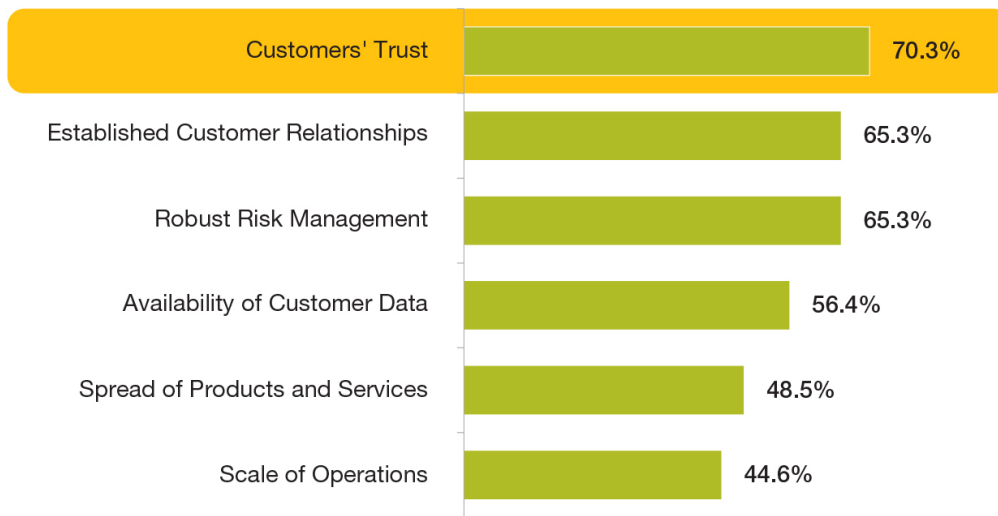


Figure 2.4: Banking Executives' Perception of Banks' Strengths vis-à-vis Fintech Firms (%), 2016



Note: The percentage represents the percentage of banking executives who have given a rating of more than 5 on a scale of 1–7 for each of the strategies  
Question: “There is a lot of talk about innovation in the banking industry driven by both banks and new entrants. What do you think are your bank’s strengths vis-à-vis fintech firms”?

Source: Capgemini Financial Services Analysis, 2016; 2016 Retail Banking Executive Interview Survey, Capgemini Global Financial Services