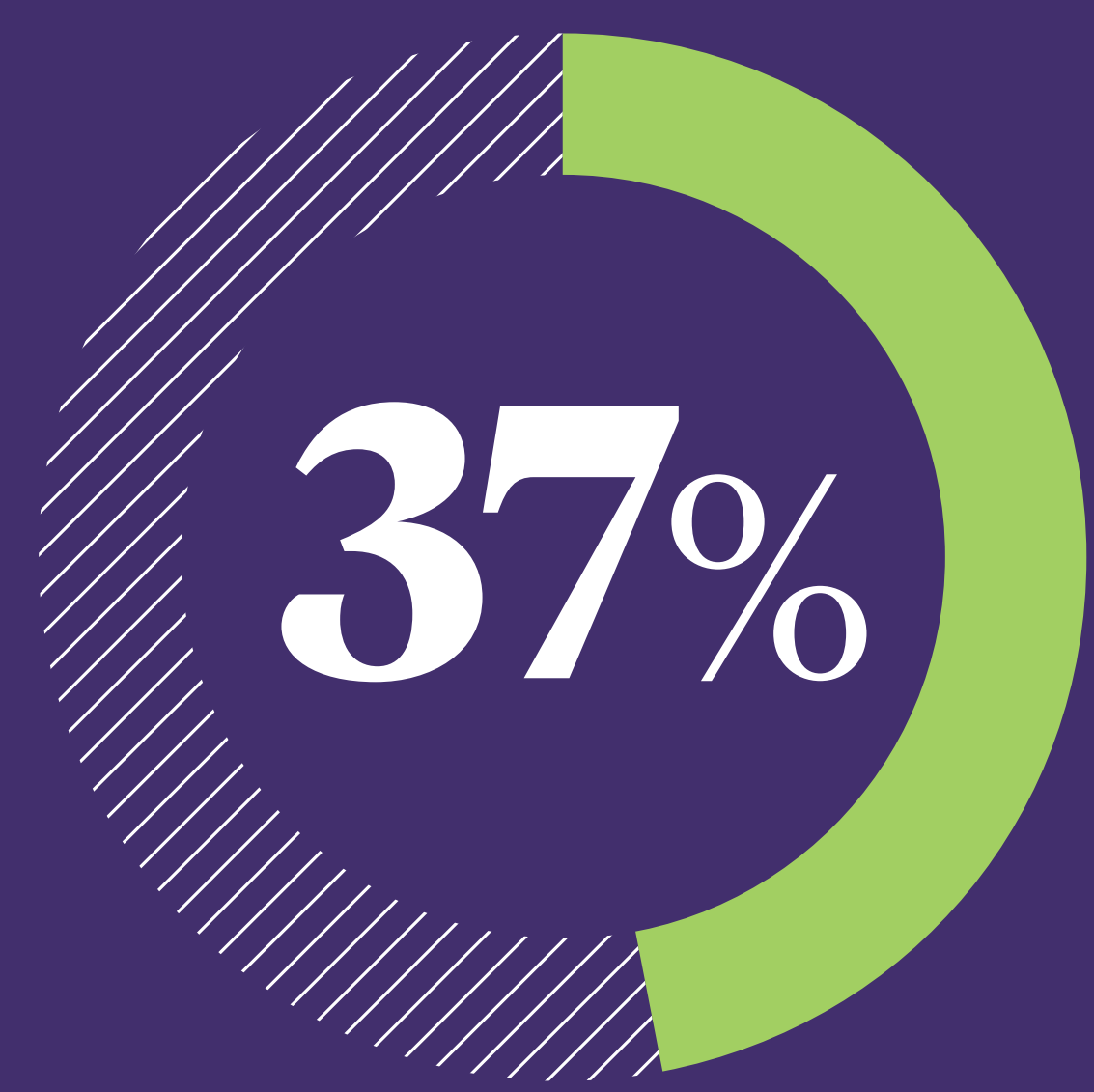
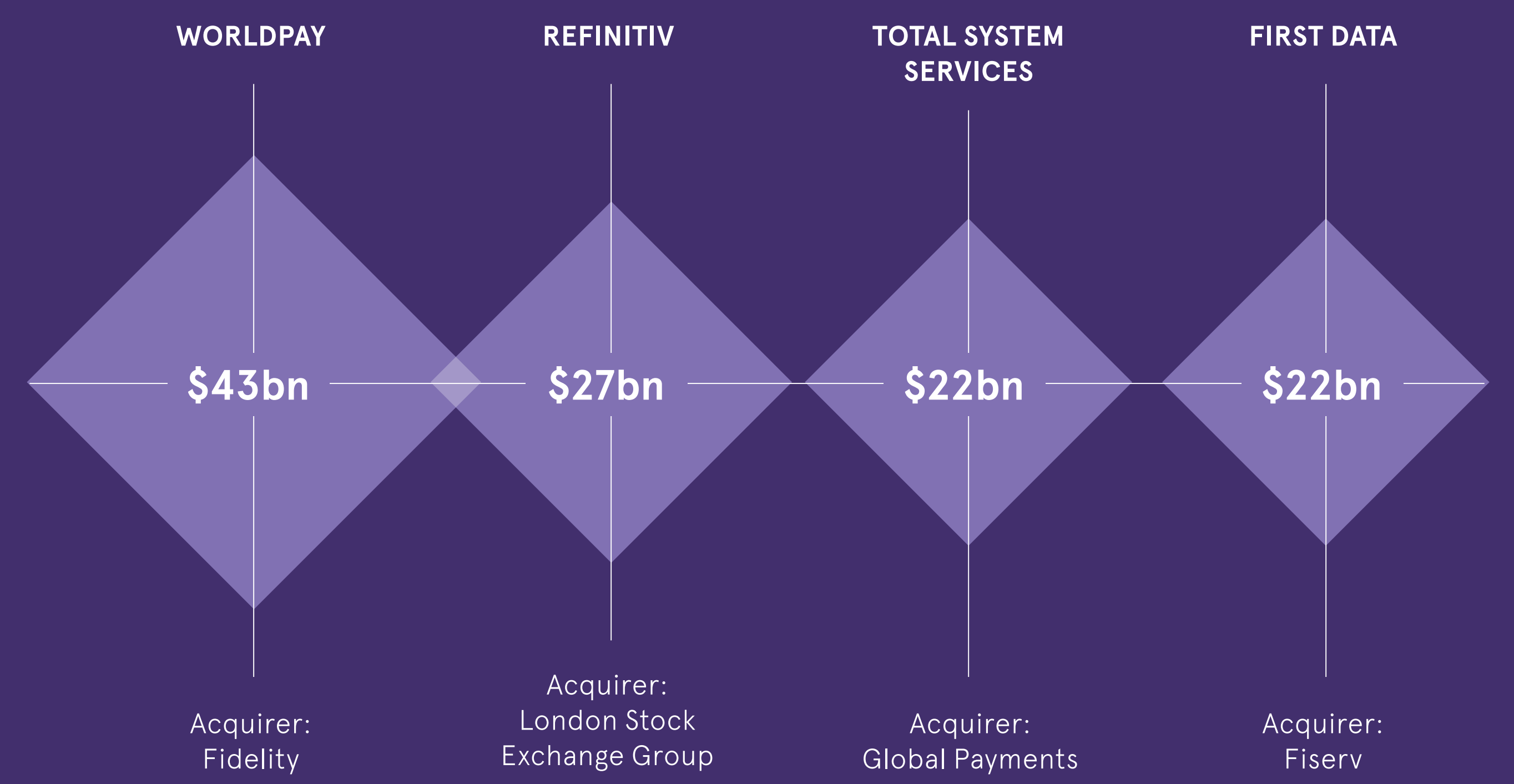


# THE WORLD OF FINTECH

Awareness, adoption and investment in the global fintech scene have all exploded over the past five years. This infographic explores the changing dynamics of the sector to highlight new opportunities, areas of growth and emerging challenges facing the industry

## 2019 HAS BEEN A YEAR OF MEGA-DEALS

Biggest announced fintech M&A deals in 2019



of global financial services institutions say they have a fintech product or service available for customers, 22 per cent say they are at pilot stage, and 40 per cent are at either research or development stage

PwC 2019

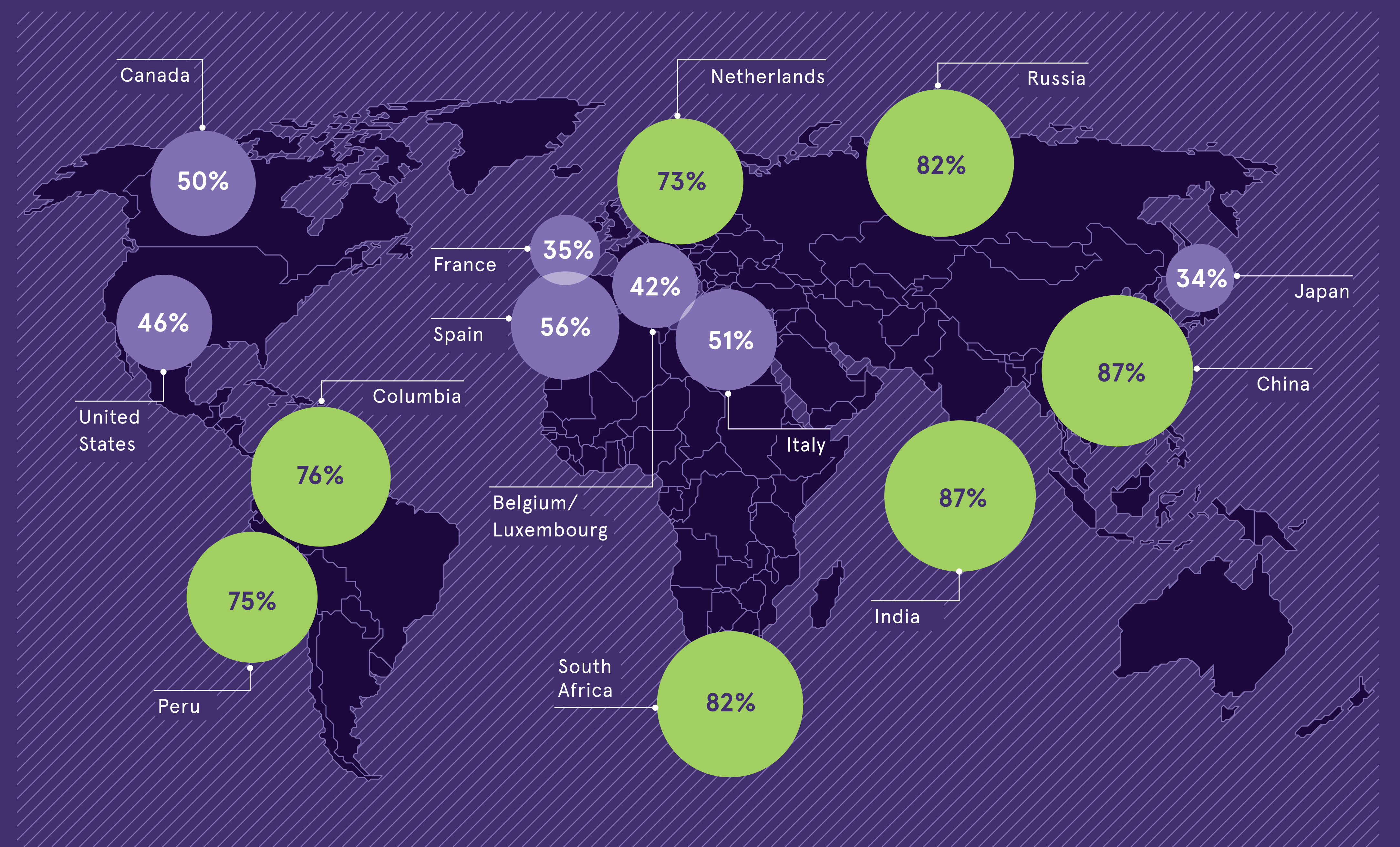
**\$73.5bn**

cumulative global investment in fintech companies in the first three quarters of 2019, combining venture capital, private equity and M&A

PitchBook 2019

## CHINA AND INDIA LEAD THE WAY IN FINTECH ADOPTION

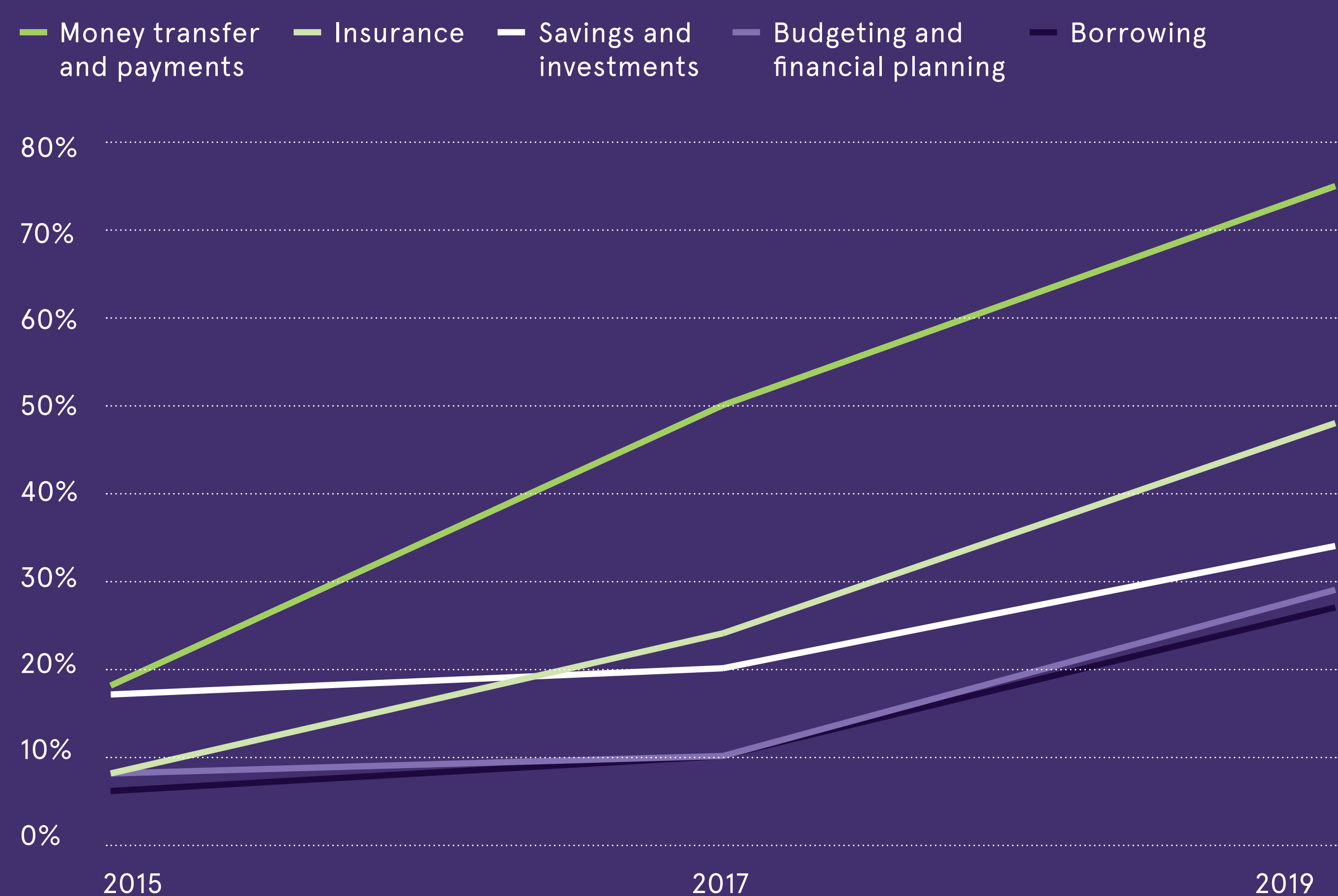
Survey of 27,000 consumers in 27 markets; percentage who had used at least one fintech service



EY 2019

## MONEY TRANSFER AND PAYMENTS ARE BY FAR THE MOST USED SERVICES

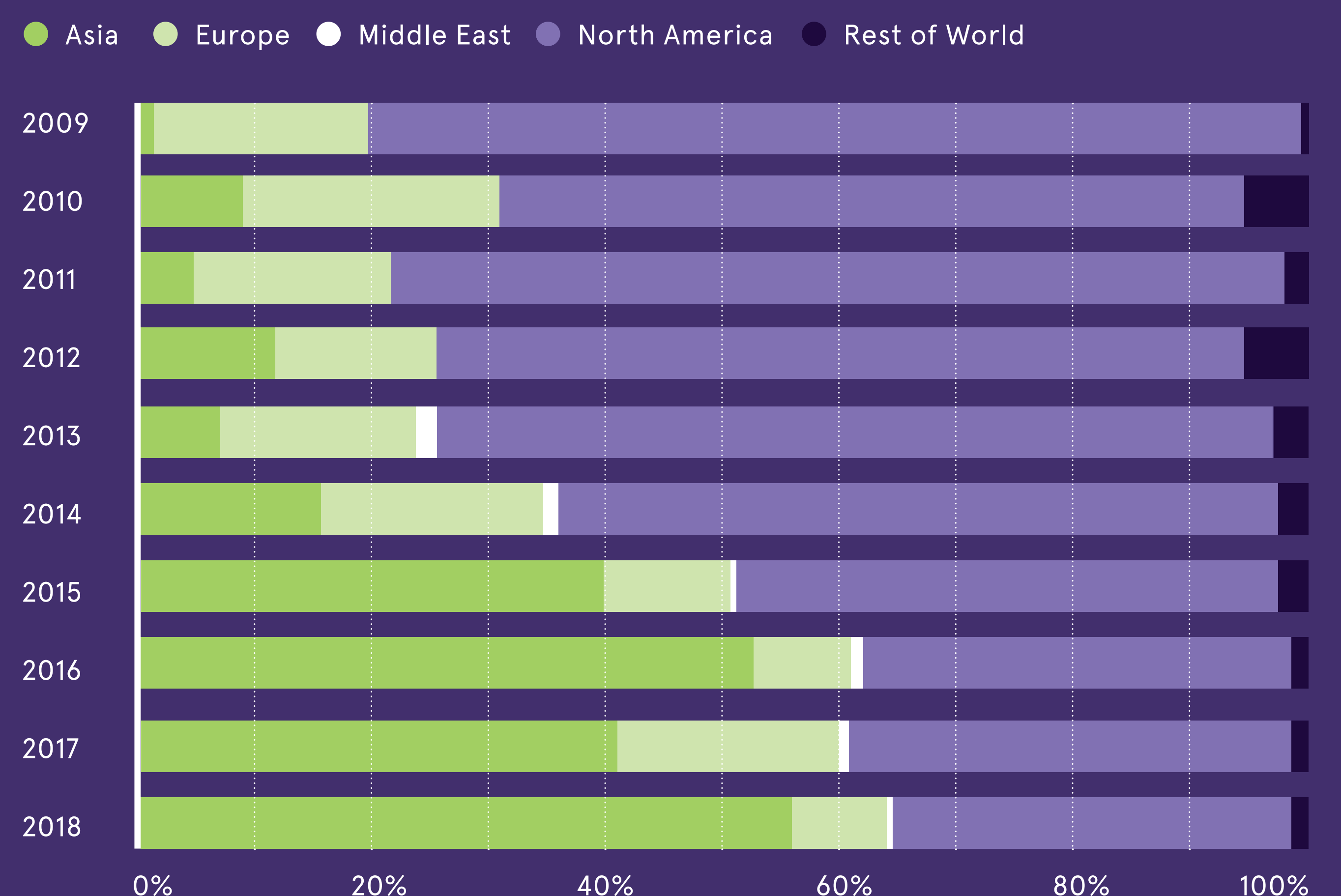
Global average adoption by fintech service



EY 2019

## FINTECH STARTUPS INCREASINGLY ATTRACTING ASIAN INTEREST

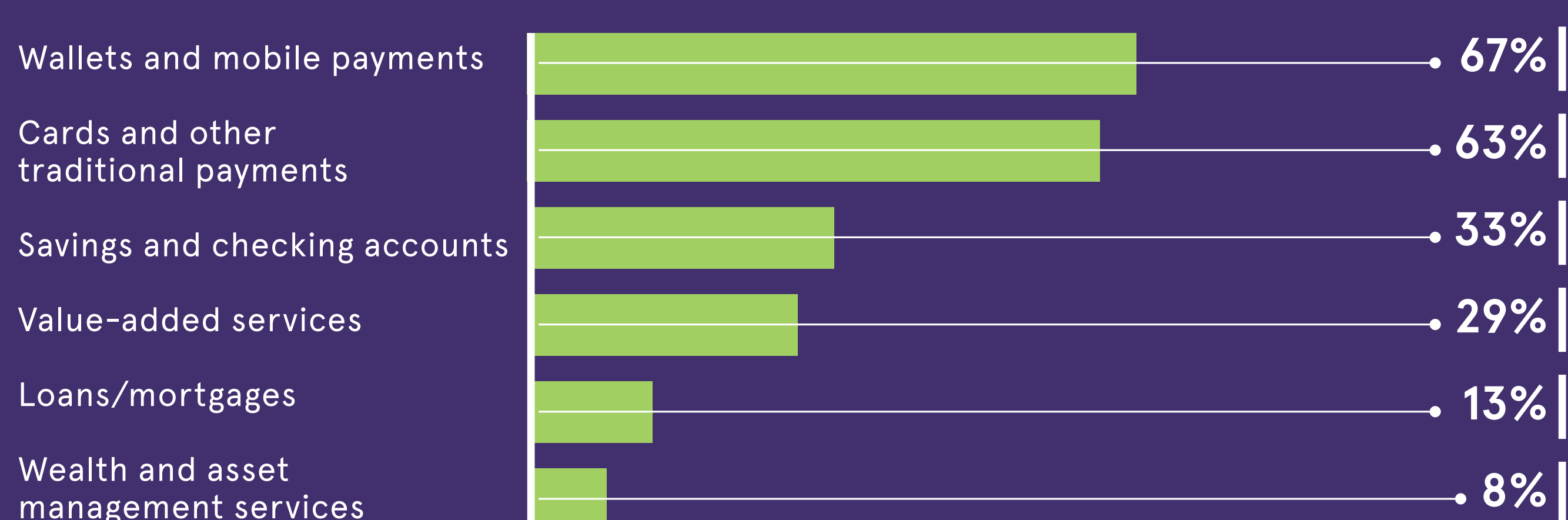
Venture capital fintech deal activity by region; share of all deals in terms of value



KPMG 2019

## MOST IMPACTFUL FINTECH SERVICES

Percentage of banking executives who say the following offerings from non-traditional financial firms are having a large impact on the banking industry



Capgemini 2019

## TRUST IN INCUMBENT ORGANISATIONS IS STILL HIGH

**33%**

of global consumers would consider a new financial organisation when considering a new service

**22%**

of non-adopters revealed that their decision to remain with their traditional financial provider was due to trusting it more than fintechs

EY 2019