

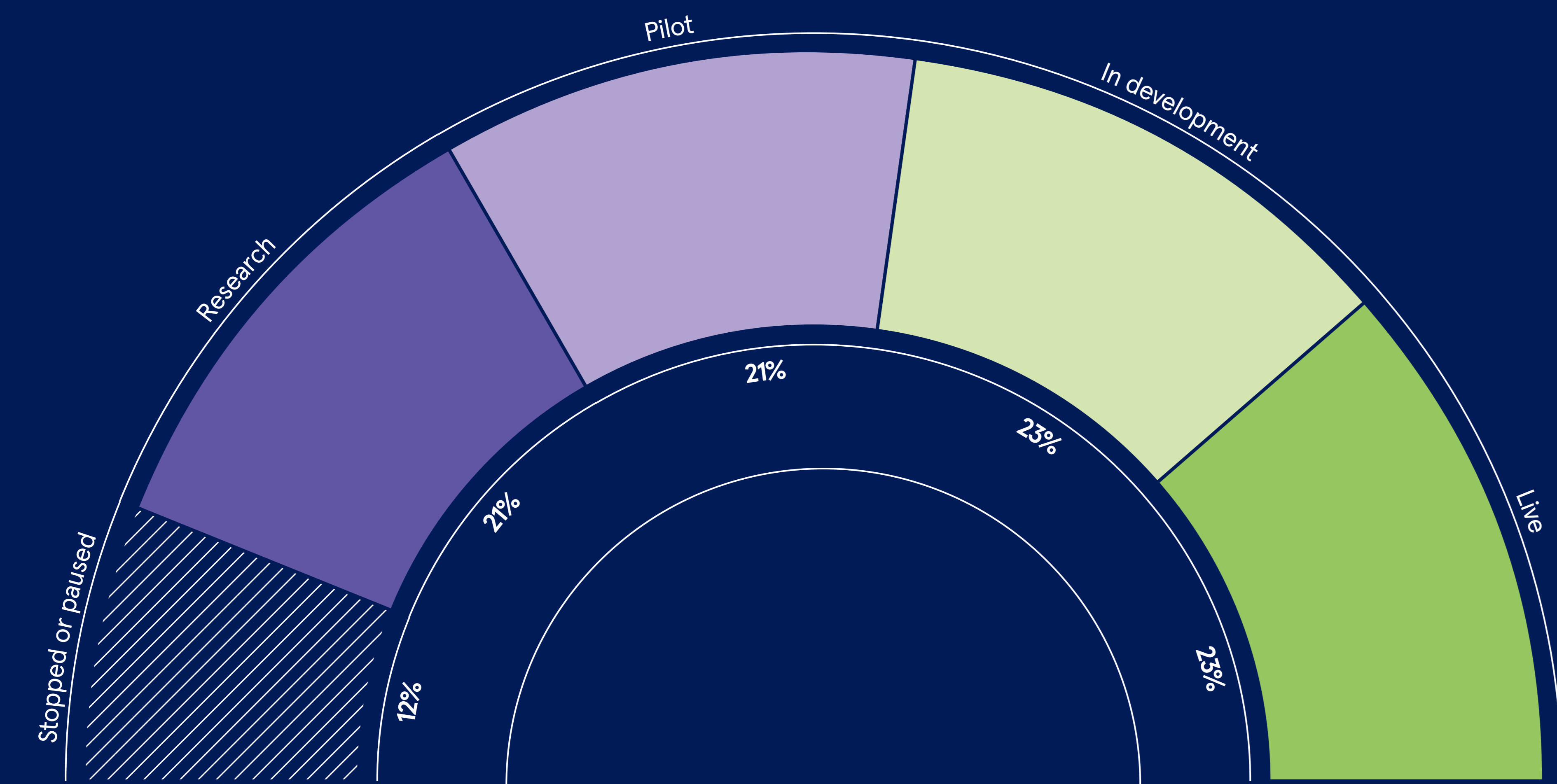
HOW AI IS FUELLING INNOVATION IN FINANCIAL SERVICES

The global financial services industry is undergoing a profound digital transformation, driven chiefly by advances in artificial intelligence (AI). Most companies in the sector have implemented AI in some way to upgrade their practices, processes, infrastructure and even their business models. Many are using it to enhance their risk management capabilities and improve customer service. They are also increasingly applying the technology to both supercharge their existing offerings and create new products and services. But how do AI adoption rates compare between fintech firms and the companies they are challenging – and what barriers must they overcome to maximise the technology’s potential?

PRESSING PAUSE? THE PROGRESS OF AI PROJECTS WORLDWIDE

Percentage of global financial services professionals reporting that their AI projects are at the following stages

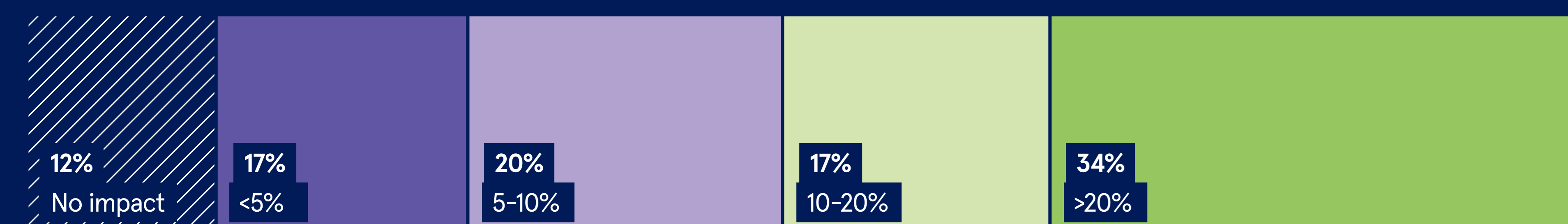
PwC, 2020



MONEY MATTERS: AI'S BOOST TO THE BOTTOM LINE

Percentage revenue gains resulting from AI implementations in financial services firms worldwide

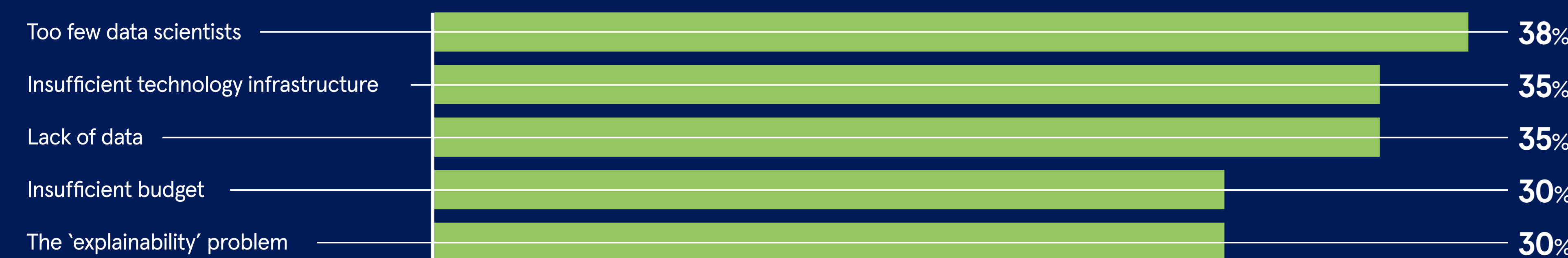
NVIDIA, 2021



GREAT BARRIERS: THE TOP FIVE OBSTACLES TO ACHIEVING AI OBJECTIVES

Percentage of global fintech and banking professionals who say the following are their main reasons for failing to maximise the potential of AI

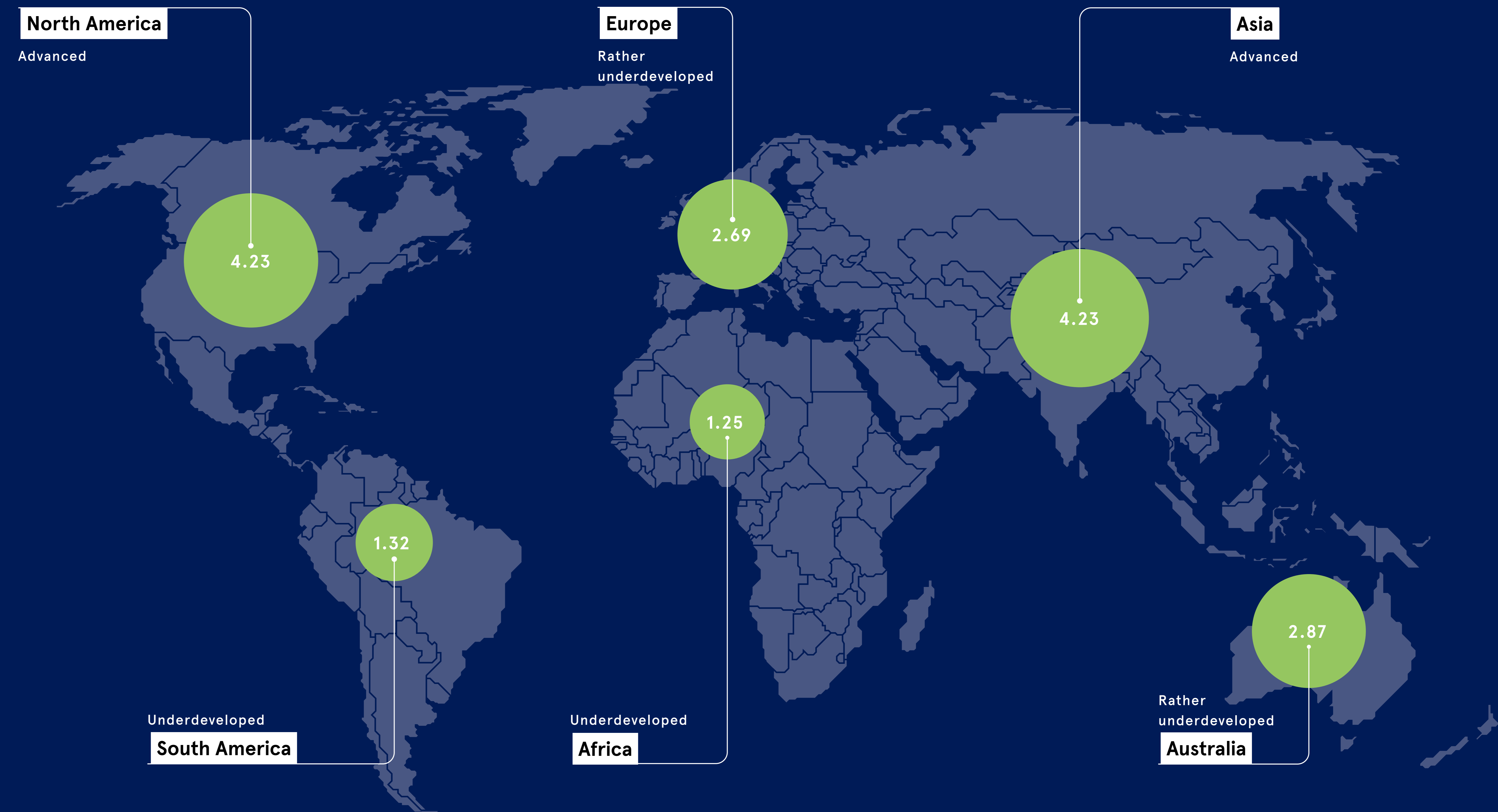
NVIDIA, 2021



WHICH REGIONS ARE LEADING WHEN IT COMES TO DEVELOPING AI APPLICATIONS?

Ranking showing how advanced certain territories are in deploying and developing AI in the financial services sector. Ranking is out of five, where one is "underdeveloped" and five is "pioneer"

PwC, 2020



CASE FOR THE DEFENCE: THE TOP THREE APPLICATIONS OF AI IN RISK MANAGEMENT

Percentage of global financial services institutions that say the following are their top three use cases for AI

World Economic Forum, 2020



CHALLENGING TIMES: FINTECH COMPANIES ARE MAKING MORE USE OF AI THAN THE SECTOR'S ESTABLISHED PLAYERS

Percentage of global financial services institutions that are using AI in the following areas

World Economic Forum, 2020

