

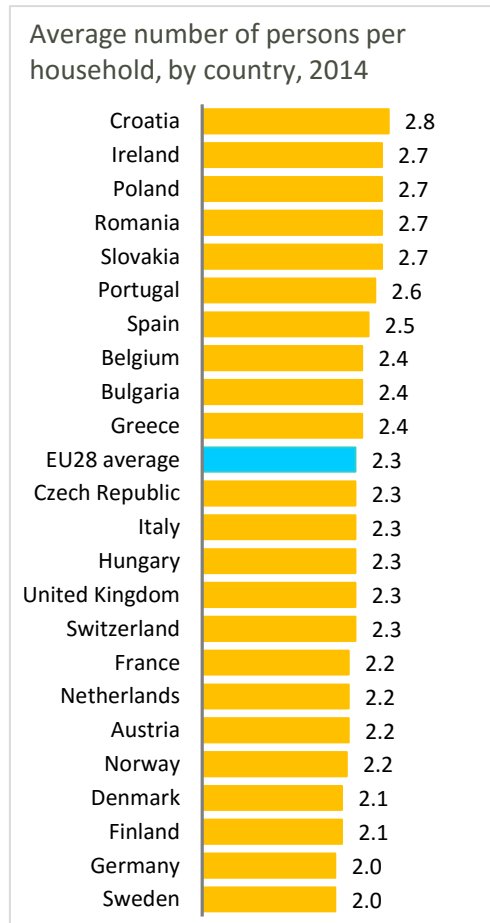
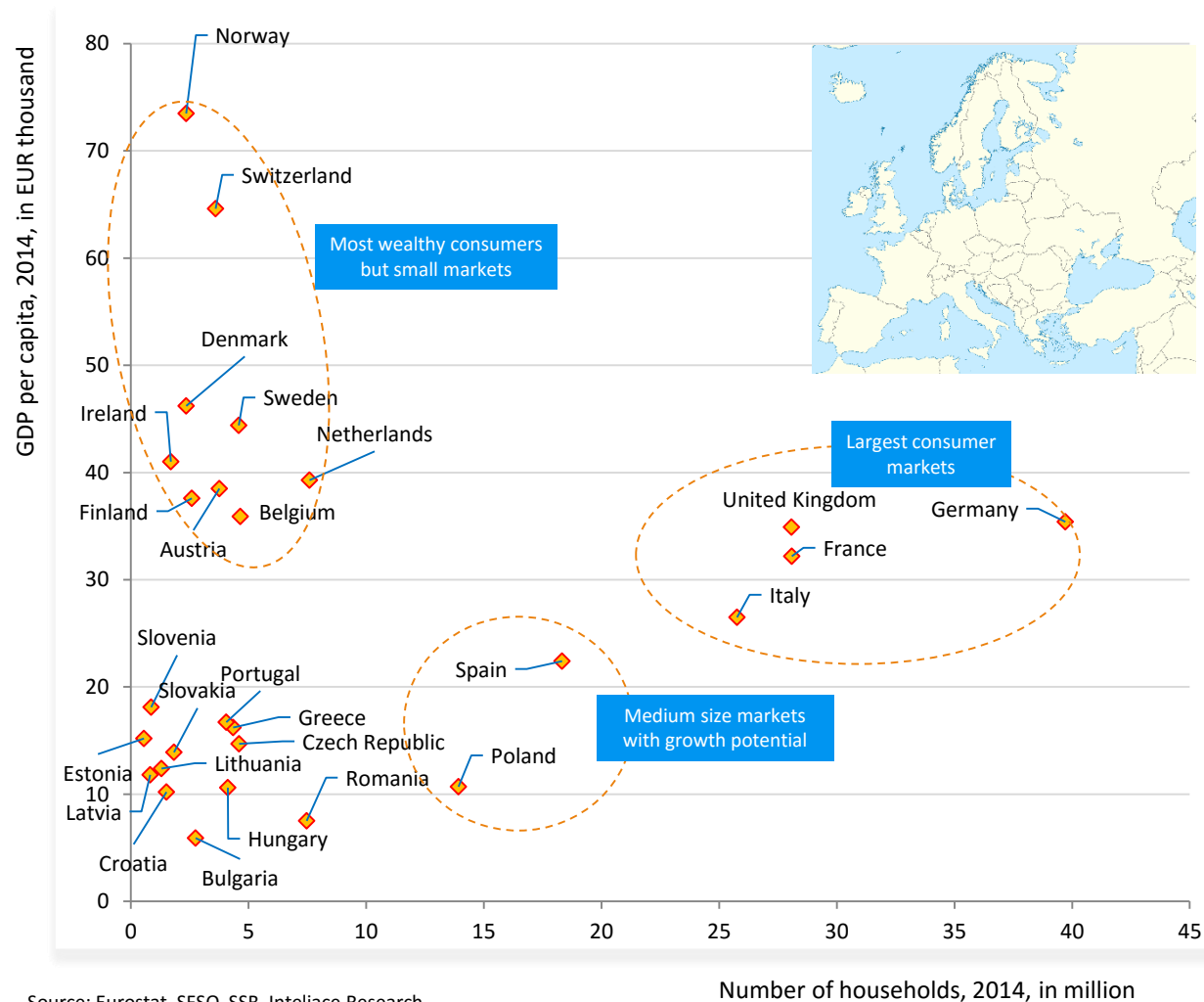
CONSUMER MARKETS AND CARD PAYMENTS IN EUROPE, 2015

LOOSE SLIDES

by Inteliace Research
December 2015

Consumer markets in Europe can be divided in few groups based on the number of households and their wealth

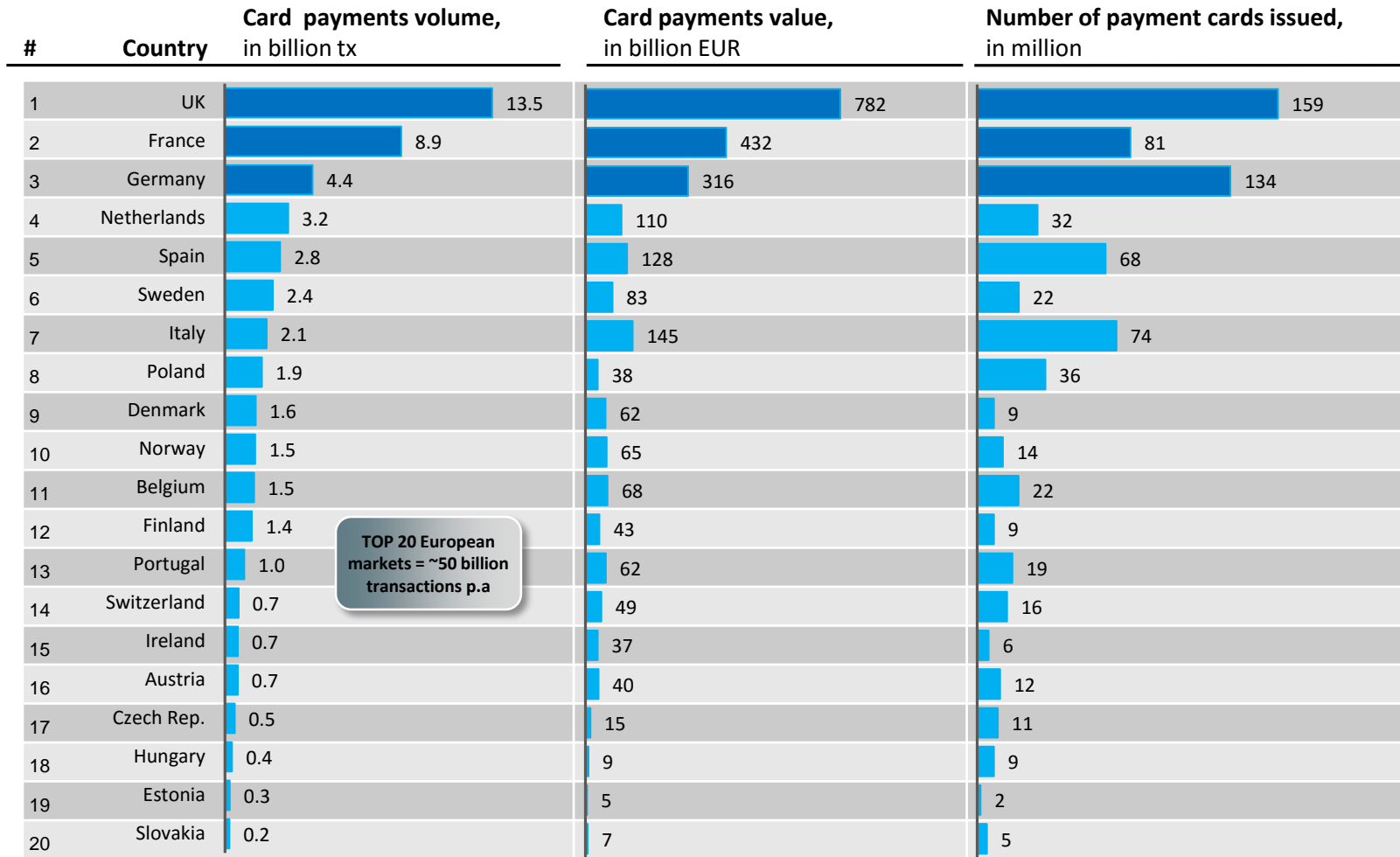
Key consumer markets in Europe: consumer wealth vs. number of households, 2014



Source: Eurostat, SFSO, SSB, Inteliace Research

Currently, most card transactions in Europe originate from three major markets

As of 2014



Top 20 total:

50

2.5 t

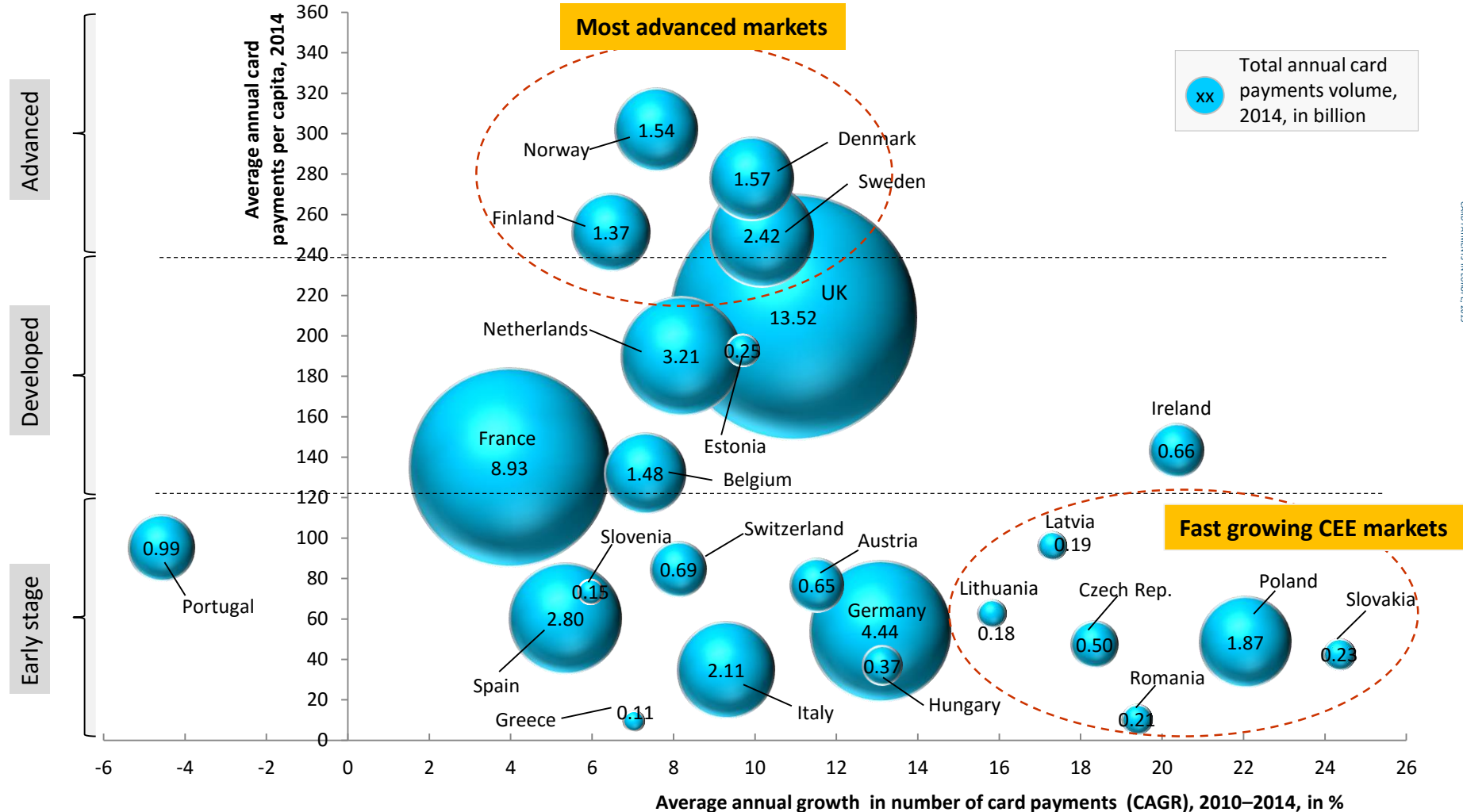
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Source: ECB, SNB, NB, Eurostat, Inteliace Research

CARD PAYMENTS IN EUROPE, 2015

Development stage of card payments varies significantly across Europe

Card payments landscape in Europe, 2014

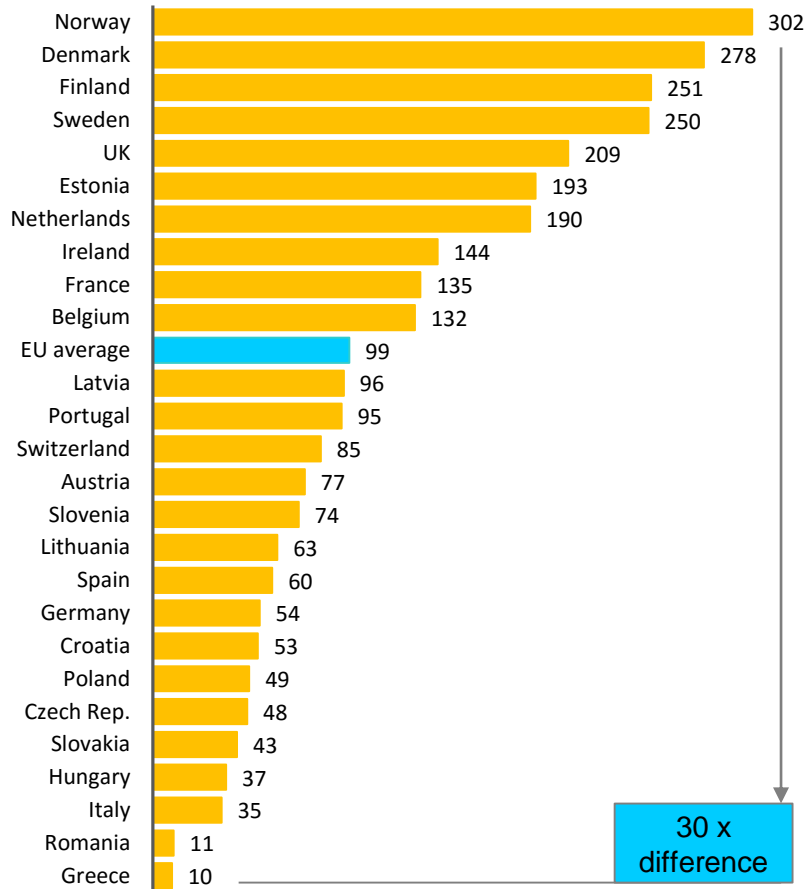


Source: ECB, SNB, NB, Eurostat, Inteliace Research

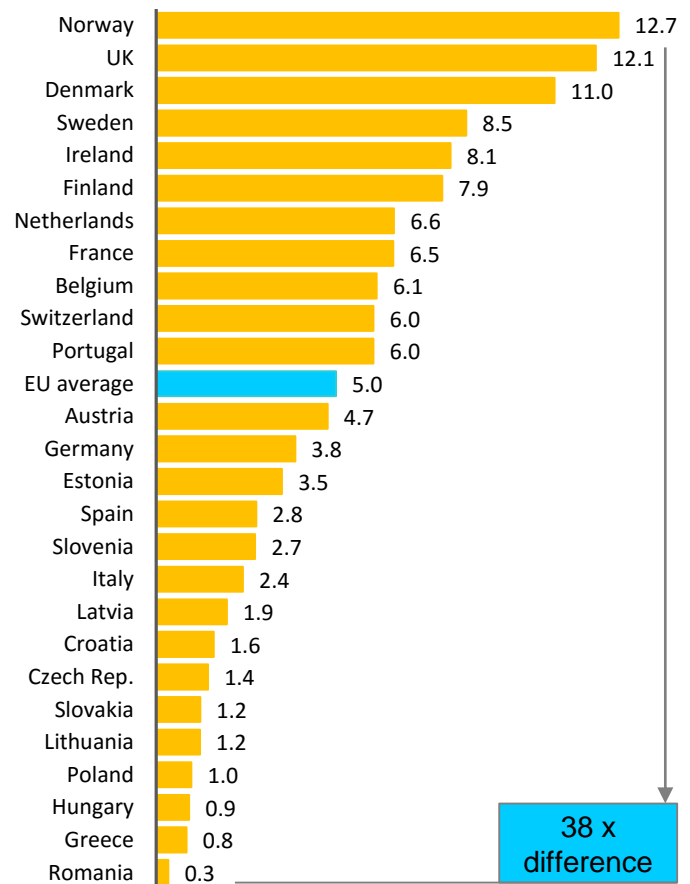
Extreme differences exist in Europe in terms of cards usage

As of 2014

The average number of card payments per capita p.a.



The annual value of card payments per capita, in EUR`000



CARD PAYMENTS IN EUROPE, 2015

Source: ECB, SNB, NB, Eurostat, Inteliace Research

About this report

This report has been prepared using Inteliace Research proprietary research and publicly available sources, including: financial reports, press publications, industry magazines, directories, financial databases and expert opinions.

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Inteliace Research is an independent and privately owned research firm based in Warsaw / Poland.

Our company specializes in value-added research services and tailored management consulting.

Through our customized research services we help our clients to better understand their customers, competitors and overall market dynamics.

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