

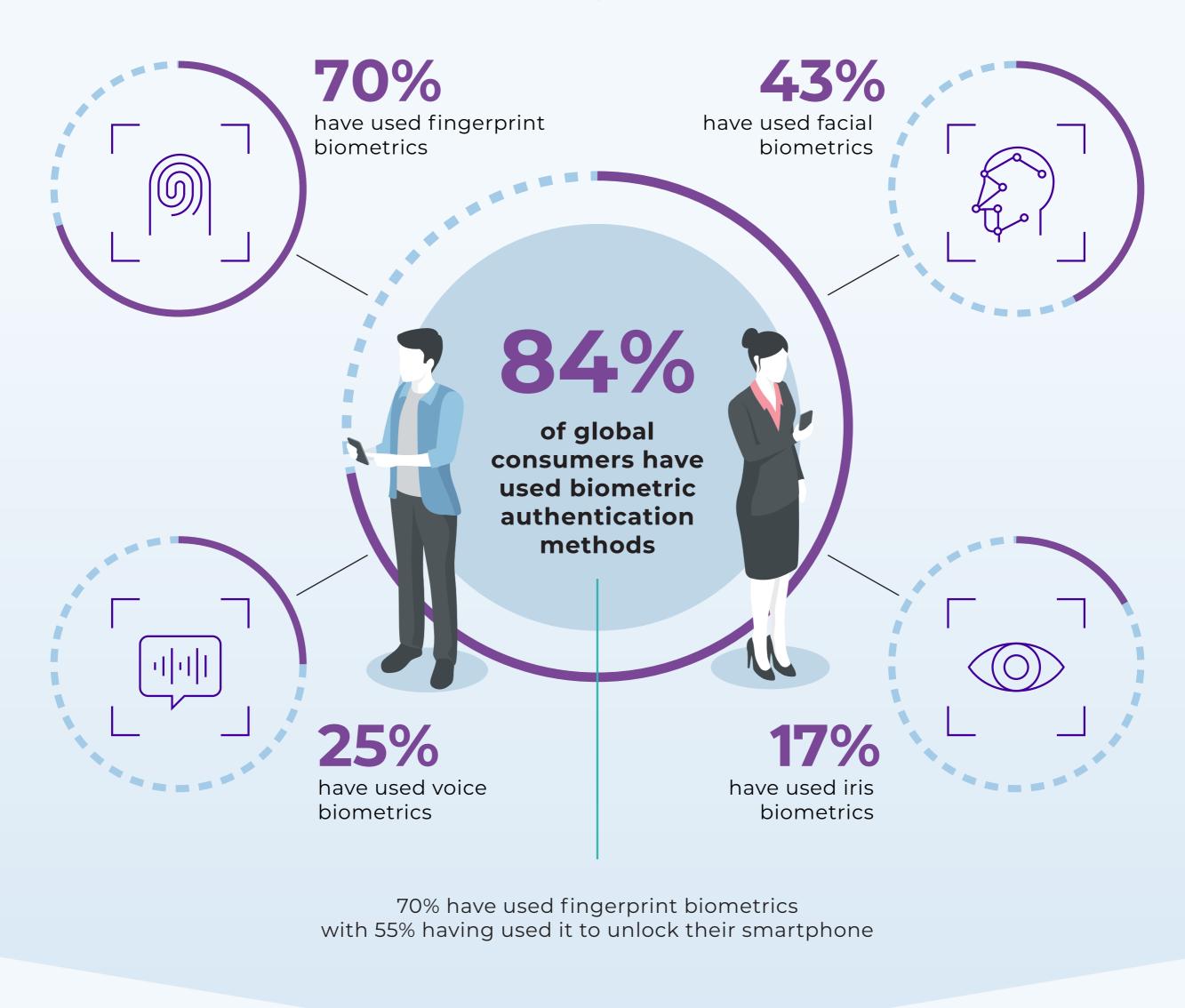
## **CONSUMERS THROUGHOUT THE** WORLD EMBRACE BIOMETRIC **PAYMENT CARDS\***

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.

Contactless payments are on the rise across the globe, and 4 out

50+ years old economies 74% of global consumers have a positive attitude towards biometric technology **79%** 90% -49 years old Emerging economies

Younger generations and people from emerging economies are the most enthusiastic about biometrics





**Share of global** 

consumers who

that fingerprint

fast, convenient,

Fast

Secure

Convenient

strongly agree

recognition is

and secure

respectively

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.

93%

92%

86%

Consumers around



United Kingdom

**70**%

Saudi Arabia

Brazil

Share of consumers per country who are

ready to use their fingerprint instead of

a PIN code when paying in-store

USA

69%

94% Australia **73**% 88% South Africa 86% **CONSUMERS APPRECIATE BIOMETRIC CARDS** AS BEING AS EASY TO USE AS A MOBILE WALLET, BUT FASTER AND MORE SECURE

India

92%

Mobile wallet

Biometric card

+17%

54%

fast, and secure as main advantages with mobile wallets and biometric cards respectively

**Net Difference Share** 

of global consumers

who see easy to use,

Easy to use +1% Fast **+7**% Secure Consumers prefer to enroll their fingerprint by themselves at home and have it stored directly in the payment card Where would you like to enroll your biometric data?

At home by myself

by a bank clerk

In a bank branch, guided

31% Where would you like to store your biometric data? In the cards 45% At the bank

\*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.



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