

Mobile payments

Views from the mobile phone manufacturer side

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Birth of the mobile payment industry



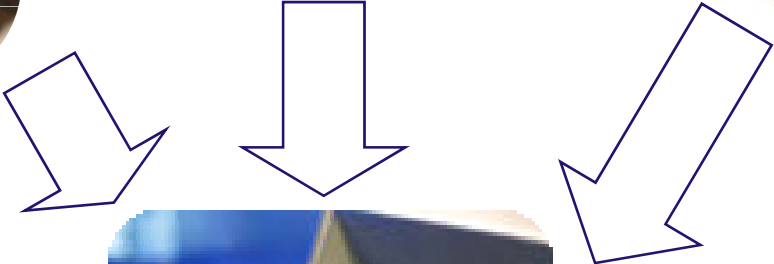
3.5 billion mobile subscribers



2.8 billion bank cards



150+ million contactless ticketing



...but it's not just about the payments

Major domains for mobile payments

- Retail
- Transportation and ticketing
- Vending and parking
- P2P

Initial investment required to enable mobile payments

- Proximity readers at POS
- Where's the ROI?
- What is driving the investments?

...but to pull this off, it needs to be about the consumer benefits

- Convenience
- Cost and efficiency
- Loyalty
- Targeted advertising
- Security



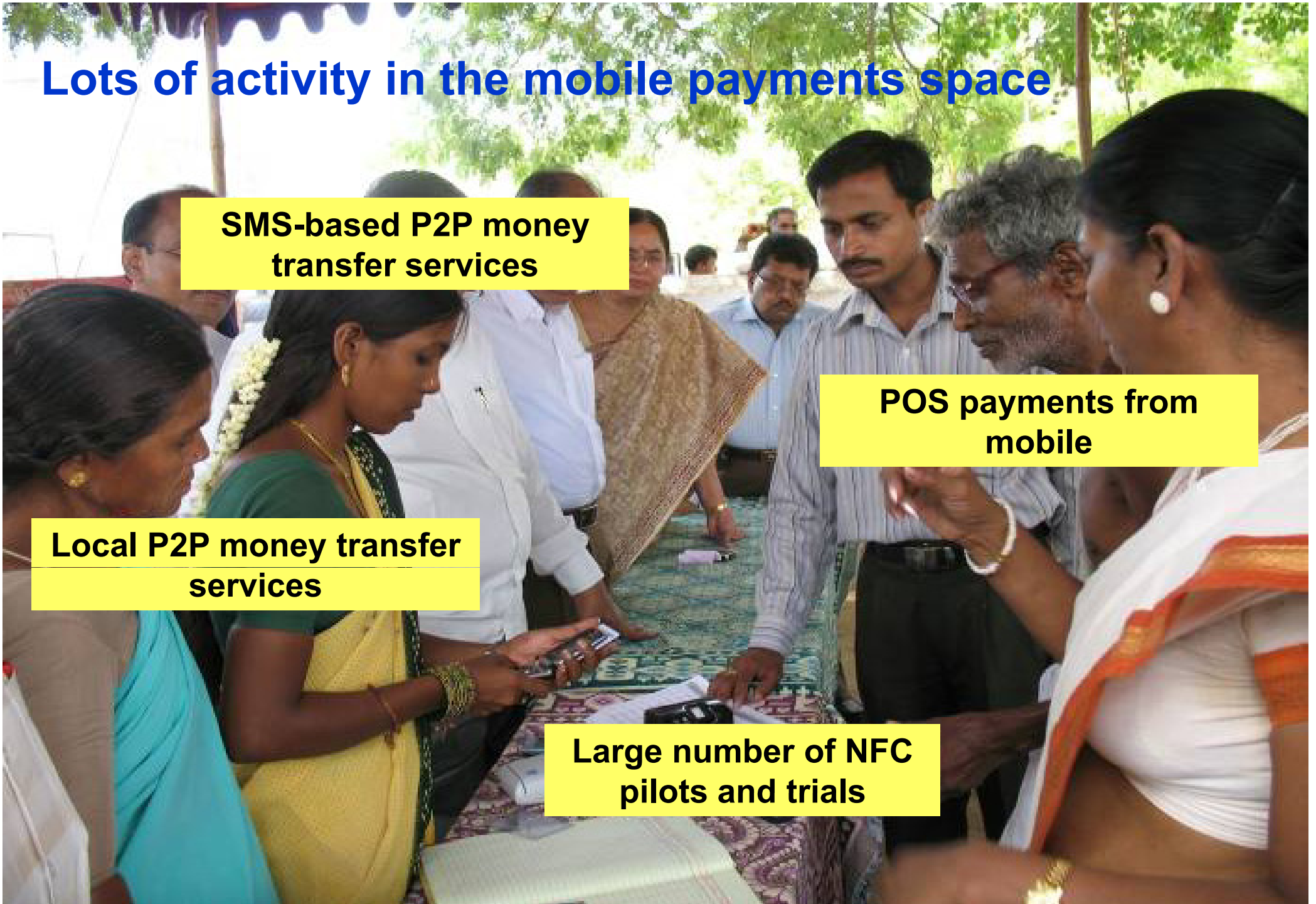
Lots of activity in the mobile payments space

SMS-based P2P money transfer services

POS payments from mobile

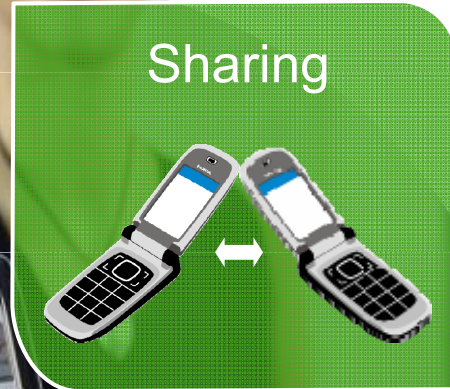
Local P2P money transfer services

Large number of NFC pilots and trials



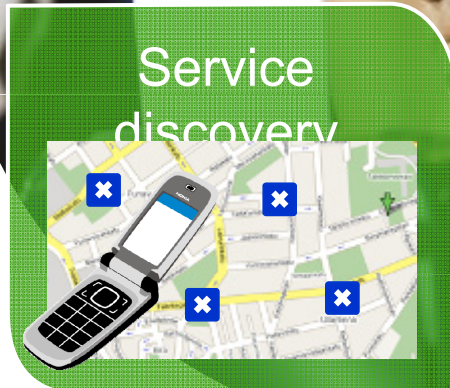
Nokia 6212 - the next step for proximity payments

Encrypted Memory to securely store transport applications



New Sharing Feature to share contacts, Calendar items, and gallery

3G NFC phone to download information faster



Encrypted Memory to securely store payment applications



And let's not forget about security and identity management

Initial user concerns....

- ...All in one – risk of loss
- ...How to get your credentials back once lost / buy new handset?
- ...Unfamiliar form factor for payments (vs card)

Education needed →

- Same security as current bank or credit card
- Same procedure to call in case of loss. Besides calling your bank possible to call your operator too. Over the air issuing of new card (s)
- With the keyboard and display consumer can
 1. switch the credit card off
 2. request payment confirmation via your own PIN
 3. see the bank balance before and after the payment
- Simplicity and speed



Summary

Increasing amount of activity in the markets

New types of players entering the payment domain

Technology enablers are either already there or are about to be there very soon

Mobile payment industry is being born

Thank you!

