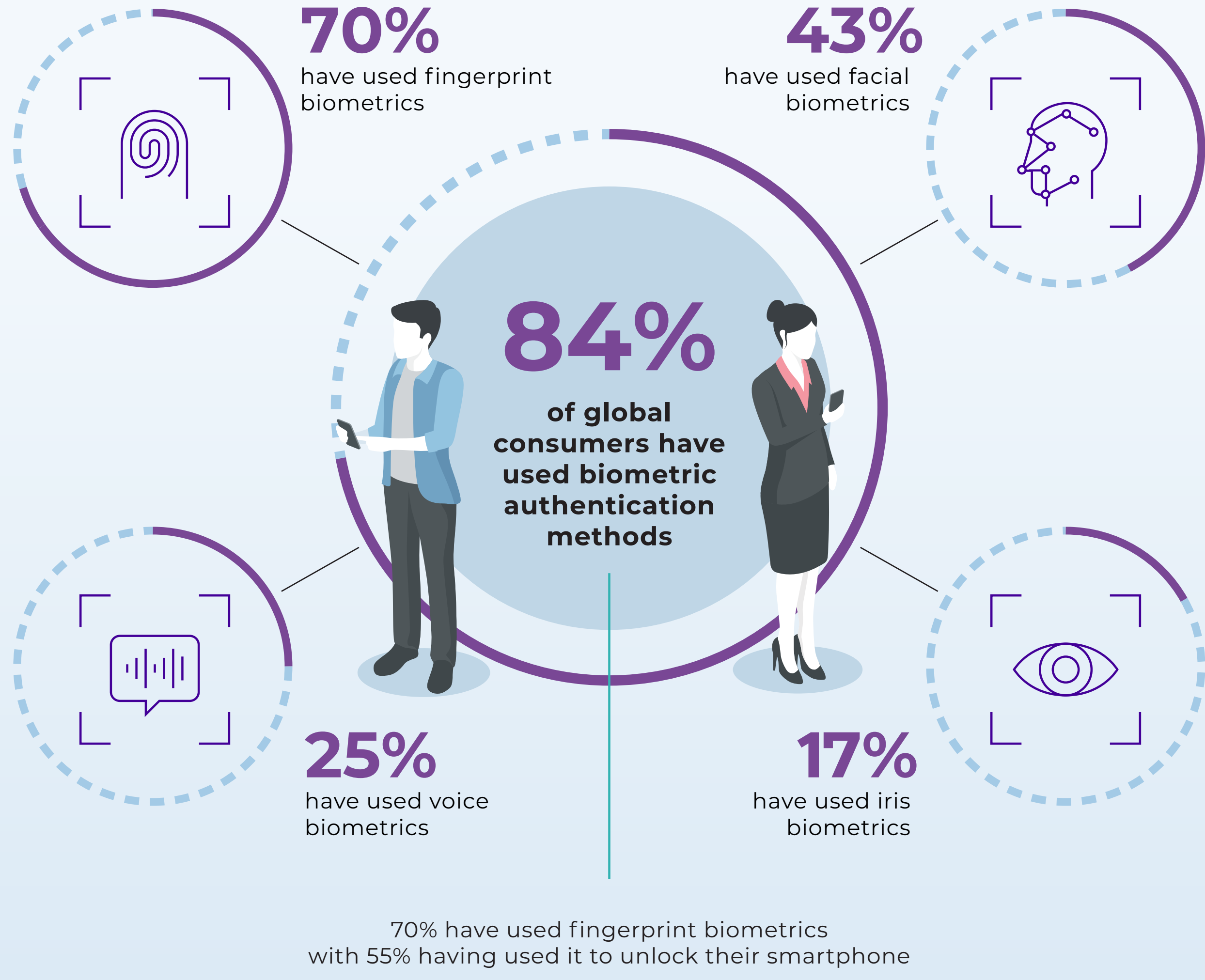
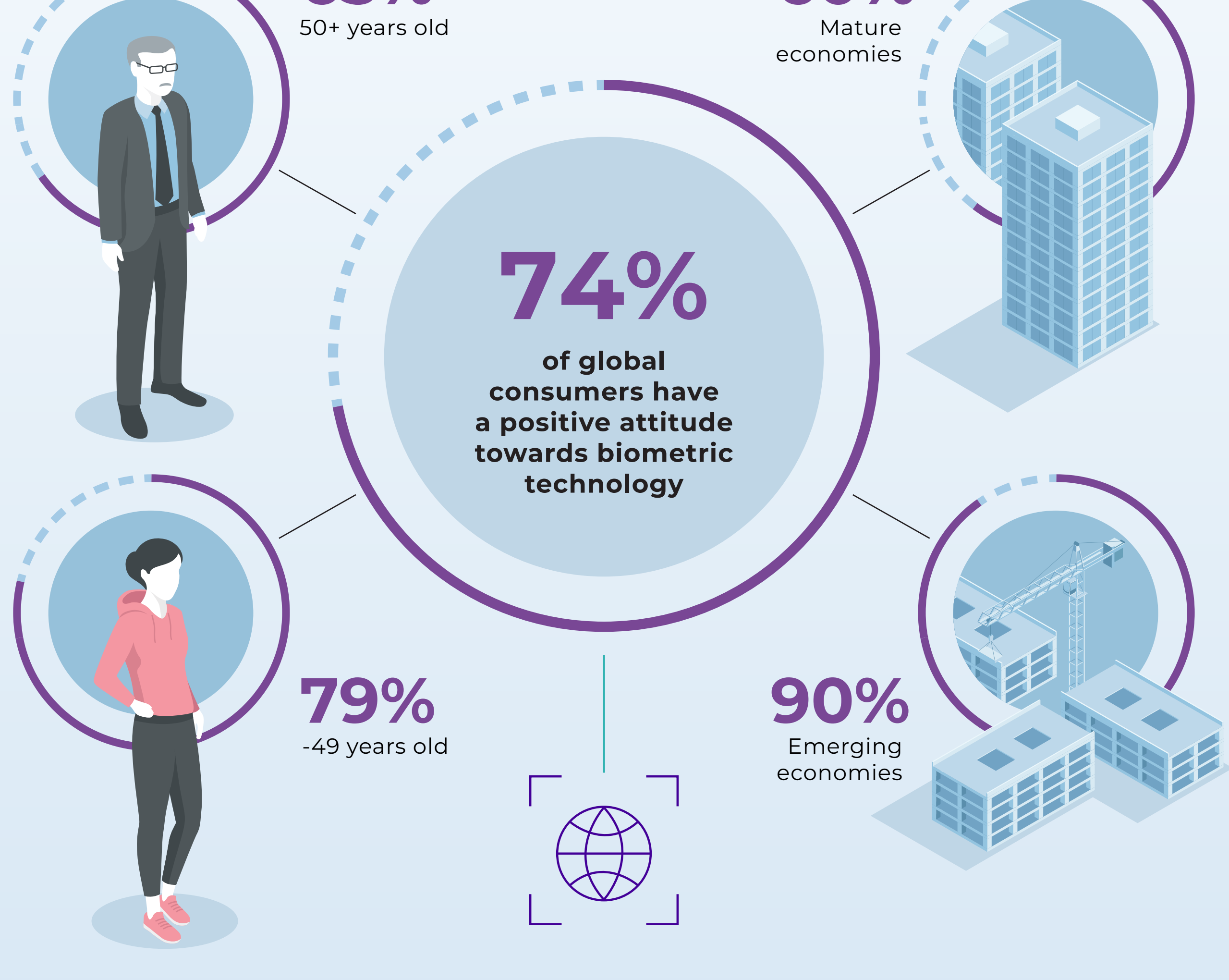


# CONSUMERS THROUGHOUT THE WORLD EMBRACE BIOMETRIC PAYMENT CARDS\*

Contactless payments are on the rise across the globe, and 4 out of 5 consumers globally are now tapping their card to pay. Biometric cards like F.CODE make convenience secure, safe, and hygienic by replacing PIN code entry with the touch of a fingerprint sensor on the card's surface.



## WITH THE WIDE USE OF SMARTPHONES, FINGERPRINT AUTHENTICATION IS BECOMING MORE PRESENT IN OUR LIVES

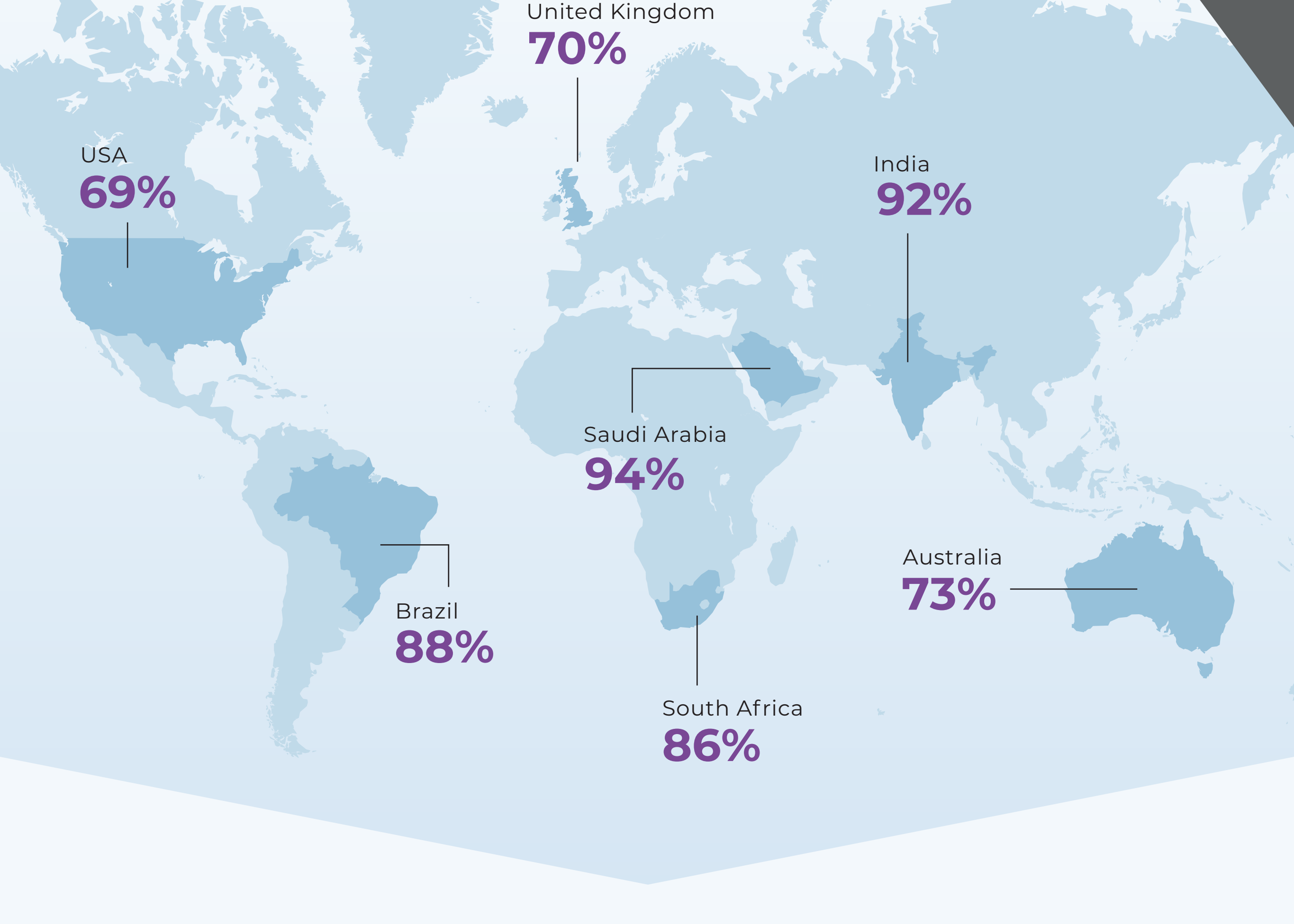
Share of global consumers who strongly agree that fingerprint recognition is fast, convenient, and secure respectively



**81%** of global consumers are ready to use their fingerprint instead of PIN code

Consumers around the world are becoming familiar with this form of authentication. It is now set to extend beyond smartphones to other form factors including payment cards.

Share of consumers per country who are ready to use their fingerprint instead of a PIN code when paying in-store

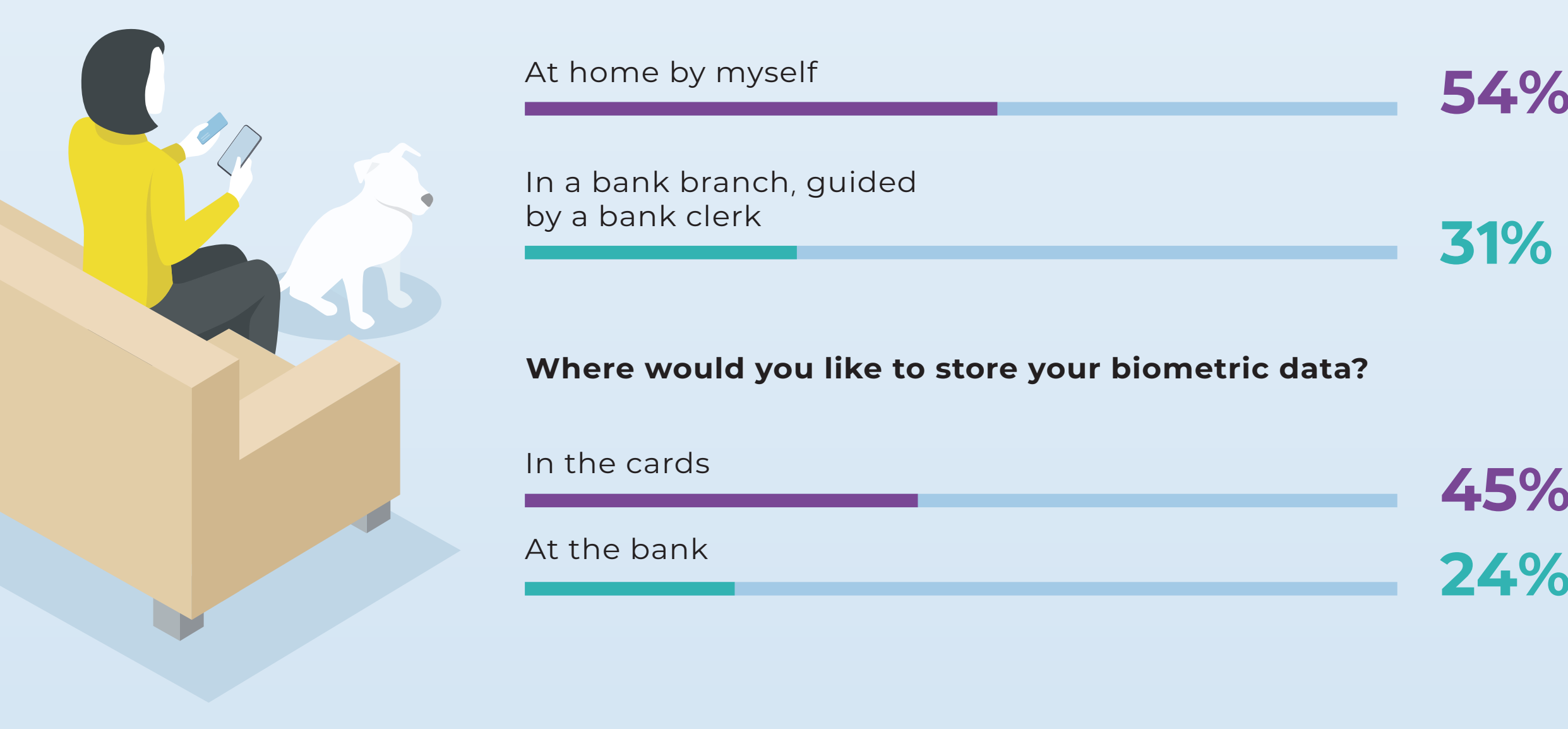


## CONSUMERS APPRECIATE BIOMETRIC CARDS AS BEING AS EASY TO USE AS A MOBILE WALLET, BUT FASTER AND MORE SECURE

Net Difference Share of global consumers who see easy to use, fast, and secure as main advantages with mobile wallets and biometric cards respectively



Consumers prefer to enroll their fingerprint by themselves at home and have it stored directly in the payment card



\*Dentsu Data Lab, encompassing 3422 people in 14 countries, 2021

As biometric usage spreads across the planet and consumers continue to warm up to the idea of streamlined, hassle free – yet totally secure – authentication, use cases will proliferate. For example, 51% of global consumers would like to use a biometric card to gain access to a secured building and 34% want to see this technology integrated into their transportation pass.