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SAMPLE REPORT
GLOBAL NEOBANKING MARKET AND TRENDS 2023

PUBLICATION DATE: FEBRUARY 2023

PREFACE

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OBJECTIVE

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A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
- yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.
- If required, yStats.com provides in-depth analysis for all research projects. Simply send us a request.

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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- A list of definitions is provided at the beginning of this market report. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report covers the global Neobanking market. Neobanks are defined as fintech firms without brick-and-mortar branches that offer apps, software and other technologies to streamline mobile and online banking. The report offers insights into the state of Neobanking in different regions across the globe, recent and possible future developments, consumer preferences, regulatory requirements and more.
- In addition to the global data, major global regions in worldwide Neobanking are covered in the report, including Europe, North America, Asia-Pacific Latin America and the Middle East. The current status of Neobanking itself and data availability varied by region and country.

Report Structure

- The report opens with a global chapter. It includes information on the global Neobanking market developments and projections, top market trends and market players' and consumers' preferences.
- The rest of the report is divided by regions, with each regional section containing county chapters and/or regional information, where available. The regions and countries are ranked by the state of Neobanking market development and includes related data points, such as the status of Neobanking development, service providers, consumer attitude and other.
- Depending on data availability, the following types of information were included: overview of Neobanking market drivers, state of development, trends, Neobanking number of users and market values. Not all types of data mentioned were included for each section due to varying information availability.

DEFINITIONS



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The following expressions and definitions are used in this market report*:

- **NEOBANK**

A neobank is a type of direct bank that operates exclusively online without traditional physical branch network. They provide digital, mobile-first financial solutions for payments, money transfers, lending, and more. They allow consumers to make deposits and withdraw money. They offer debit cards, investment facilities, and credit and lending services.
- **BANK BRANCH**

A bank branch is a physical location of a banking corporation, such as Chase, Bank of America or Wells Fargo. These buildings are technically referred to as “brick-and-mortar” branches, and they provide face-to-face service for customers of a bank.
- **ONLINE PAYMENT**

Transfer of money made over the Internet following a consumer’s payment command, includes payments for product and service purchased in B2C E-Commerce and M-Commerce.
- **MOBILE PAYMENT**

A wide definition of mobile payments includes payments made remotely in M-Commerce and proximity payments made in-store, such as via QR code scanning and NFC technology.
- **FINTECH**

Refers to the integration of technology into offerings by financial services companies in order to improve their use and delivery to consumers. It primarily works by unbundling offerings by such firms and creating new markets for them. Startups disrupt incumbents in the finance industry by expanding financial inclusion and using technology to cut down on operational costs.
- **SUBSIDIARY BANK**

A type of entity that is either wholly-owned or owned in a major part by a parent corporation in a different nation.
- **BANK TRANSACTION**

The set of instruments and services that a bank offers to trading partners to financially support their reciprocal exchanges of goods, monetary flows, or commercial papers.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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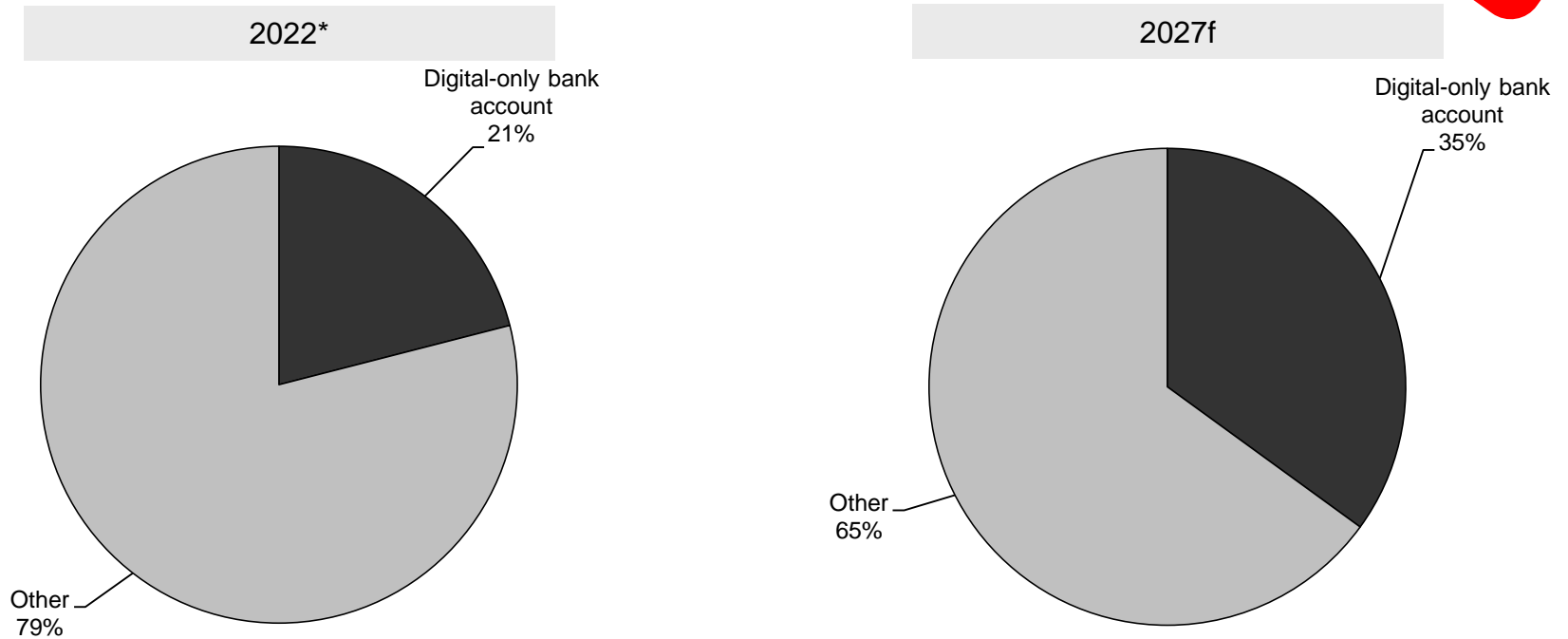


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The share of adults in Singapore owning digital-only bank accounts is projected to grow from 21% in 2022 to 35% in 2027.

Singapore: Share of Adults With a Digital-Only Bank Account, in %, 2022* & 2027f

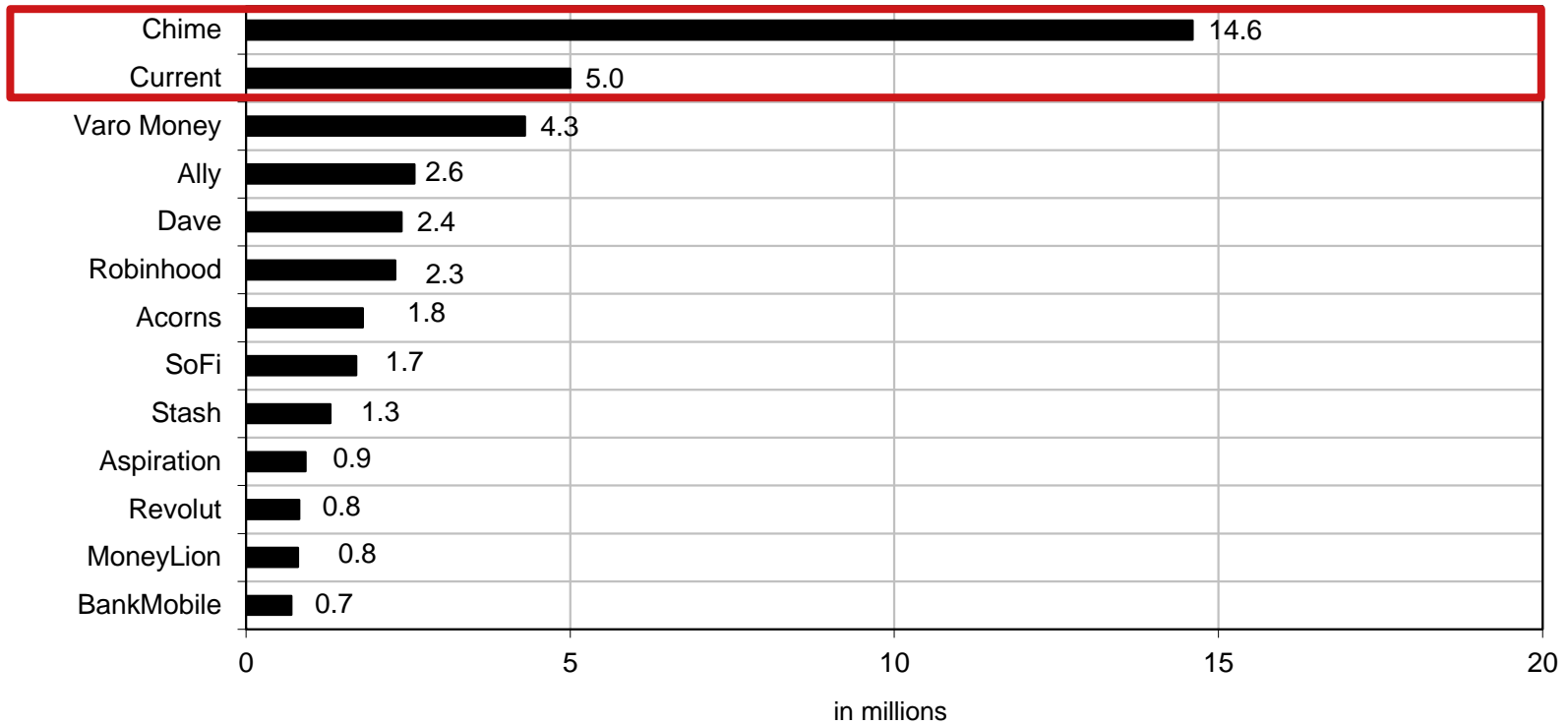


Note: *refers to March 2022
 Survey: based on a survey via google surveys of 24,425 adults, of which 1,003 were from Singapore, conducted in March 2022
 Source: Finder.com, April 2022



Having 14.6 million consumers, Chime was the top digital challenger bank in the U.S., as of Q1 2022, followed by Current (5.0 million).

USA: Top Challenger Banks, by Number of Consumers With a Checking or Spending Account, Q1 2022



Source: Cornerstone Advisors cited by Forbes, May 2022



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