

Digital and safe!

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paysafecard is the European prepaid payment solution available to all for paying for digital goods online. No credit card or bank account is needed. With its core product, paysafecard, the company is present at over 500,000 sales outlets in 43 countries worldwide. Thousands of renowned online shops and online entertainment providers accept paysafecard as a payment method.

Intro / June 2016

Dear readers,

Digitalisation is becoming a part of more and more areas of everyday life. The trend has many facets and aspects. Payments, security and specific target groups are particularly dear to paysafecard. For this reason, here follow four contributions to these subjects, which you are freely welcome to use for publication. If you would like to know more, we are happy to help at presse@paysafecard.com.

**Best regards,
Your paysafecard team**

#Coming: four prepaid trends

Trend 1: prepaid cards continue to develop. The infrastructure, which has been built up for the distribution, topping up and use of prepaid cards offers enormous potential. More and more vendors are implementing this and developing innovative services. paysafecard is currently preparing a completely new product form, which will be announced shortly.

Trend 2: personalisation in the prepaid sector. Prepaid products can be customised and offer personalised products, notifications and settings. In this respect, paysafecard was a pioneer with the online payment account my paysafecard, and has also established the industry-leading my PLUS customer loyalty programme.

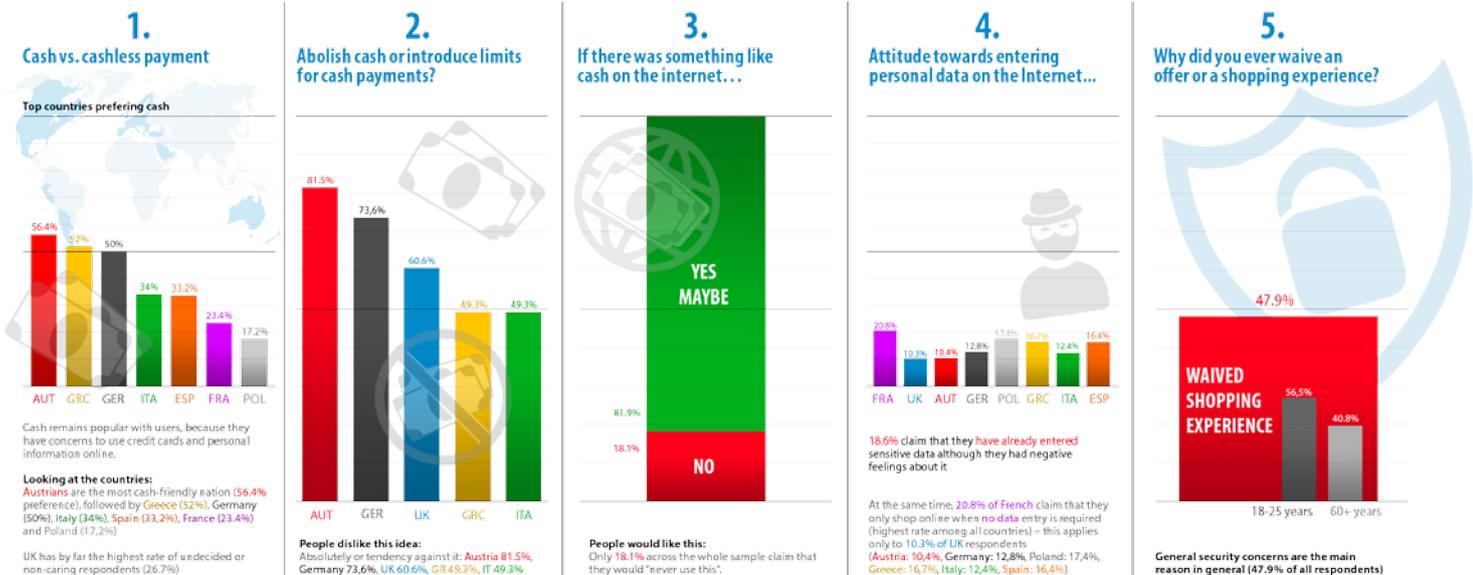
Trend 3: growing transparency. The parameters surrounding fees are being communicated to card holders with increasing clarity. paysafecard is free for consumers, making this irrelevant to it. Other payment methods are continuing to adapt in this respect.

Trend 4: mobile paying is growing with increasing strength. The growing importance of mobile payments has long been forecast. However, growth rates have exceeded all expectations. In 2015 alone, global transaction volumes were 450 billion dollars (according to statista.com). 2019 should already see the 1 billion dollar mark passed.

#Surprising: the highlights of current European studies

4,000 Europeans in 8 countries were questioned – and the sentiment is uniform: sharing data online is a delicate and uneasy issue. Right across Europe, only 8.4% from predominantly younger target groups expressed absolutely no concern about entering personal information. The older the person, the more sceptical they become with respect to sharing information online. Almost a fifth admitted to entering data online despite doubts and inner resistance. This conflict between gut feeling and actual action is experienced by the French particularly intensely – 28% of those asked said they enter personal details despite having doubts. At the same time, the French are, with 35%, the nation which agrees least with the statement, “I am careful with my personal information online.” According to their own declaration, Italians are the most careful in this respect, with 68% agreement.

And what about actual online shopping? Participants were asked whether they have cancelled or abandoned a planned purchase due to security concerns. At almost 48%, almost half of all the participants across all the countries have experienced this. This finding is a clear mandate to online shop operators and all fee-based online service providers. Purchases not even begun or abandoned during the payment process are a problem for all vendors. And the high rate of people who have experienced this demonstrates the turnover potentials lost when paying is not considered completely safe by customers. This is where paysafecard comes into play: for when absolutely no personal details are required when paying, the sense of security is (justifiably!) at its highest. And it is precisely this experience that paysafecard offers.



#Happening: smartphone shopping done right

Books, electronics, games – people are ordering more and more goods online, and increasingly more often from their smartphones. Every fourth euro last year was transacted using a tablet or smartphone. 2016 will see this figure rise to a third. The turnover of e-commerce completed with tablets in 2015 increased by 131.1% on the previous year; with smartphones, this figure is 77.6%. Smartphone usage is at its peak between 5 pm and 8 pm. Digitalisation is also offering online shop operators ever new opportunities: for example, shipping services are increasingly offering customer services via WhatsApp. MasterCard, who is a paysafecard partner with paysafecard MasterCard, is currently testing a payment method for online shopping in which payments are not confirmed with a password, but with a selfie.

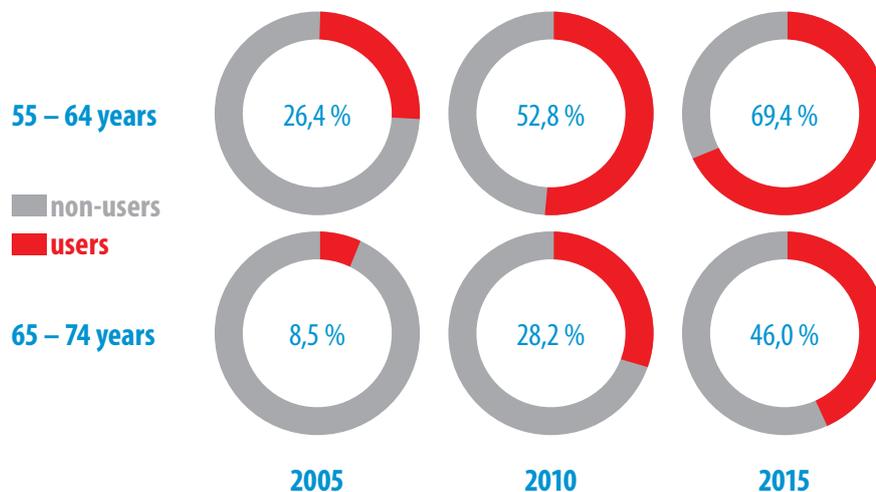
Studies forecast that the mobile payments industry is set to grow to 721 billion USD worldwide by 2017 (2015: 431 billion). While mobile shopping is becoming increasingly popular, mobile payments in the German language region (the “stronghold of cash”) are still in their infancy. Local internet users there remain sceptical to paying by smartphone in comparison to, for example, the USA: The paysafecard study 2016 found that Austrian internet users are particularly keen on “their” cash in comparison to the rest of the world: 57% prefer cash over cashless payment methods when paying (inter-national average 37.2%). The question of whether customers will accept mobile payments there remains one of the most exciting questions of the digital future. But one thing is already certain: mobile payments as a concept will only be able to win over the trust of customers when they are able to offer them fast and convenient payment transactions, and thereby a clear advantage.

#Growing: Silver surfers in Austria

It continues to be heard here and there that the internet is for “the young”. Apart from the questionable definition, it simply isn’t true. The statistics in Austria reveal completely different numbers. According to these figure, as many as 70% of all men between 55 and 74 there use the internet, while only half of women (49%) do so. However, a look at the time series, which suggests a veritable catch-up race, is particularly revealing. In 2005, only 8.5% of over 65 year olds were active internet users. Ten years later, this figure has reached 46% – and this includes the significant growth in the absolute number of people in this age group. In the same period, the proportion of the 55 to 64 age group has climbed from 26.4% to 69.4%.

Incidentally, the fact of whether a person over 35 uses the internet or not is fundamentally a question of education. The higher the level of education, the lower the proportion of absolute internet refusers.

Internet usage of Silver surfers



Legend: Grey – non-users; red – users

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