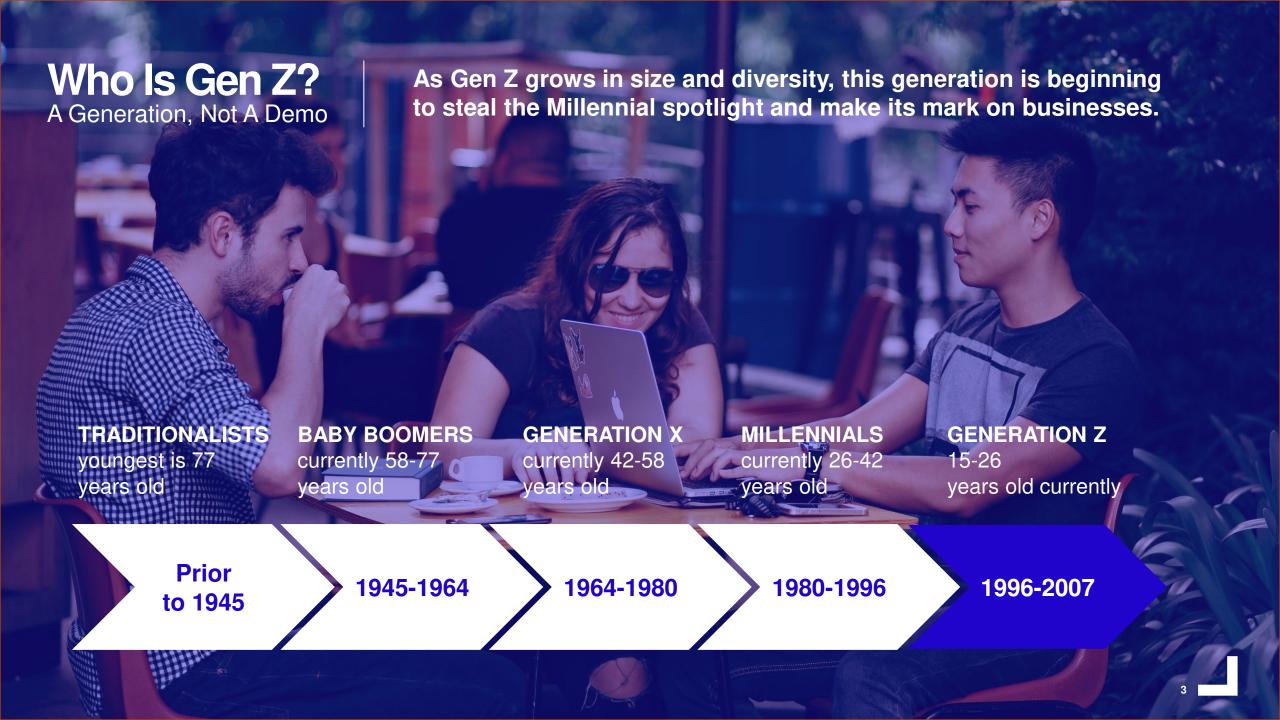


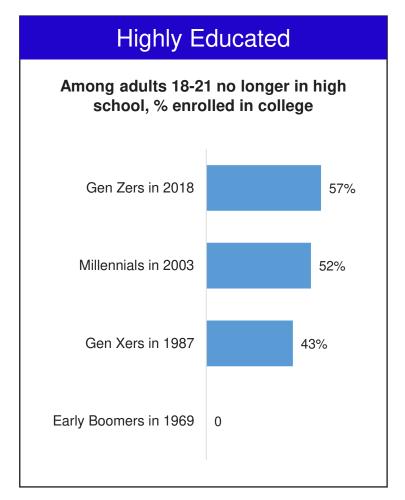
#### Who We Are

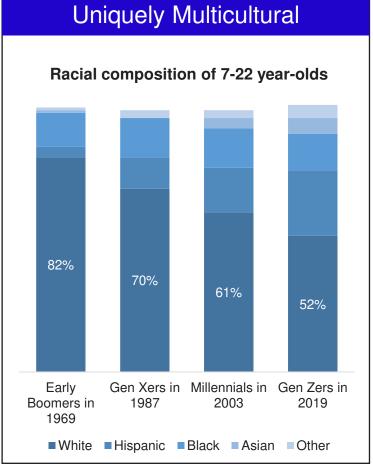


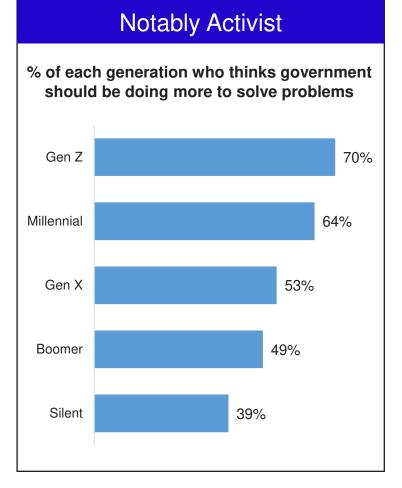


#### WHAT MAKES GEN Z UNIQUE?

### Gen Z embodies a distinct set of characteristics, when compared to older generations







Gen Z identifies as LGBTQ more than any other generation, supports LGBTQ rights, and are cognizant of brand support

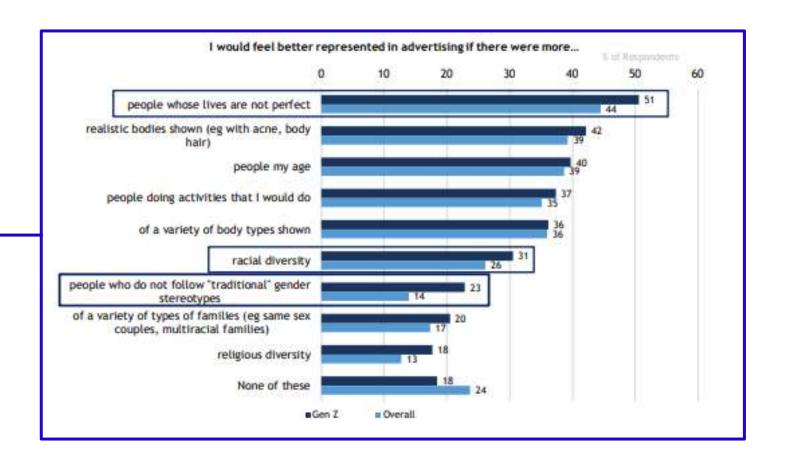


Of LGBTQ adults have reported either temporarily or permanently halting support of a brand if they felt they did not represent them

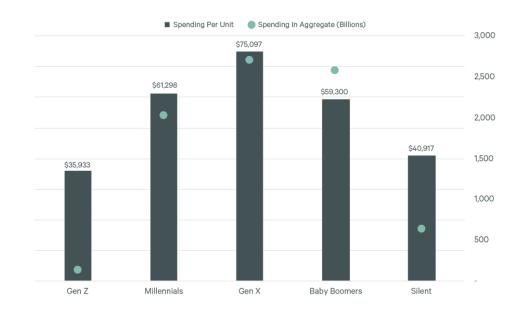


This sentiment of needing representation in advertising can be found across all of Gen Z

More than other generations, Gen Z is looking towards advertising to mirror their reality – racial diversity, inclusivity and imperfect lives



Although currently lacking, Gen Z influence and spending power will continue to swell as they gain financial independence from their parents



BANK OF AMERICA CONSIDERS GEN Z TO BE THE

GG

MOST DISRUPTIVE TO ECONOMIES, MARKETS AND SOCIAL SYSTEMS.

99

- LAUMA TIMANS-KALNS, STRATEGIST @ BOA<sup>3</sup>

\$143B

Gen Z's global spend power in 2020<sup>1</sup>



Household purchasing influence of Gen Z<sup>2</sup>



Gen Z's global income by 2030<sup>3</sup>

Sources: (1) Business Insider, January 2020, (2) WARC, August 2019, (3) CNBC.com, Gen Z incomes predicted to beat millennials' in 10 years, https://www.cbre.com/en/insights/articles/omnichannel-how-does-online-spending-vary-by-generation

# As their influence and purchasing power grows, their cultural impact can be seen

A new trend on <u>TikTok</u> and Twitter took shape over the past week, with groups of young moviegoers dressing in formal attire to attend "Minions: The Rise of Gru" in style. Dubbed #Gentleminions, the hashtag has accrued **5 million views on TikTok**, gaining such a level of prominence that Universal Pictures, the distributor behind the "Despicable Me" spinoff, issued a formal acknowledgement of the trend. "To everyone showing up to 'Minions' in suits: we see you and we love you," Universal wrote.

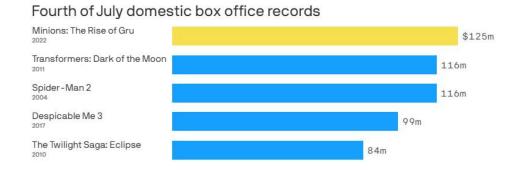
"I'm sure a majority of people in my generation — because we grew up with the 'Despicable Me' movies — now have **nostalgia** and **enough money to see it on our own**. We'll be inclined to do so in our own way. It's funny to see how that turns into such a big trend."

#### The Rise of #Gentleminions: Why Gen-Z Is Wearing Suits to See 'Minions: The Rise of Gru'



Courtesy | Universal Pictures/Courtesy Everett Collection

### This viral trend had real impact, aiding in the **films** record breaking Fourth of July box office returns



# Gen Z is an integral audience for financial services

"As digital natives who have never known life without the internet, Gen Zers conduct the majority of their banking and financial business online, something many did even before the pandemic's accelerating force." – eMarketer



## Gen Z feels uniquely insecure in their financial situations

Exiting the pandemic and entering economic turmoil has left Gen Z feeling financially lost and confused

Therefore, they are looking to brands and other reputable sources for guidance and convenience

700 %

Of Gen Z adults feel they are not financially healthy

390/0

Of Gen Z adults are likely to feel pessimistic about their futures

Of Gen Z adults are not comfortable making major financial commitments

Source: Mintel

#### Placing convenience first, Gen Z is leaning heavily into mobile banking and payments

#### **Physical Cards are on the Decline**

Gen Z anticipates reducing their use of debit cards in the future

35%  $\longrightarrow$  26% use now future use

Gen Z also anticipates less use of credit cards in the future



#### **Mobile Payments Gain Traction**

60% of Gen Z prefers using mobile payments for digital purchases

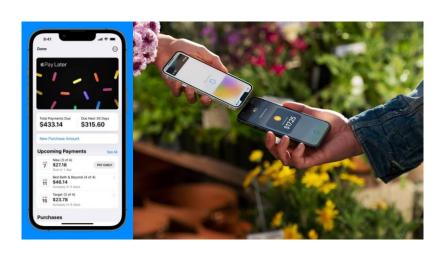
Regarding in person purchases, reports anticipate increased mobile usage from 5% to 19%



By 2023, **4.4B global consumers** will shop from a digital wallet

### **Apple's Fintech Ambitions**

During Apple's June 2022 WWDC conference, the company highlighted new fintech features - spotlighting their eventual goal of removing the need for a physical wallet entirely



### **Apple Wallet New Features & Focus**

- "Pay Later", Apple's version of BNPL powered by MasterCard, will be interest and fee free
- New payment systems have been implemented to allow payment via tapping one iPhone against another
- These new features will also work to drive adoption of the Apple Card, Apple's credit card offering







## Other brands are looking to capitalize on digital payments as well



Google announced the relaunch of their Google Wallet feature with many speculating Google Pay to be merged into this app in the near future



BoA and Wells Fargo are urging retailers to accept money-transfer service
Zelle as a payment option to enter the emerging payments market



PayPal expanded their services once again to allow the transfer of crypto currencies from their platform into external wallets

### Looking Ahead At The Payments Landscape Of The Future

Rise of the Full-Service Finance **Platform** 

**35%** of executives worldwide say that within 10 years, it is highly likely that most of the financial transaction will take place through a single, super app. 1

As convenience becomes a key attribute for consumer consideration, brands are leveraging their digital offerings to become one-stop shops for all financial needs.

#### Revolut

"One app, all things money"



#### Services including:

\* Bank accounts

X Stock trading

★ Debit cards

★ Cryptocurrency exchange

Currency exchange 🖈 Peer-to-peer payments

Originally UK base, Revolut has expanded to seven countries in seven vears

#### Other Fintech brands aim to replicate this through expanding offerings as well

In addition to offerings, brands are also looking to expand business globally



