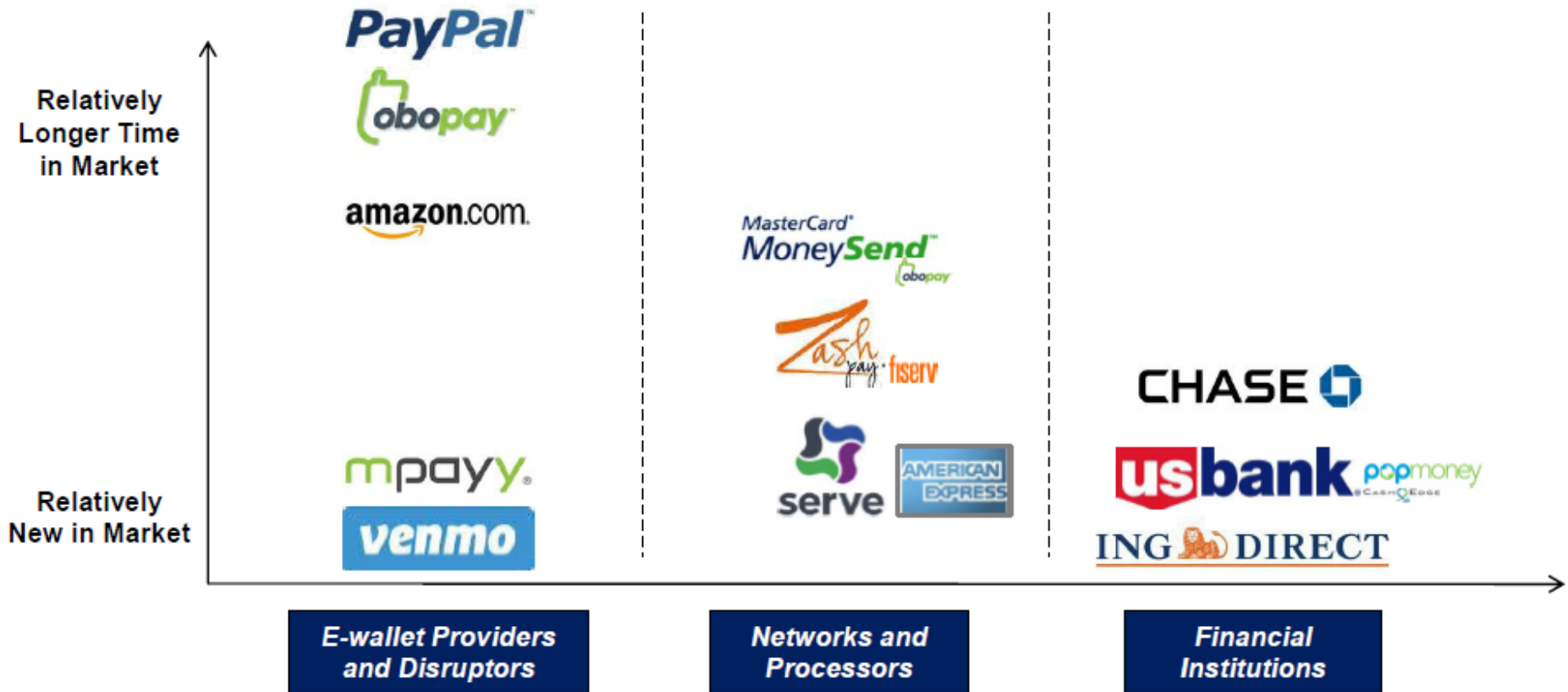

2011 Mobile Person-to-Person (P2P) Payments Study

Tracking the features, performance and capabilities
of major U.S. mobile P2P platforms

Summary of Findings

Today, traditional payments constituents and alternative players alike are pushing mobile P2P solutions forward in the market.

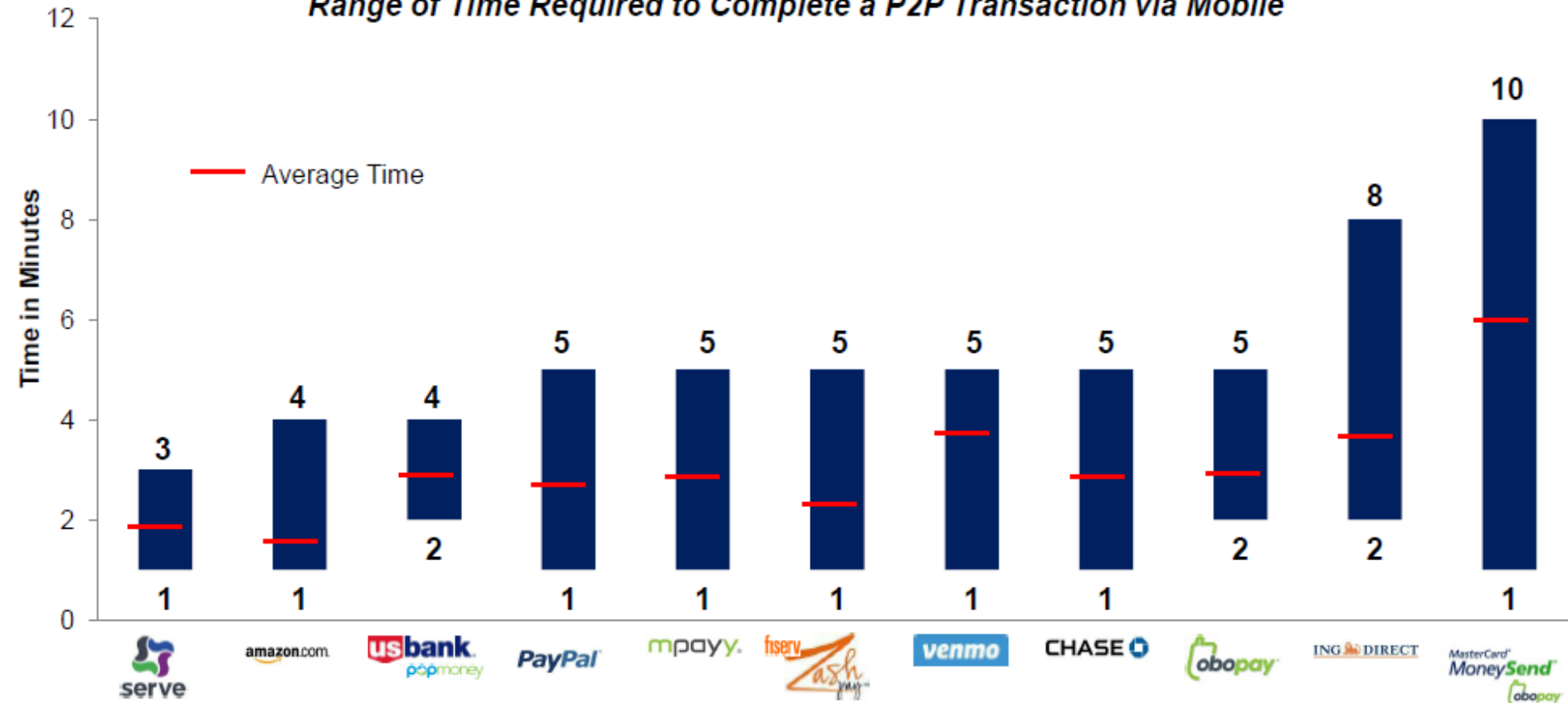
Time in Market and Service Provider Type



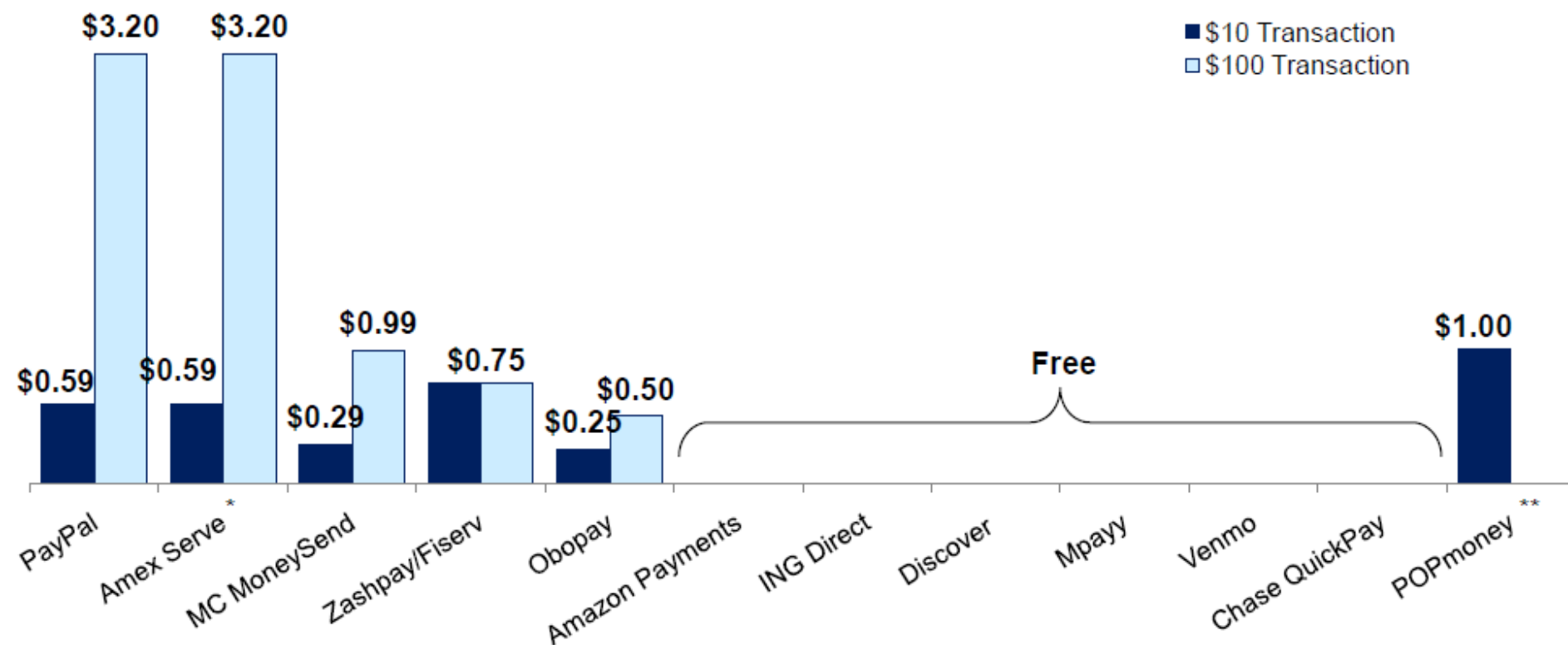
Summary of Findings

Each service had a wide range of times needed to complete transactions; a function of the learning curve, error screens, and features available.

Range of Time Required to Complete a P2P Transaction via Mobile



Cost Per Transaction



Note: PayPal and Serve transactions based on a card-funded transaction. Stored balance transactions are free.

* Serve plans to begin charging fees later this year after an introductory trial period.

** POPmoney enables each bank partner to determine if and how much their consumers will pay for mP2P transactions. Banks have taken varying approaches, ranging from free P2P services to transaction fees up to \$1.00.

The study revealed three critical components for developing a market-competitive mobile P2P offering.

1. Scalable adoption (distribution).

- Source and destination-agnostic approach to moving funds (e-mail address, SMS, social network, etc.)
- Multiple mobile channels: apps, mobile web, SMS, online
- Brand awareness

2. Simplicity and ease of use.

- Streamlined processes for sign-up, funding methods, and verification
- Quick and secure authentication, loading, sending, receiving, or withdrawing funds

3. Mobile wallet integration.

- P2P as one of many services, including payments at the POS, remote/e-commerce, mobile banking integration, offers/loyalty
- Bells and whistles: unique interfaces for specific use cases (e.g., split the bill) are secondary to incentive dollars for signing up, social network integration and location-based service integration