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Press release for immediate use

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UK MOBILE BANKING MARKET GROWS 30% IN A YEAR

Convenience, Control and Trust in Technology Driving Growth

The UK's mobile banking market is growing at over 30 per cent a year, according to new figures showing the sector gaining real momentum.

A survey of 1,000 adults revealed 5.6 per cent use their mobile phone to access their bank accounts and manage their finances in November 2009, up from 4.3 per cent a year earlier.

The figures come from a new report by the Future Foundation think tank and leading mobile banking company Monitise into how technology is changing how people interact with banks.

About a quarter of UK current account holders use the internet to monitor their money, and mobile phone banking is expected to surpass this as technology and services grow.

Handsets now offer an easy and secure process to perform essential banking tasks such as checking a balance or moving money between accounts.

Mobile banking users can also set up text alerts, for example to warn about going overdrawn, or to tell you that a payment has cleared.

And the arrival of Apple's iPhone, which Monitise supports with a bespoke App, and a new generation of smartphones is making the process even faster and slicker for bank customers.

New services such as the ability to 'text a tenner' from one person to another by mobile phone, or 'touch and go' Oyster card-style technology will add even more momentum.

One advantage of mobile over other forms of banking is the degree of trust people have in technology, especially compared to calling a call centre.

The Future Foundation found that on a scale of one to ten, technology got a 6.95 trust rating while call centres rated just 5.26. In-branch staff rated 7.0.

Barry Clark, author of the report, said: "Mobile banking goes with the grain of consumer change and this is now very much a mobile world."

"The ease of service mobile phones delivers, in terms of speed, convenience and security, is making mobile banking very attractive to consumers. And the level of trust in the handset and technology gives people the confidence to join up."



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Alastair Lukies, chief executive of Monitise plc, said: “2009 has been a pivotal year in the adoption of mobile banking. There are many exciting new service developments which are making mobiles the natural way to bank. People want speed, simplicity and security and that’s what we give them in all the new services we provide.”

Notes to editors:

1. The Future Foundation report, ‘Banks, Service and Technology’, is the third in a series of ‘Money on the Move’ studies into the role of technology and mobile banking. The research was collected in three ways: a representative sample of 1,000 Britons aged 18 to 65 years and through two focus groups, plus with interviews with three technology and banking experts. The latest chapter, ‘Banks, Service and Technology’, was launched in central London on December 2 2009. The report can be downloaded here: www.monitisegroup.com

2. Monitise plc (LSE: MONI.L) has created the world's first mobile money networks, which allow customers of multiple banks and mobile operators to perform banking and payment transactions directly from their mobile handset.

3. With live services in the UK and in the USA, where it is in partnership with FIS, the company is currently working with international partners to deliver similar safe, secure mobile banking and payment services in territories worldwide. Current key partners include VocaLink, FIS, HSBC, Lloyds TSB, First Direct, Alliance & Leicester, Royal Bank of Scotland, NatWest, Ulster Bank, Visa, Vodafone, Orange, O2, T-Mobile and 3.

4. The Future Foundation is a leading international consumer think-tank and strategic consultancy. Specialising in understanding socio-economic change and consumer behaviour, the Future Foundation provides intelligent research, analysis and commentary. Our research and analysis is used in development of new products and services, to inspire marketing and communications programmes, and to instill awareness of the wider operating environment throughout client organisations.

Clients range across most sectors and in many countries, and include almost 200 organisations across financial services, media, telecom, retail, advertising and marketing and the public sector.

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