

Europeans Opt for Mobile Banking in Increasing Numbers

23% of UK consumers expect to adopt mobile banking in 2010; 12% of French and 15% of German consumers to follow suit

LONDON, (February 10, 2010): The Mobile Marketing Association (MMA) (www.mmaglobal.com) and its research partner, Lightspeed Research (www.lightspeedresearch.com), today announced the launch of the first Consumer Briefing reports for the UK, French and German markets, revealing that 14% of UK adult consumers and 9% of French and German adult consumers are already using mobile banking services. Projected interest levels also suggest that usage will rise by between 3 and 11 percentage points within the next year, with UK consumers leading the way.

The reports provide insight which will improve market understanding of consumer feelings towards accessing banking services via the mobile device and will help in the design and development of those services. The reports, which are available to MMA members, highlighted other key findings:

In all three countries SMS is currently the most popular medium for the delivery of mobile banking services and information, followed by the mobile Internet. These will remain the most popular delivery and access points in 2010/2011.

In line with the growth of smartphones and app stores, between 1 and 3% of consumers have used downloadable applications which allow for a more complete mobile banking service. These figures are expected to double in 2010/11 in the French and UK markets.

Consumers in all three markets were most interested in viewing account balances on their mobile phone (38% in the UK, 37% in France and 32% in Germany), while branch or ATM locators, using the mobile phone to make in-store payments and deposit or withdrawal notices were all of interest over the coming year.

Young consumers are the most likely to use mobile banking, with 24% of 18-34 year olds in the UK, 20% of the same age range in Germany and 9.5% in France already engaging. French consumers feel that security is of the most importance when deciding on whether to bank using a mobile phone, with 82% citing it as an important factor, while this was less of an issue – though still important - for German and UK consumers at 69% and 66%.

“The study shows an unmistakable interest in and demand for mobile banking services in key European markets,” said Dr. Peter A. Johnson, Vice President of Market Intelligence, MMA. “Financial institutions across France, Germany, and the UK clearly have a significant opportunity to use secure mobile technologies to expand consumer access to banking services that they value.”

“While mobile banking is not yet a mainstream activity, the results do show significant gains in popularity, particularly in the UK, and that mobile is able to provide a viable platform for banking services,” said Ralph Risk, Marketing Director, EMEA, Lightspeed Research. “There is clearly scope in the market to encourage consumers to expand their experience of information-based mobile banking services such as checking account balances to engaging in transactional services.”

Conducted from January 21st to 25th 2010, the survey asked a variety of questions regarding mobile phone and media usage including handset manufacturer, current mobile phone operator,

message (text) plan used, current and future interest in specific mobile banking activities, the importance of security in the decision to use mobile banking and interest in downloading secure mobile banking applications.

A monthly online survey of British, French and German consumers' mobile marketing behaviours and opinions conducted on the Lightspeed Research omnibus, the MMA Consumer Briefing features input from over 1,000 adult consumers in each market, screened to be demographically representative of the adult consumer population as a whole. Each Consumer Briefing includes a 2- to 3-page executive summary, all survey questions and up to 50 tables of detailed results. Survey responses are provided both in aggregate and in cross-tabulation by standard audience demographics, such as age, gender and income, as well as wireless carrier and handset manufacturer.

MMA Consumer Briefings on this topic are also available for the US market. To learn more about the MMA's market research benefits, visit the MMA's Research Home Page.

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About Lightspeed Research

Through proprietary global panels and research products and services, Lightspeed Research delivers valuable research to help businesses make informed decisions. From recruitment, to activity level, to ongoing profiling, Lightspeed Research's panels are actively managed to provide engaged survey respondents and support studies that range in scope and complexity across industry sectors. Deeply profiled specialty panels including automotive, B2B, beverage, family and household, finance, health and wellness, media consumption, mobile phone, beauty and personal care, sports and hobbies, and travel and leisure, provide quick access to target audiences. As a leader in quality, Lightspeed Research has implemented extensive measures to prevent fraudulent panel registrations and poor survey data.

About The Mobile Marketing Association (MMA)

The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and advertising and their associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. The more than 700 member companies, representing over forty countries around the globe, include all members of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe, Latin American (LATAM), Middle East &

Africa (MEA) and Asia Pacific (APAC) branches. For more information, please visit www.mmaglobal.com. For information relating to the MMA's Mobile Marketing Forum series, please visit www.mobilemarketingforum.com.

Offering a wealth of industry knowledge in the form of research, educational tools and case studies, the MMA promotes and evangelizes the mobile channel and sets globally adopted initiatives, guidelines and best practices. One of the additional ways MMA helps grow the industry is by conducting timely, authoritative research and analyses that provide MMA members and their clients a competitive advantage in understanding the market. For all research-related inquiries, please contact research@mmaglobal.com.