Disruption Tipping Point

Already past the point in China and getting close in the rest of the world

INVESTMENT IN PRIVATE FINTECH COMPANIES INCREASED x10 IN THE PAST 5 YEARS

Private Investment in Global FinTech

Source: Citi and CB Insights





2012 <u>III</u> \$2.4 billion

2013 \overline{III}

\$4.0 billion

2015







\$19 billion

FINTECH INVESTMENT HAS TARGETED THE MOST PROFITABLE AREAS OF GLOBAL BANKING

> Capital deployment in FinTech sector Source: CB Insights, KPMG, Crunch Base and Citi Research



Personal/SME



10% Asset Management



10%

Insurance

Global Banking profit by segment Source: Company reports & Citi Research



46% Personal/SME



35%





Investment Banking



Large Corporations



Investment Banking/Markets