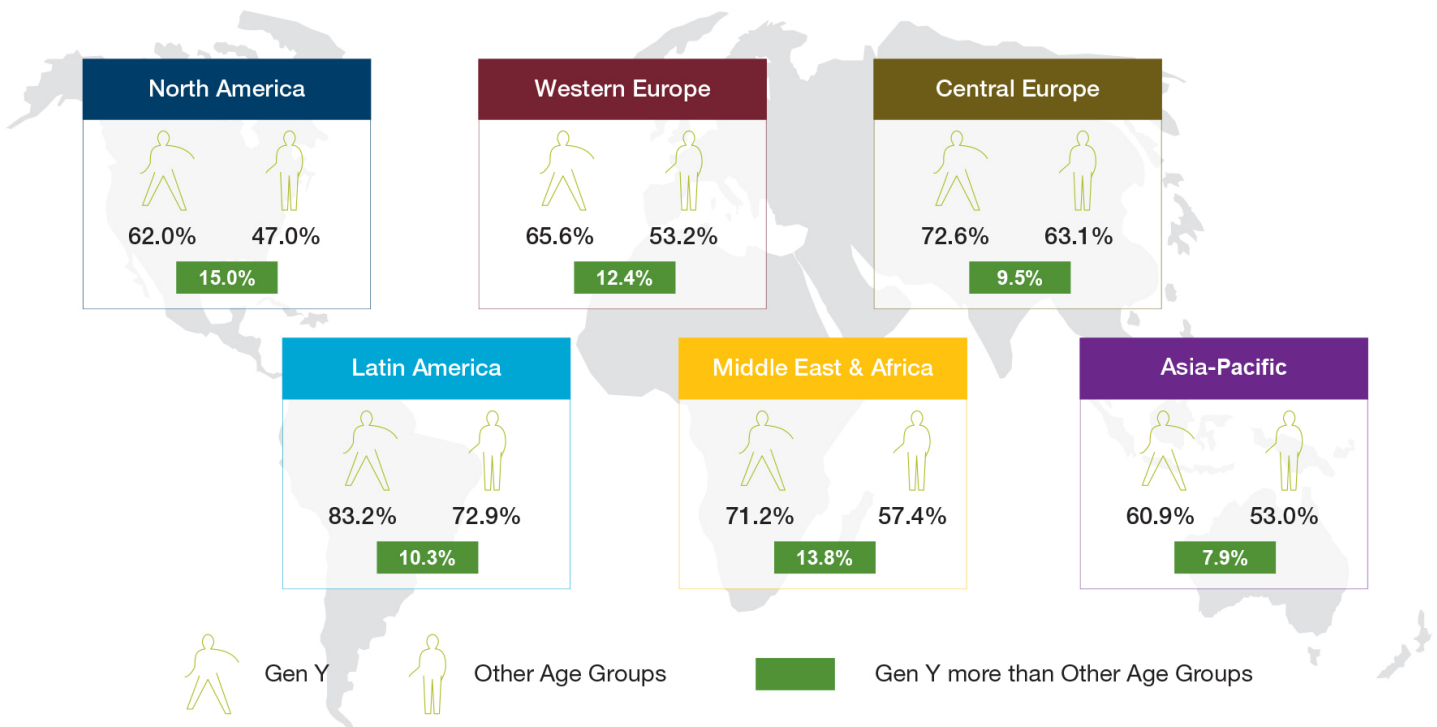


Figure 2.2: Gen Y and Other Age Groups Using Financial Products/Services from Fintech Firms, by Region (%), 2016



Note: Country boundaries on diagram are approximate and representative only; The percentage represents the customers who are using financial products or services from fintech firms

Question: "Are you currently using any financial products or services from fintech firms (such as Alibaba, Apple, Google, Lending Club, PayPal, Paytm, Prosper, Stripe, Square, Zopa, etc.)?"

Source: Capgemini Financial Services Analysis, 2016; 2016 Retail Banking Voice of the Customer Survey, Capgemini Global Financial Services