

# monitise™



## **Monitise media pack**

Company background and information

## Monitise Company Profile

### Turning a great idea into a world-leading business

Monitise is a global leader in Mobile Money solutions, incorporating a range of mobile banking, payment and commerce services to deliver fast, secure financial management by mobile phone across the world.

Monitise began in 2003 when Alastair Lukies, then 29, and Steve Atkinson, chief architect of Vodafone, saw the potential of using the mobile phone for more than simply a text or call. They wanted to link banks and mobile operators, empowering bank customers to manage their finances or make payments directly from their mobile.

From an innovative idea, Monitise has built the world's first mobile banking and commerce ecosystem. It is now one of the world's leading providers of mobile banking, payments and commerce services, giving banks and financial institutions, mobile phone networks, service providers, payments companies and processors the ability to offer a wide variety of mobile money services in both developed and emerging markets.

Over several years Monitise has invested in its technology platform and actively seeks value-add propositions for its ever-growing ecosystem, constantly forming collaborative connections to bring new opportunities and services to its partners. Using Monitise's technology, bank accounts can be checked, payments made and transfers arranged while handsets can be turned into a 'mobile wallet' to send and receive money without the need for bank accounts. Its 'open and collaborative' model means any bank, mobile operator, merchant or online business can partner with Monitise and share the same technology platform, enabling customers to connect to a wide variety of service providers spanning finance, merchants, loyalty programmes and ticketing.

AIM-listed Monitise plc has a blue-chip set of investors including Visa Inc., Visa Europe, Norges Bank, Standard Chartered Bank, FIS and UBS among others. As well as partnerships with most UK high street banks, Monitise provides services to more than 250 US financial institutions.

Monitise's unique technology platform now handles more than 480m transactions a year, offering app, browser and SMS services, no matter what handset or device is used. The platform has been verified as bank-grade secure by its strategic partners, including Visa Inc., HSBC, Royal Bank of Scotland and FIS.

Monitise has operations in the UK, North America, Asia Pacific, India and Africa, with more than 400 employees worldwide. The company was named one of the UK's fastest growing technology businesses in 2011's Deloitte Technology Fast 50 and Monitise Group CEO Alastair Lukies was named "Entrepreneur of the Year" at the Growing Business Awards 2011.

## Monitise Key Facts and Figures

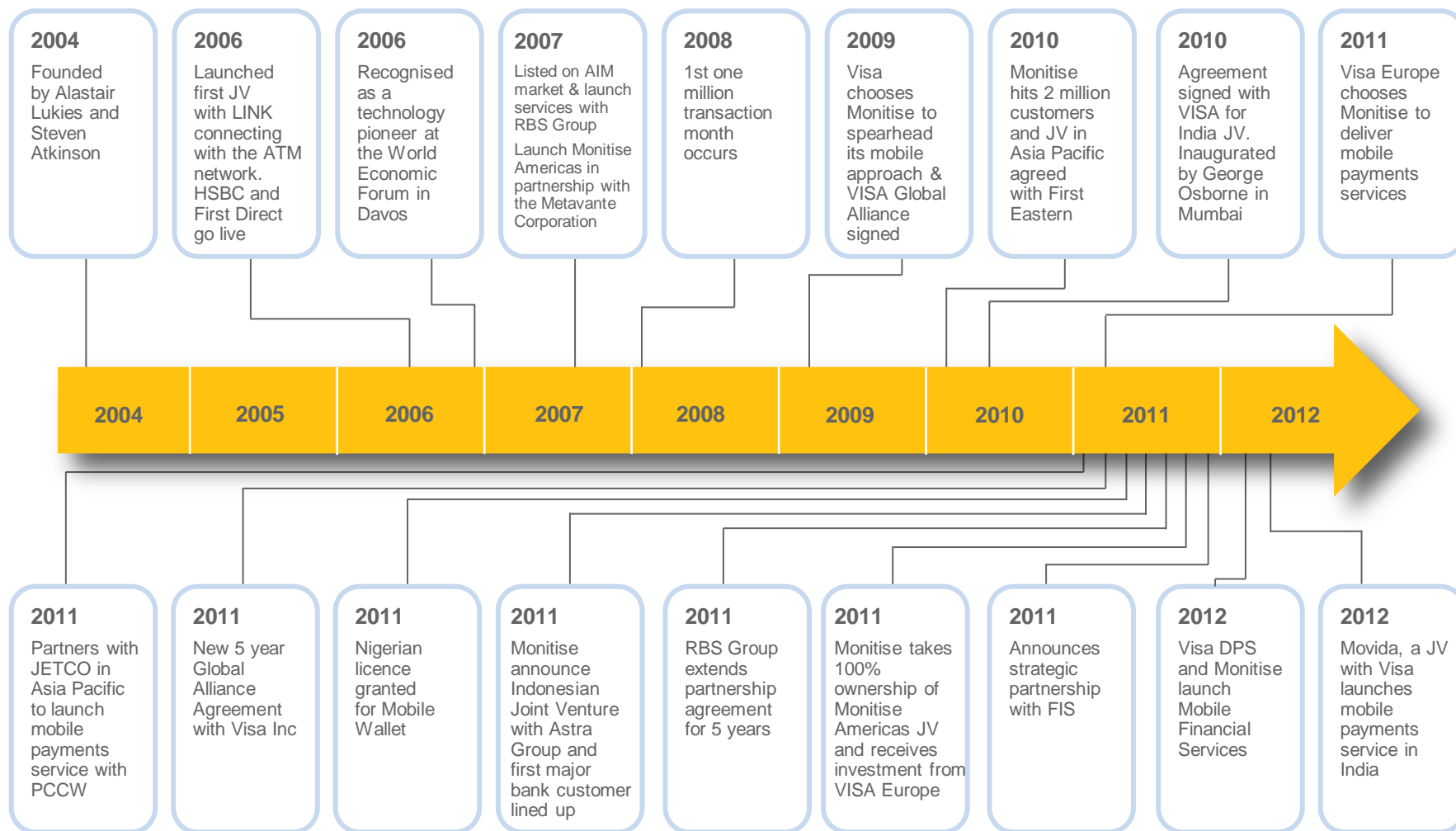
- We process more than 480m transactions per annum, compared with 120m transactions per annum in December 2010
- We have over six million users worldwide, twice as many as the 3m recorded at the start of January 2011
- At peak times and across the world, more than one million customers daily are using Monitise services to manage their money in real time via their mobile handsets
- On a current weekly annualised basis, the value of mobile payments and transfers over the Monitise platform is over £6 billion and growing
- Monitise employs more than 400 people across the world
- Biographies of our Board and Executive Team can be found at the ['About us'](#) section of our website

## Areas of Expertise

Areas of mobile money that Monitise can comment on include:

- Mobile financial services strategies for banks, card issuers, card schemes, processors, operators, merchants, charities and transit operators
- Mobile banking and payments proposition development for segmented markets
- Wireless optimisation: how to ensure mass market access to mobile services
- Market opportunity analysis: detailed data analysis around specific market opportunities globally
- Emerging market strategies: how to address markets without developed banking infrastructures
- Marketing campaign design: multi-channel marketing to drive adoption, retention and usage of mobile money services
- Contactless payments: strategies for the NFC revolution
- International remittances and money transfers: mobilisation approaches for this growing market

## Company Milestones



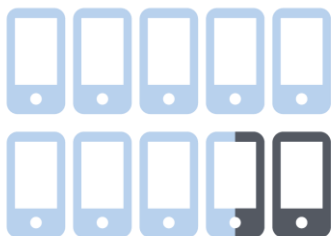
## Why Mobile?



By the end of 2012<sup>4</sup>

**20 countries**

will launch NFC



**NFC<sup>5</sup>**  
enabled mobiles  
by 2015

**53%**



**2015<sup>6</sup>**  
NFC total payment value

**€111.19bn**

**EU**

NFC total payment value

**€41.87bn**



**2010-2015<sup>1</sup>**

Mobile money subscribers growth

**133m–709m**

**82%**



**2009-2014<sup>2</sup>**

m-payments users

**81.3m–490m**

**86%**



**Mobile subscribers<sup>3</sup>**

**5.6bn**

of which 50% have no  
financial services creating  
new revenue opportunities

1-Berg Insights, May 2011  
2,3,4-Juniper Research, January 2011  
5,6-January 2011



**Mobile is the most popular way<sup>1</sup> to access your money**

**18 times a month**

Internet **6 times a month**

Branch visit **<1 time a month**



**M-banking as differentiator<sup>4</sup>**

**31%**

believe m-banking will be a competitive differentiator for their bank



**53%<sup>2</sup>**

of consumers consider changing their bank for one that offers m-payments capability



**77%<sup>5</sup>**

Prefer a P2P payment offered by their bank rather than an independent service



**2/3<sup>3</sup>**

m-banking users recommend it



**m-banking access<sup>6</sup>**

**57%**

more often than last year

1-Monitise 2010

2- Bank Systems & Technology, October 2010

3- Future Foundation, May 2011

4- Fundtech, March 2011

5- MasterCard, Wall Street & Technology, November 2010

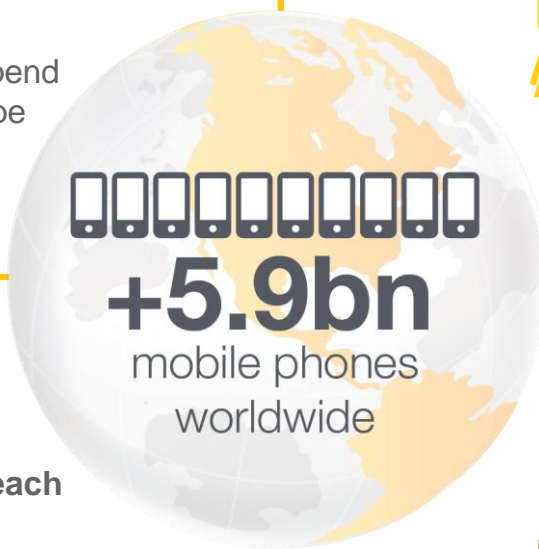
6- Future Foundation, May 2011



**2012<sup>1</sup>**  
**71m users**  
 average amount of time spend on mobile internet in Europe



**2010<sup>2</sup>**  
**70%**  
 of smartphone users accessed mobile banking, payments or financial services



**2012<sup>3</sup>**  
 Mobile internet users to reach  
**1.5bn**  
 surpassing PC users for the 1<sup>st</sup> time



**2013<sup>4</sup>**  
 m-banking users  
**400m**  
 (2x more than 2010)

1 - European Interactive Advertising Association, March 2010

2,3 - VRL, August 2011

4 - Juniper Research report. June 2010

## Key Industry Statistics

### Global Trends

- The global market for mobile payments is expected to reach \$680bn by 2016, with contactless payments estimated to exceed \$320bn (Edgar, Dunn & Company, February 2011)
- Juniper Research forecasts that the gross merchandise transaction value of mobile payments for physical goods will exceed \$170bn worldwide by 2015 – nearly treble the \$60bn forecast for 2011 (October 2011)
- The Yankee Group forecasts unprecedented growth in mobile transactions worldwide, with the total value increasing from \$162bn in 2010 to \$984bn in 2014 (October 2011)
- Worldwide mobile payment users will surpass 141.1m in 2011, a 38.2% increase from 2010, when mobile payment users reached 102.1m. Mobile payment volume is forecast to total \$86.1bn, up 75.9% from 2010 volume of \$48.9bn (Gartner, Inc. Worldwide, July 2011)
- In 2011, EMEA accounts for 41% of mobile transactions value, while North America accounts for 35%, Asia-Pacific 22% and Latin America just 1% (Yankee Group via Mobile Financial, June 2011)

### Developing World Trends

- More than 2.7 billion people in the developing world have no access to financial services and by 2012, there will be 1.7 billion people with access to mobile phones but not bank accounts (UK Department for International Development, July 2011)
- In developing countries, only 10% of a 4bn population have access to a formal bank account: this unbanked population represent a US\$ 5tn market opportunity for mobile banking and providers of financial services. The number of unbanked or under-banked mobile subscribers in the world is projected to reach 2bn by 2012 (VRL, August 2011)
- Nearly 40% of active mobile money services users in 2015 will be in the Africa & Middle East region (Howard Wilcox, Juniper Research, February 2011)

## UK and USA Trends

- The number of Americans who have completed mobile banking transactions has increased from 9% to 19% in the past 18 months. Three-quarters of US consumers unaware of mobile banking options (KPMG, July 2010)
- In the UK the proportion of people using mobile banking increased from 9.7% in 2010 to 20.4% in 2011, while in the USA the rates from 11.4% to 21.9% (TNS, May 2011)
- The 2011 YouGov poll of UK adults shows that 21% of Brits would pay their bills through a mobile phone if they could, 25% would transfer funds, 36% check their balances, 17% pay other people and 13% make contactless payments. iPhone owners are considerably keener on all fronts; 46% would pay bills, 62% transfer funds, 69% check balances, 45% pay others and 31% make contactless payments

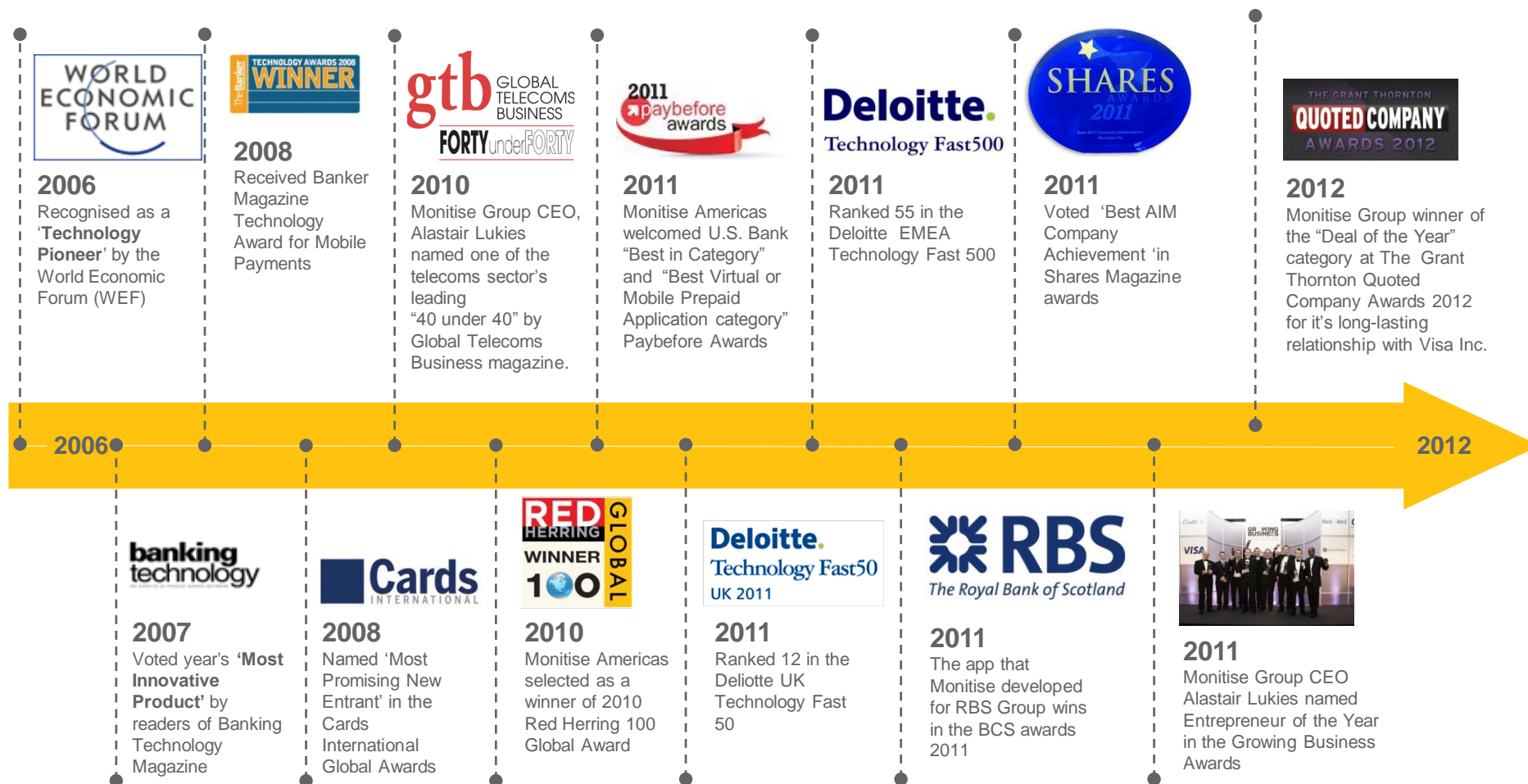
## Asia Pac

- Hong Kong smartphone users own an average of 30 apps, the highest in Greater China (20 in Taiwan, 15 in key tier-1 and tier-2 cities in China) Google & Ipsos via startupuk, August 2011
- China is set to become m-payments mega-market says Celent. It is predicted that it will soon be the largest mobile payments market in the world, with 410m users by 2013. In terms of remote mobile payment, the penetration rate in the market was 10% in 2009 but this is expected to soar 48% year-on-year until 2013 (Finextra, November 2010)
- ComScore, research indicates that in December 2010 alone, 9.8m (10%) of Japanese mobile subscribers used their mobile wallet to make a purchase. 7.6m consumers made a purchase in a retail/convenience store; 2.7m paid for public transport; 2.6m purchased in a grocery stores; & 1.5m paid a restaurant bill all using their mobile phone (Via MobiThinking, February 2011)

## Figures from a Future Foundation report commissioned by Monitise (May 2011):

- 70% of consumers who use mobile phone banking are interested in using their handset as a means of paying for goods and services.
- Two thirds of the people who use mobile phone banking are interested in using their phone as a means of organising their finances.
- Those people who use mobile phone banking like it – 57% report that they have used this channel more often during the last twelve months. More than two thirds have recommended, or will recommend, this type of banking to others.
- 85% of those using mobile phone banking think that technology (including online and mobile phone banking) helps them manage their money more efficiently
- Only 32% of consumers using mobile phone banking state that they find banking 'easier or faster' on a computer

## Awards



## Follow Monitise:

Keep on top of company announcements by visiting the [media section](#) of our group website, or following us on [LinkedIn](#) or [Twitter](#). You can find our financial calendar and regulatory reports on the [investor relations](#) section of our website, or for videos with our team about what we do and the mobile money landscape, see our [video library](#).

## For more information or to request an interview with a Monitise spokesperson, please contact:

**Gavin Haycock, Communications Director, Monitise:**

t. +44 (0)207 947 4156 / m. +44 (0)7557 038031 / [gavin.haycock@monitisegroup.com](mailto:gavin.haycock@monitisegroup.com)

**Anna Howard, Communications Manager, Monitise:**

t. +44 (0) 207 947 4921 / m. +44(0) 7785 613135 / [anna.howard@monitisegroup.com](mailto:anna.howard@monitisegroup.com)



## Global Headquarters

### Monitise plc

Warnford Court

29 Throgmorton Street

London EC2N 2AT

**T:** +44 (0)20 7947 4300

**E:** [press@monitisegroup.com](mailto:press@monitisegroup.com)

[www.monitisegroup.com](http://www.monitisegroup.com)