

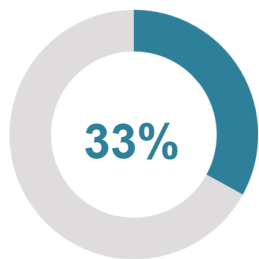


Developing digital propositions for banks to create deeper relationships with small business customers

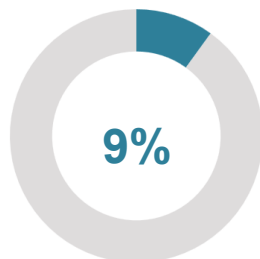


The way SMBs use banks is changing

Banks need to embrace digital to reduce the cost of serving customers and meet customer expectations



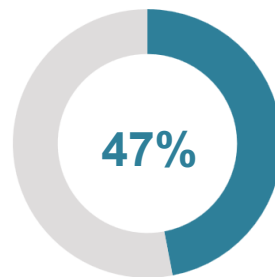
of SMBs use online or mobile banking daily



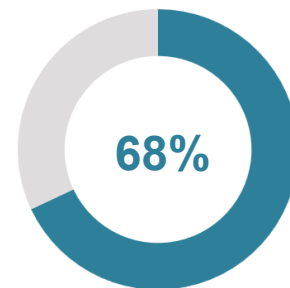
of SMBs visit a branch



This moves them towards a transactional relationship, increasing the risk of switching and using other FinTech services and mobile providers



of SMBs are willing to switch banks



of SMBs look outside of their bank when purchasing financial services

The way SMBs use banks is changing

It is expected that SMBs will be more than **doubling** the number of digital tools they use in the next 3 years

The provision of **online tools** and **insights** that address a range of headaches for small businesses represents an opportunity for banks to **build stronger interaction and engagement**

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Average number of cloud apps being used currently



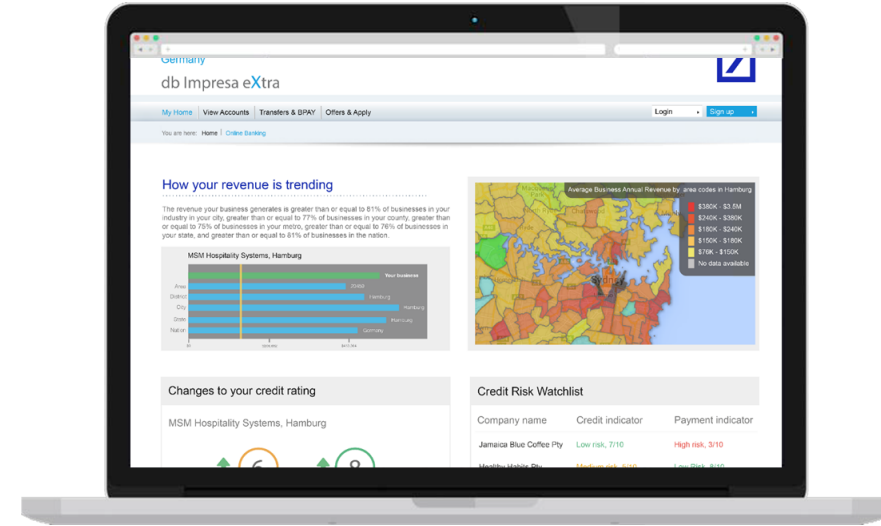
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Average number of cloud apps being used in the next 2-3 years



We help banks redefine digital to engage SMBs

A range of online tools, applications and Fintech solutions in one marketplace environment
Aggregate insight and deliver it to SMBs as timely personalised engagement enabling them to make better decisions



Doing more for the bank

Differentiate the offering within the sector and beyond

Develop stronger more personal relationships with SMBs using digital

Demonstrate commitment to helping SMBs succeed

Our Clients and SaaS Catalogue





#smefinance2015