



Digital Payments Trends and Opportunities Leveraging Change to Drive Advantage

Tony Catalfano, Division President, ePayments September 7, 2011

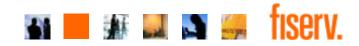


Digital Channels are Changing How Consumers Manage and Spend Their Money



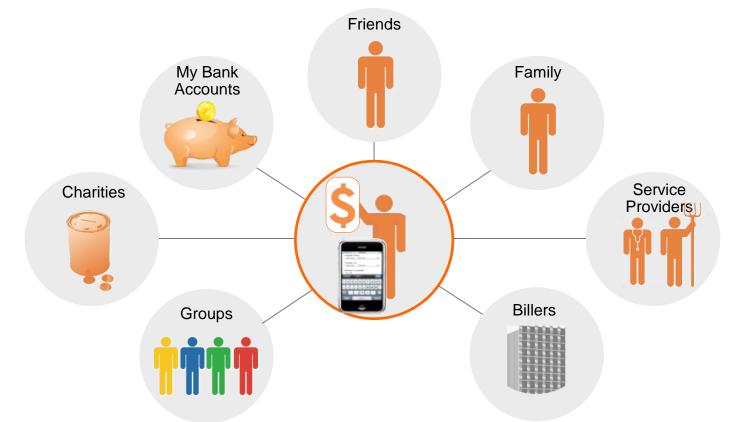
Online and Mobile becoming the preferred channels, especially for GenY

Impact on Payments: Consumers moving to "right here right now" payment Expectation is that both information **and money** should move **real-time**



... Impacting MANY Payment Relationships

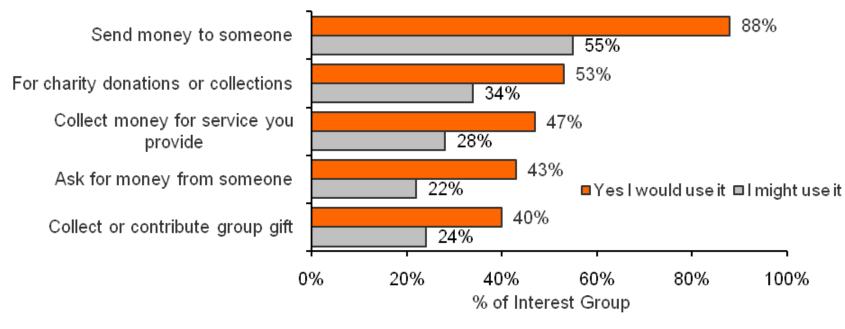
Consumers and small businesses have a need and desire to exchange money and information electronically across their entire "personal payment network"



Consumers increasingly **expect Real-Time Electronic** payments, but today many of these processes are still disjointed and slow.



Consumers See Many Uses for "Personal Payments"



Source: Fiserv Primary Research, June 2009



ZashPay – Person to Person Payments Made Easy

Jeff Smith You	You You Scott Vanni	\$150.00 \$150.00 \$50.00	Sent Date 2/22/2010 1/22/2010 1/10/2010	Status Pending Complete Complete	Actions Cancel	If someone sent you money but it's not listed in your history, you may not have claimed it yet. Get money.
Send Money	0001 10101	100.00	Intercono	Compress		Socialization of
	you want to send mo	ney to. This pers	on receives a no	SEcation, and	any mess	
	Send Money To		in my send list:	Selec	t a person.	-
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	Tash	Send and receive money the easy way*	Alwayse plant times the based being weight			paix
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- An easy way to send and receive money electronically to people you know or owe using email or mobile number
- Integrated into online banking, mobile banking, tablet banking.
- >650 FIs live, >250 more coming online
- 100% reach: ZashPay.com for any user whose FI who hasn't joined – full send and receive
- Real-time notification
- Real-time money movement in 2012



P2P is Part of Broader Need for a Personal Payment Network that Delivers Convenience and Speed

Our Goal: Make the Bank the Most Convenient and Trusted Place for Consumers and Small Businesses to Pay and Get Paid by Anyone They Know or Owe Convenient, Secure, and Fast





Five Keys to Success in a Personal Payment Network:

- 1. Leverage a Large Network of FIs and Consumers
- 2. Deliver on Secure, Reliable and Efficient Payment System
- 3. Support Flexible Deployment by all Network Sponsors
- 4. Deliver Integrated User Experience Across All Digital Channels
- 5. Deliver Effective Adoption Marketing



