



How to unlock potential for instant payments?

Experience with instant payments:
Bizum: P2P and P2B

Banking Industry Collaboration: corporate entrepreneurship to foster digitalization



Leveraging EUROPEAN
Standard
SEPA instant payments



Banking associations
deliberated jointly the best
way to take advantage of
a common GOAL

2016 OCTOBER, A NEW COMPANY IS CREATED

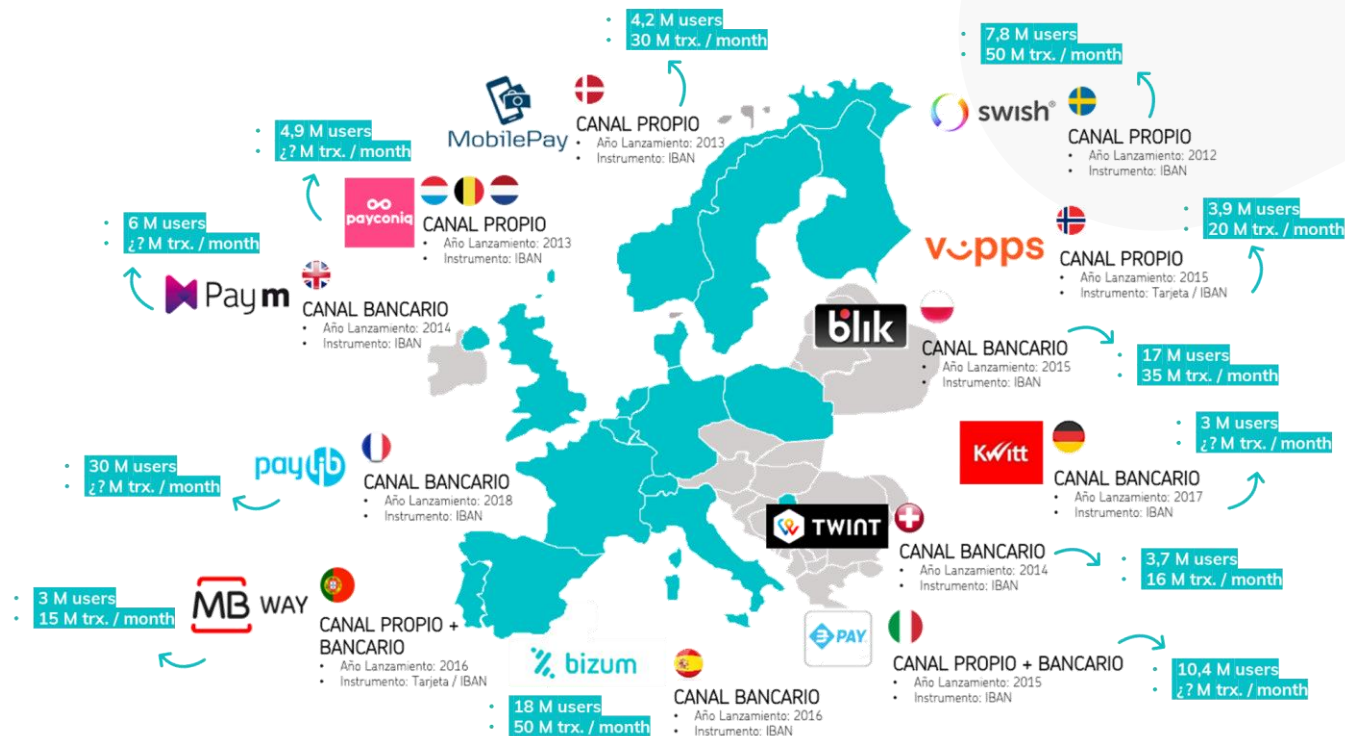
- One Brand → Increased recognition
- Phone number is the base (Phone <> IBAN)
- Transfers are instant and performed in banking apps

2022 FEBRURARY: BIZUM IS OFFERED BY 31 BANKS

- +98% of market share
- Popular phrase to ask for money: “Make me a Bizum”
- Users demanding new uses cases



Account-to-account Payments are getting more awareness: growing instant payments initiatives in Europe



Note: Nov'21 data

Digitalization as an enabler in banking

Key success factors



Extensive use of cash

Still in 2018, cash is the preferred method in share of all payments (87%) according to Statista. Legislation is being passed to limit cash payments up to 1.000 €



High penetration of Smartphones

Spain is the European leader in number of smartphones; cellphone over wallet or cash is always carried by citizens when leaving the house



Digital roadmap in Banking

Spain is transitioning from one of the highest ratio of bank branches vs. population towards bigger flagship branches as an experience and increasing digital channels (web, app) usage



Increasing competence from big techs

Primarily GAFA, online banks and smaller fintech are joining the financial services arena increasing competence. Bizum is a defensive response to offer innovative services

Bizum today



Bizum's value proposition

Mobile payment solution enabling real time transfers with just the phone number



Instant Payments



Easy registration



Friendly UX and well-perceived



Secure – banking channel



For all the banks

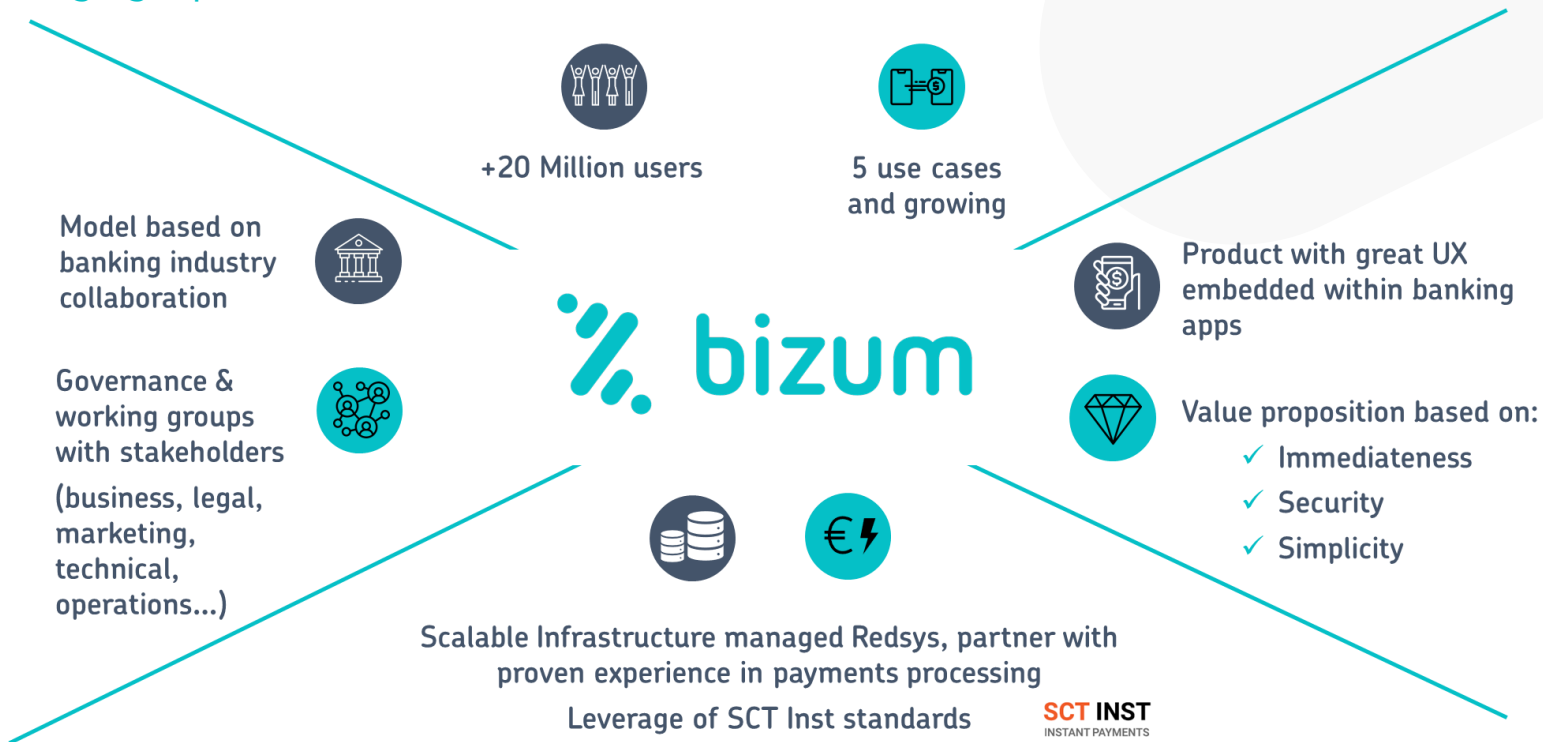


Reliable data from user

- Name
- ID
- Phone
- Email
- IBAN, etc.

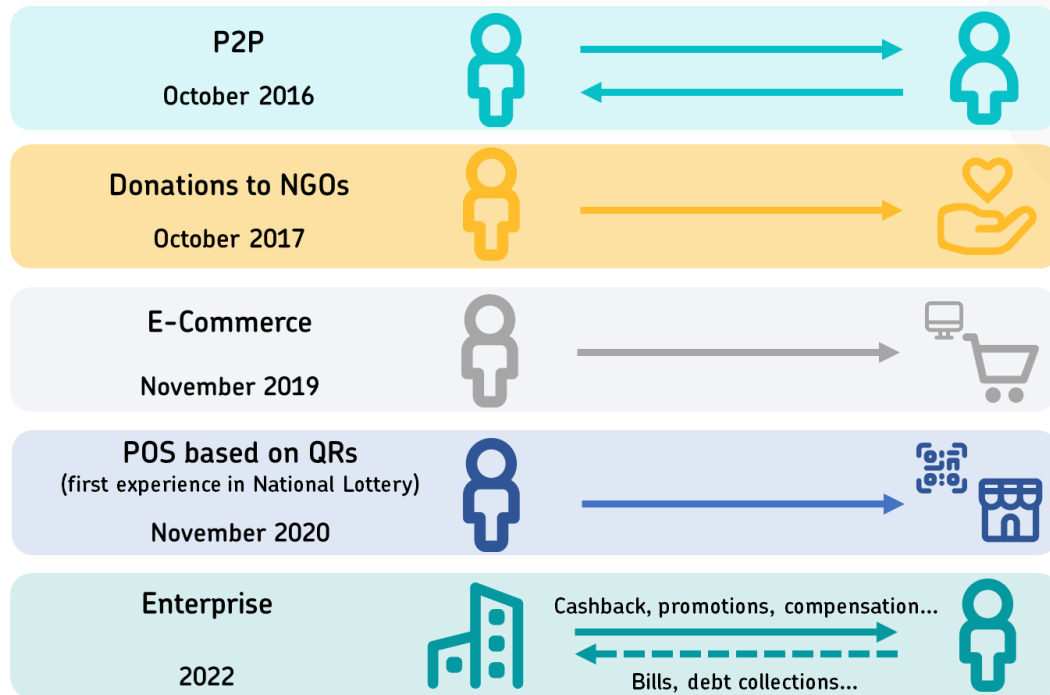
Bizum in a snapshot

Leveraging 4 pillars



Use cases available

P2P and beyond



Bizum is a benchmark in instant payments in Europe. In 2021:

- Spain represented 43 % of the total SCT Inst in Europe
- Bizum is the 90 % of the Instant payments in Spain

Users and operations growth

Trend by year

Who we serve



20,000,000 USERS



32,000 ONLINE MERCHANTS



11,000 POINTS OF SALE

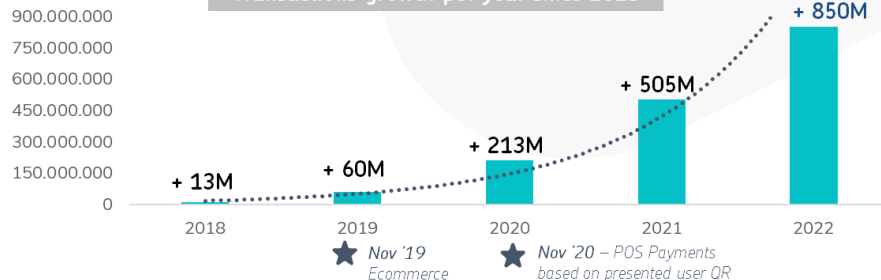


6,000 NGOs

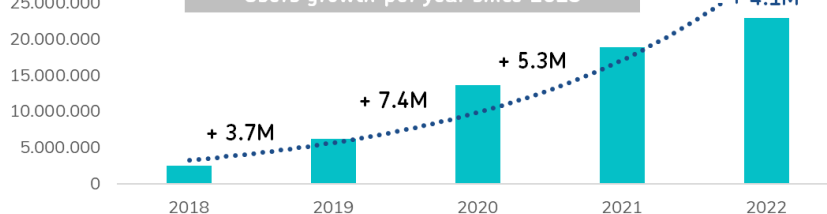


33 BANKS **>> 99 %** MARKET SHARE

Transactions growth per year since 2018

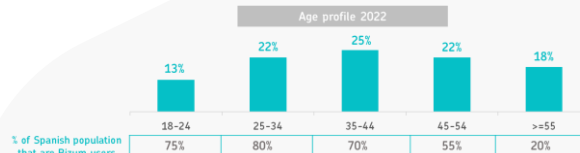


Users growth per year since 2018



Activity

77 % MAR '22 **90 %** Q1 '22
(% of users involved in one trx.)



E-commerce & POS



E-commerce key figures

Top merchants & Trends

TOP merchants are already offering Bizum in their ecommerce

ZARA

IBERIA

renfe

El Corte Inglés

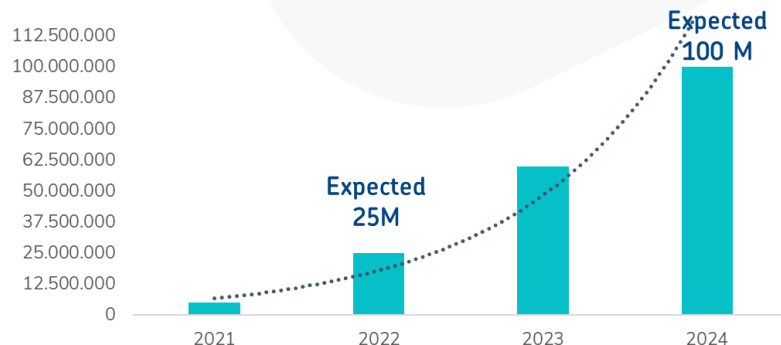
AirEuropa

AliExpress

MediaMarkt

DECATHLON

Transactions growth per year since 2021



... and many more



Service Study

Bizum is growing in ecommerce and increasing its market share.

April 2022






MONEI

Bizum becomes the second preferred payment method in ecommerce

- Bizum holds more than 15% of market share and becomes the second most preferred payment method, over Paypal (who has 7,8% of market share).

Users acknowledge Bizum as an easy, fast and secure online payment method.

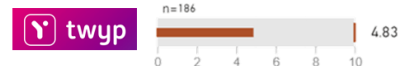
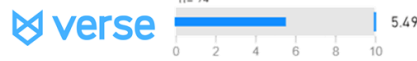
Global Satisfaction with payment methods (**)

					
	Apple Pay	Bizum	Samsung Pay	PayPal	Google Pay
Easy	85	85	81	84	80
Secure	82	78	81	81	77
Free of charges	82	86	83	79	81
Global Satisfaction	83	83	83	82	79

(**) OCU

Consumers and Users Organization

Customer Satisfaction (*)



Bizum is the most spontaneously recommended payments system

* Brand tracker survey Punto de Fuga (December 2021).

UX e-commerce

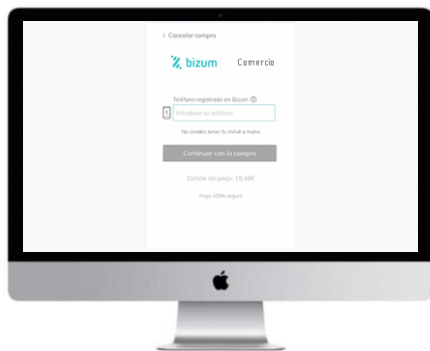
Authentication process



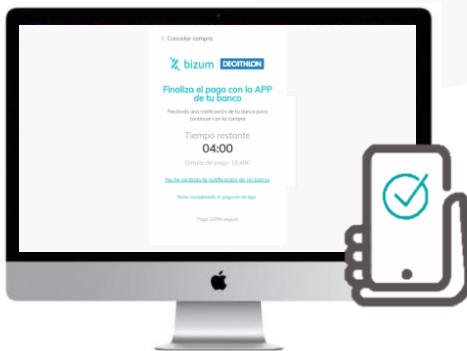
Average purchasing time with Bizum:
22 seconds



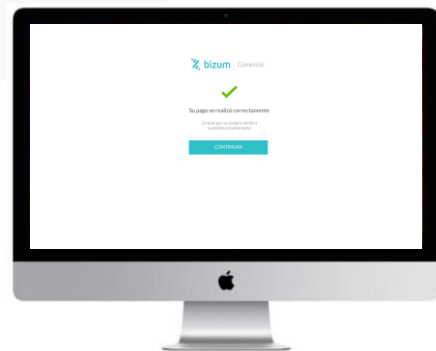
1) Buyer will choose Bizum as the payment method



2) Buyer enters his phone number



3) User completes the payment in his banking app (Request to Pay)



4) Automatically receives confirmation

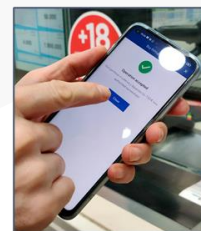
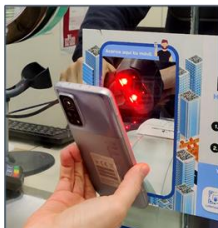


Focus groups: "Using only my phone in the check-out process cuts in half the time to pay".

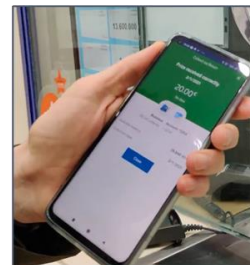
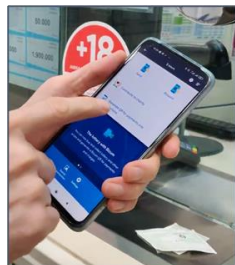
UX POS

First experience based on consumer presented QR

Lottery – bet payment



Lottery – prize collection



Next challenges



Building a truly and complete scheme

CURRENT FOCUS



1. ECOMMERCE



2. PAYMENTS TO
PROFESSIONALS / FREELANCES

New projects 2022-3



3. IN-STORE PAYMENTS
(QR, NFC, ...)



4. COLLECTIONS/PAYMENTS
TO COMPANIES

Exploring...



5. DIGITAL ID



6. NEW USE CASES
(subscriptions...)



7. EUROPEAN
INTEROPERABILITY



8. INTEGRATION WITH 3RD
PARTIES (API)



THANK YOU FOR
YOUR ATTENTION...

QUESTIONS?

