering a PIN code. It works like this:



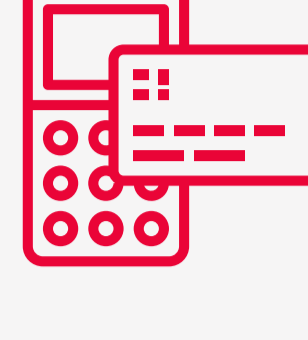
Securely enrol

Your fingerprint on the card, either in branch or at home



Hold your finger

On the card's fingerprint sensor to be securely authenticated by the card



Tap your card

Or insert it into any standard payment terminal in a shop, gas pump etc.



That's it!

No PIN required. You can also make contactless payments of higher amounts!

Here's what consumers in the GCC think about it...*



821

GCC cardholders have evaluated the interest, the benefits and the potential concerns of this new payment card.

54%

Would get one today if it were available from their bank

82%

Said it would become their preferred payment card!



WHY?

Because this new card addresses consumers' top priorities when choosing a new card:

88%
SECURITY

82%
RELIABILITY

69%
CONVENIENCE

The new Biometric payment card clearly delivers on those needs:

86%

Perceive it to be **more secure**

No more risk of someone stealing my PIN code when I pay

82%

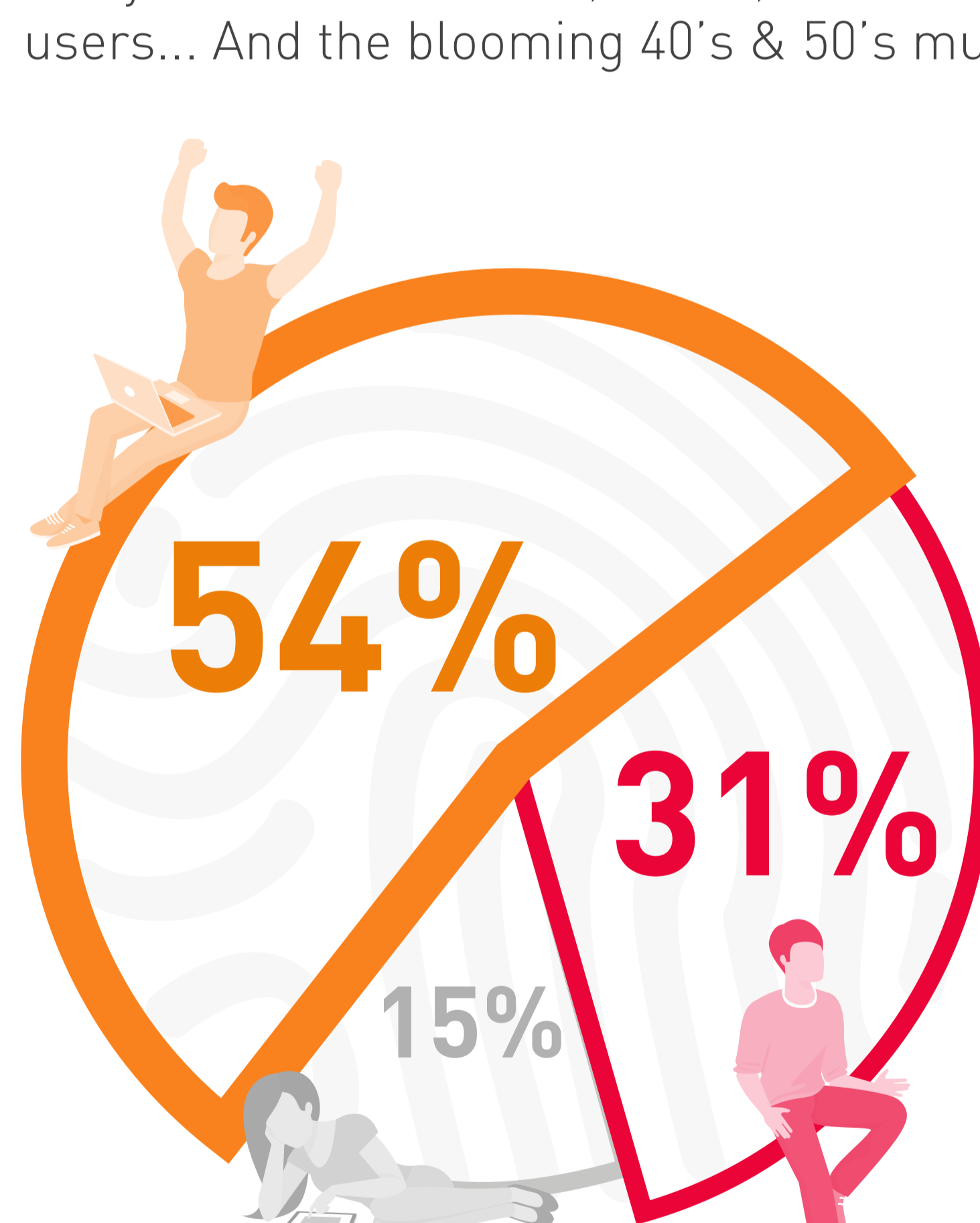
Think it will provide **greater convenience**

It looks quick and easy, no need to enter a PIN code. And I can pay contactless as much as I want

Who is concerned?

ENTHUSIASTIC:

The youth: 20's and 30's, urban, active contactless payment users... And the blooming 40's & 50's multi payment card owners



TO BE CONVINCED:

The slow followers... Anxious when it comes to new technology, needing to be reassured

NOT OPEN TO CHANGE:

People addicted to their current card, not ready to change

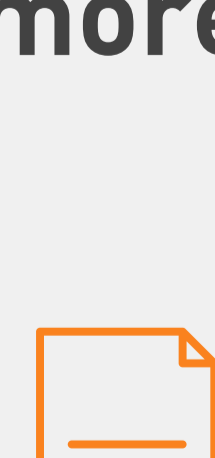
Naturally, consumers also expressed some concerns related to the Biometric technology



41% worry that the fingerprint reader won't work all of the time

37% worry that their fingerprint could be compromised

However, these concerns should fly away as consumers learn more about the technology :



Biometric cards must be **certified by international payment networks**, ensuring greater performance than current experiences (e.g. with smartphone).



The fingerprint information is only stored on the card. It is never sent to the bank or collected by a third party. Inside the chip of the card, the **fingerprint data is encrypted**; nobody can access them.