

Digital Innovation in Payments: Transforming Urban Mobility

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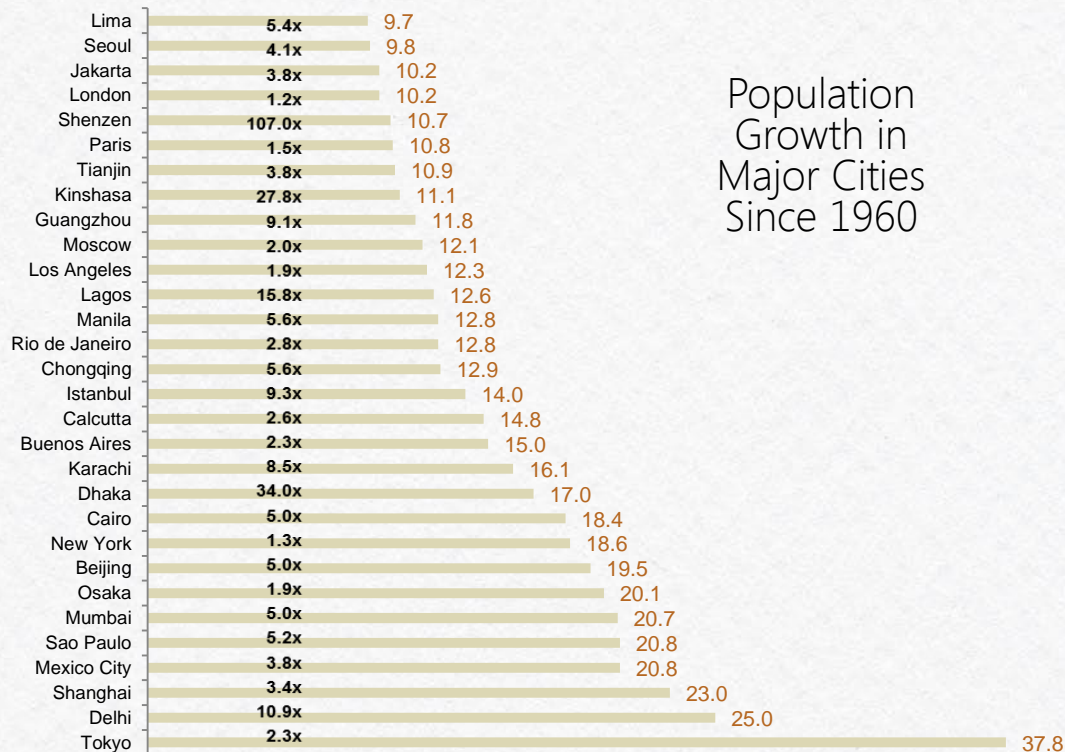


Global Cities: How to Cater to a Growing Urban Population

70% of global population
will be urban by 2050

These urbanites have clear needs:

- Housing & healthcare
- Jobs & education
- Energy & transportation



Urban Mobility: Coming Under Pressure

- Cash too slow to handle demand
- More than 300 local smart ticketing schemes worldwide



Congestion



Overcrowding



Pollution



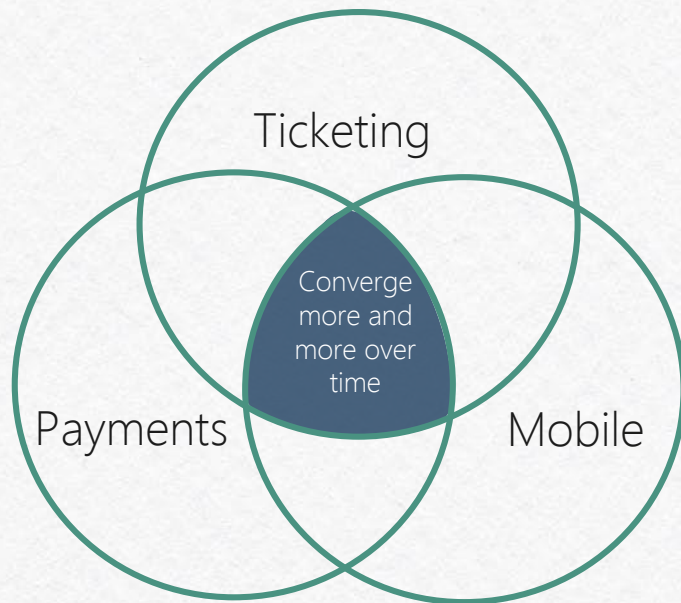
Convergence: Transit Payments as a Killer App



Consumer spend

\$420B

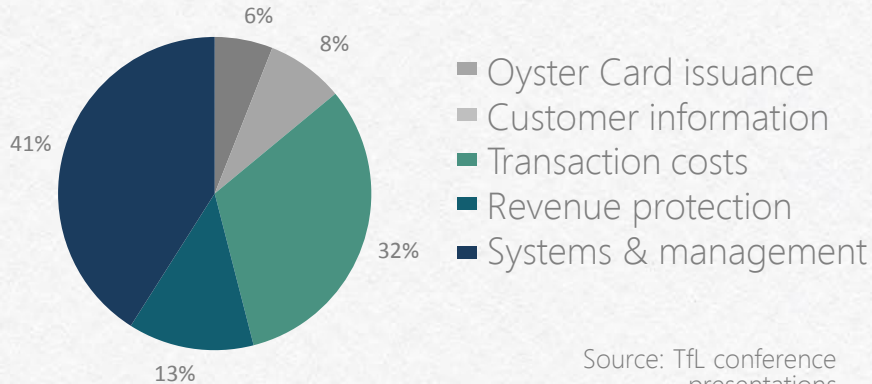
Drives payment
habits in wider retail



Transport for London: Two Challenges with the Oyster System

Operation Costs

Annual cost of fare collection was equivalent to 13p-14p per £ of fares paid



Source: TfL conference presentations

Visitor Proposition

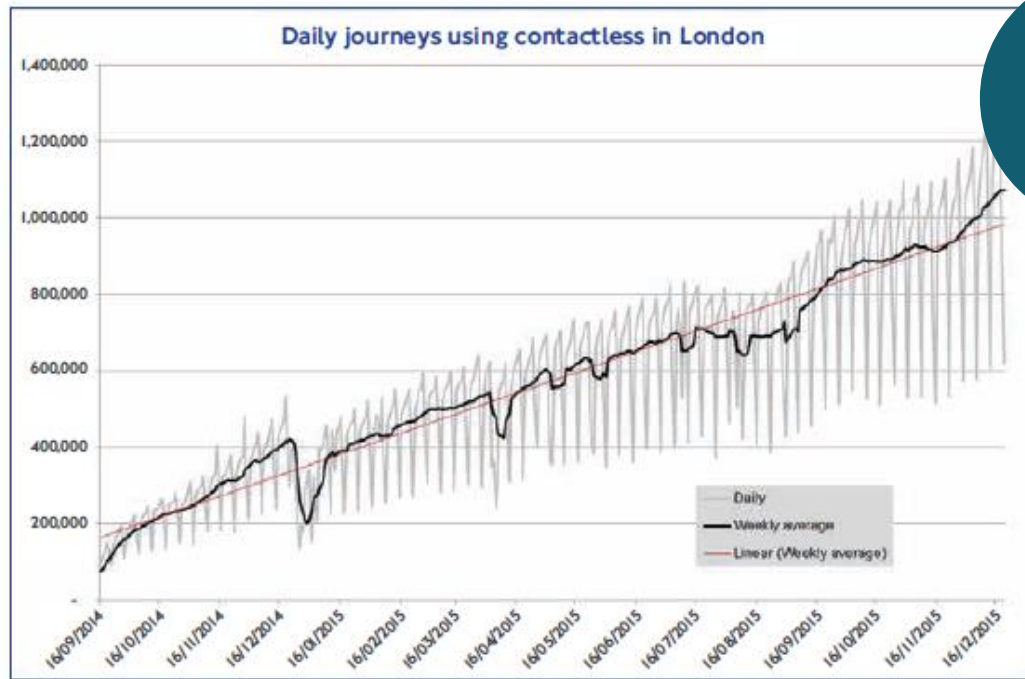
- Only 1 in 6 visitors arrived with an Oyster card on their person
- Severe queues at LHR and inter-city rail stations
- Customer frustration = demand for taxis = central London road congestion



Success Story: Users are Happy and TfL Reaps Benefits

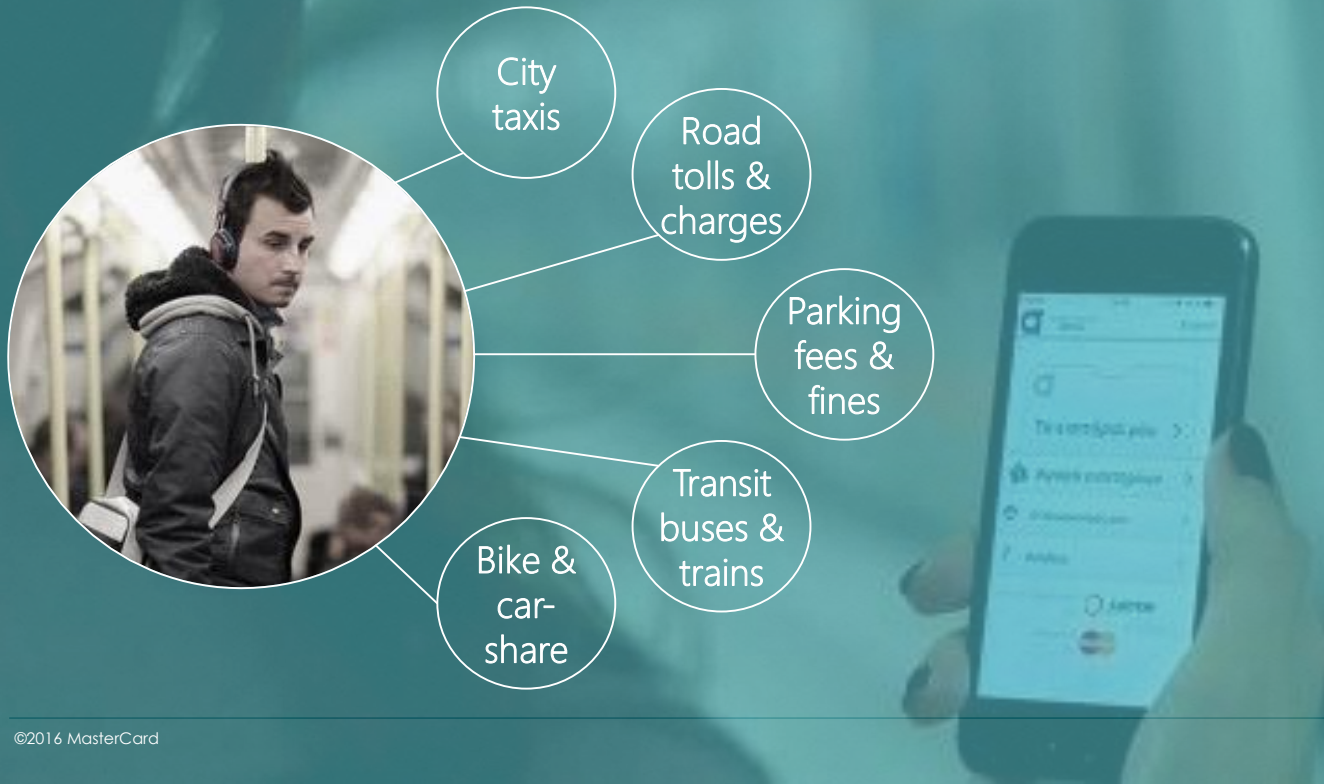
Contactless payment is easier and faster, I do not have to wait to top up my Oyster or buy a ticket this is great especially when rushing to catch a train.

Because it is easier to keep a track of my transport costs when only using one method of payment.



Up to 1.2m
contactless
journeys
per day
(Dec 2015)

The Vision: Integrating All Modes of Urban Mobility



"An advanced city is not one where 'even the poor use cars', but rather one where 'even the rich use public transport'."

Enrique Peñalosa, Mayor of Bogota