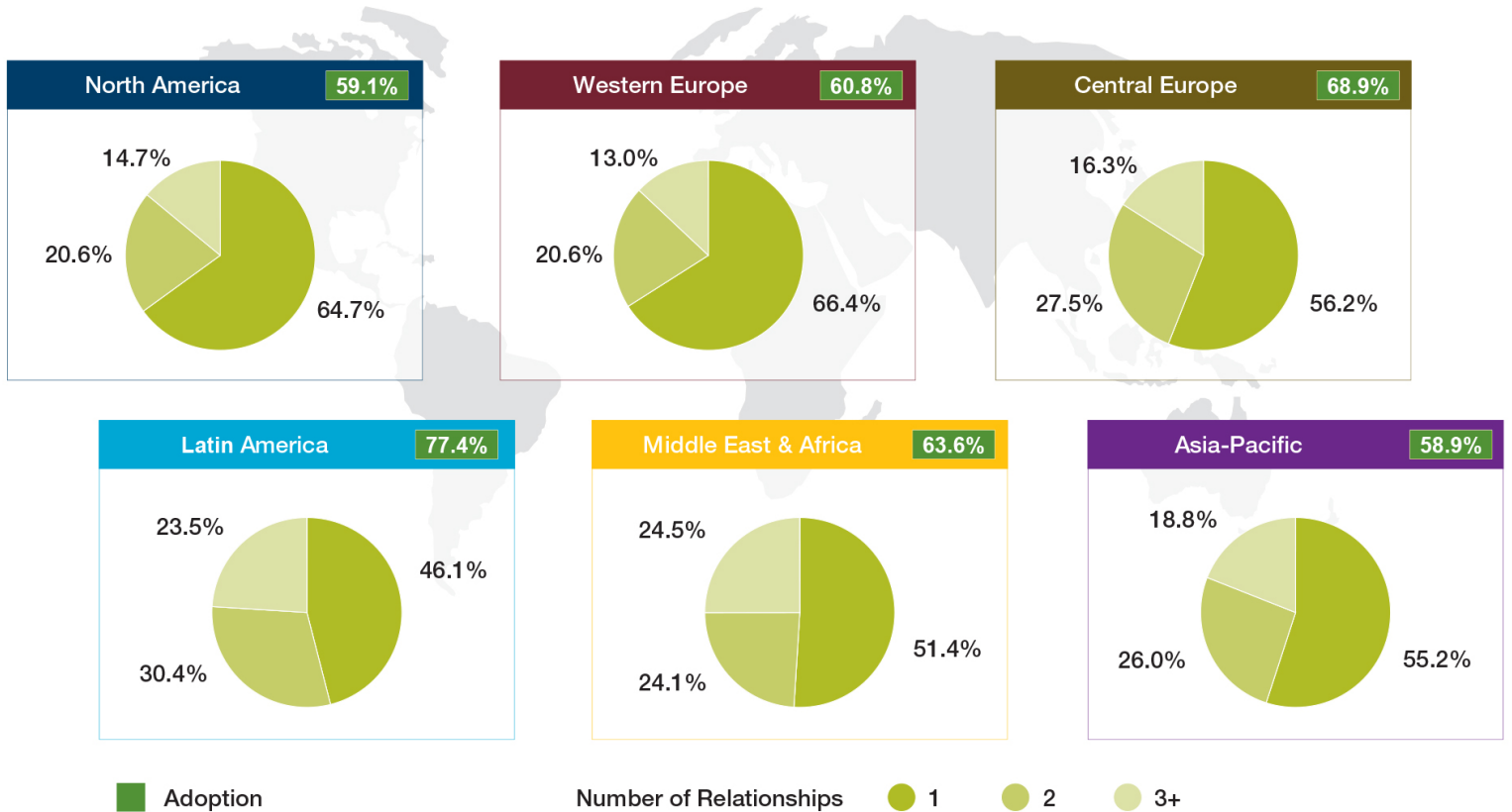


Figure 2.1: Banking Customers' Usage of Fintech Firms, by Region (%), 2016



Note: Country boundaries on diagram are approximate and representative only; The percentage represents the customers who are using financial products or services from fintech firms

Question: "Are you currently using any financial products or services from fintech firms (such as Alibaba, Apple, Google, Lending Club, PayPal, Paytm, Prosper, Stripe, Square, Zopa, etc.)?"

Question: "With how many fintech firms do you currently have a relationship"? (Please enter the number of fintech firms)

Source: Capgemini Financial Services Analysis, 2016; 2016 Retail Banking Voice of the Customer Survey, Capgemini Global Financial Services