

IS THE FUTURE OF BANKING 'OPEN'?

MAKING SENSE OF THE CHALLENGES, OPPORTUNITIES and STRATEGIES IN THE

API ECONOMY

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OPPORTUNITIES in OPEN BANKING

WHILE ALLOWING for CUSTOMER CONTROL...
* THINKING BEYOND BANKING
* ENABLING NEW BUSINESS

* ALLOWING PARTICIPANTS in the ECOSYSTEM to ACCESS it
* EXTENDING CAPABILITIES
* PARTNERSHIPS
* CUSTOMERS WILL DEMAND SERVICES



WHAT KEY PLATFORMS ARE EMERGING?

ROI IS STAY in BUSINESS... EXPECT DELAYS



MINIMUM VALUABLE PRODUCT

WE are RESEARCHING THE BUSINESS MODEL at the CORE OF OPEN BANKING

and THINKING ABOUT PLATFORMS

- ✓ FACILITATE CONNECTIONS TO CONSUMERS
- ✓ REDUCE TRANSACTION COSTS
- ✓ UNLOCKING VALUE
- ✓ NETWORK EFFECTS

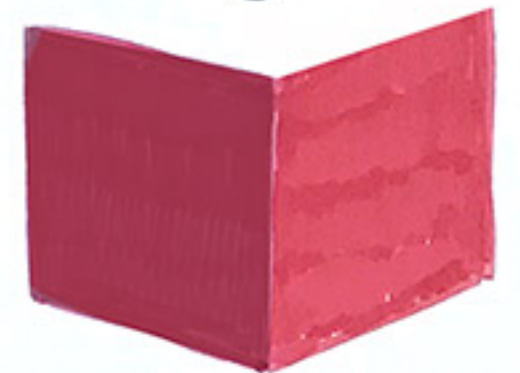
"PLATFORM ENVELOPMENT"

ORGS FOCUSED ON PARTNERSHIP WILL WIN

SMALLER, FASTER MOVING PLAYERS HAVE the ADVANTAGE

* NEED TIME * REMOVE ROADBLOCKS

★ BLEND ADVANTAGES OF BOTH BIG & SMALL PLAYERS



SWIFT Institute