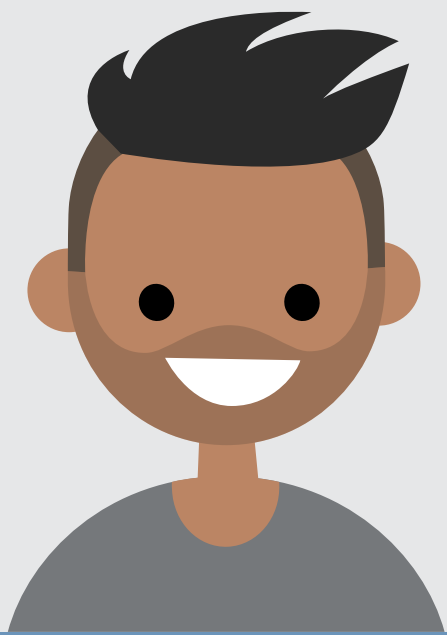


The Millennial Effect

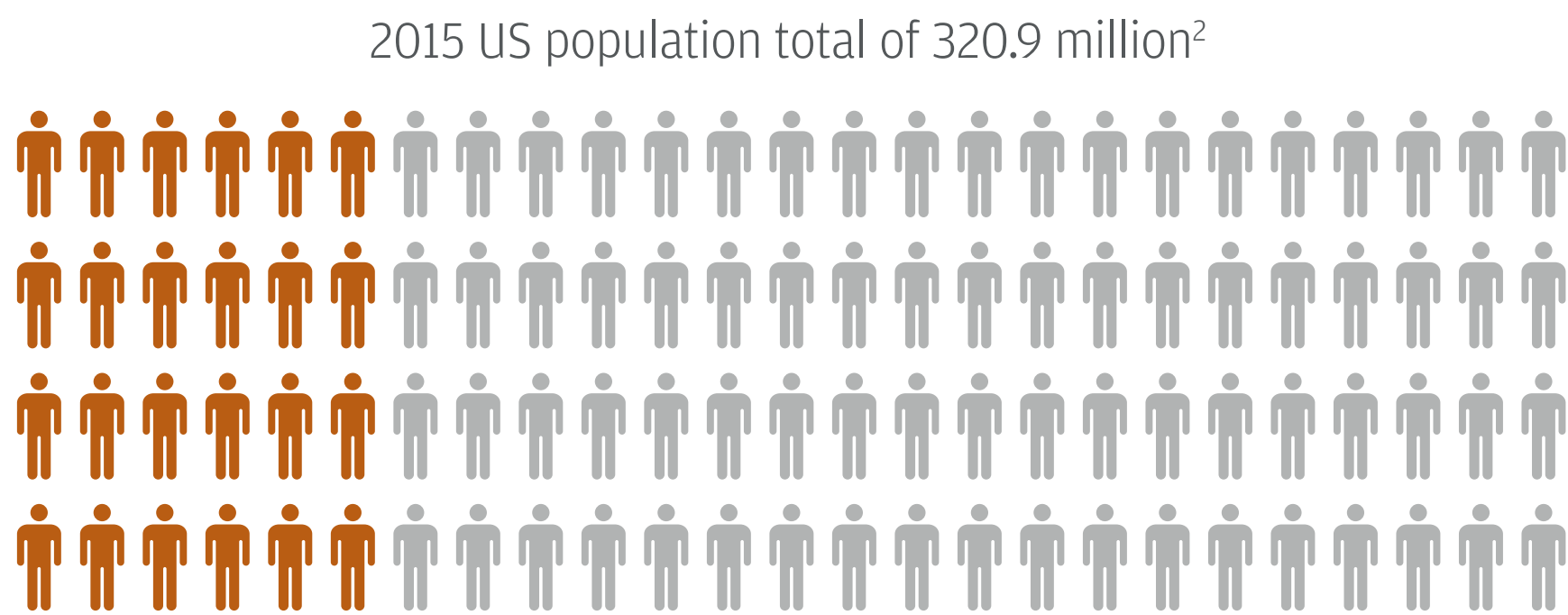
How Digital Natives Are Driving the Shift to Electronic B2B Payments



MANY DEFINITIONS, ONE LARGE GENERATION

Born between the early **1980s** and **2000**¹

83.1 million in the US as of 2015—the single largest generation at more than a quarter of the nation’s population²



83.1 million

TECH SAVVY FROM THE CRADLE

50% use nontraditional payment companies like PayPal and Venmo³
– Motivated by **user friendliness** and a **better experience**

More likely to utilize digital tools for personal banking⁴

First generation to grow up with the internet and mobile devices

Millennials	GenXers	Boomers	
67%	55%	33%	Used a bank’s mobile app
78%	75%	67%	Used a bank’s website or online portal
26%	19%	8%	Used a mobile app to transfer money
21%	12%	5%	Used a mobile app to pay friends or family

THE FUTURE OF PAYMENTS IS DIGITAL

With millennials leading the digital trend, consumer adoption of mobile payments has gone up.

24%

of US consumers made mobile payments in 2015—two times as many as in 2011³

38%

more payments were processed through Chase QuickPay—J.P. Morgan’s proprietary peer-to-peer payment offering—in 2016 versus 2015⁴

As more millennials become decision-makers in the workplace, there’s also a big opportunity for a larger shift to electronic B2B payments.

50%

of B2B payments were still paper checks as of 2015⁵

75%

of the US workforce will be millennials by 2030¹

BENEFITS OF ADOPTING ELECTRONIC B2B PAYMENTS

82%

of organizations say a primary driver for converting to electronic payments is to reduce costs⁵

OTHER PERKS

Boost efficiency

Improve client experience

Prevent fraud and increase straight-through-processing

Sources:
1. US Bureau of Labor Statistics 2. US Census Bureau 3. 2014 FICO Millennial Insight Report 4. 2015 Chase Digital Adoption Survey
5. 2015 Association for Financial Professionals Payments Cost Benchmarking Survey