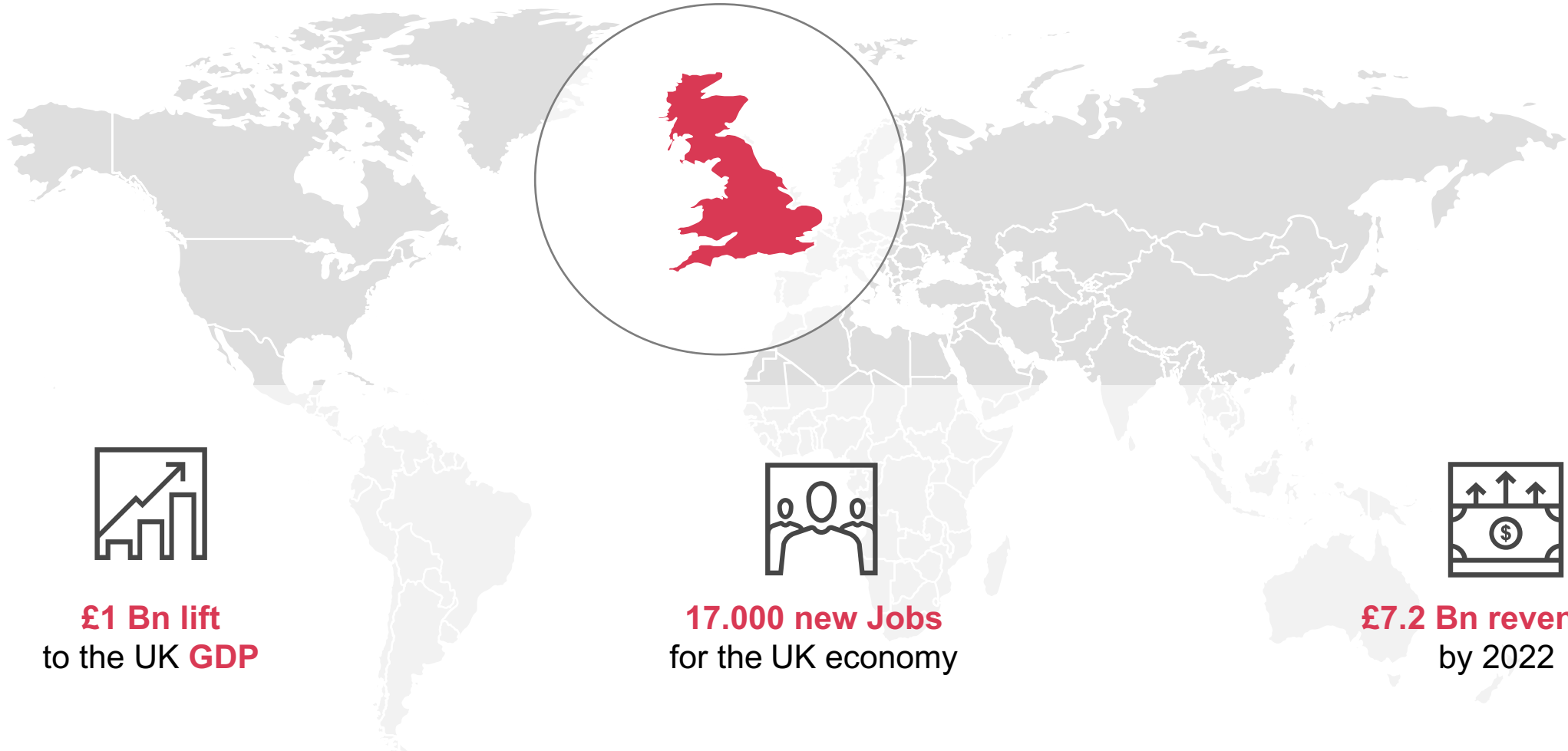


From Open Banking to Open Finance: preparing to lift off

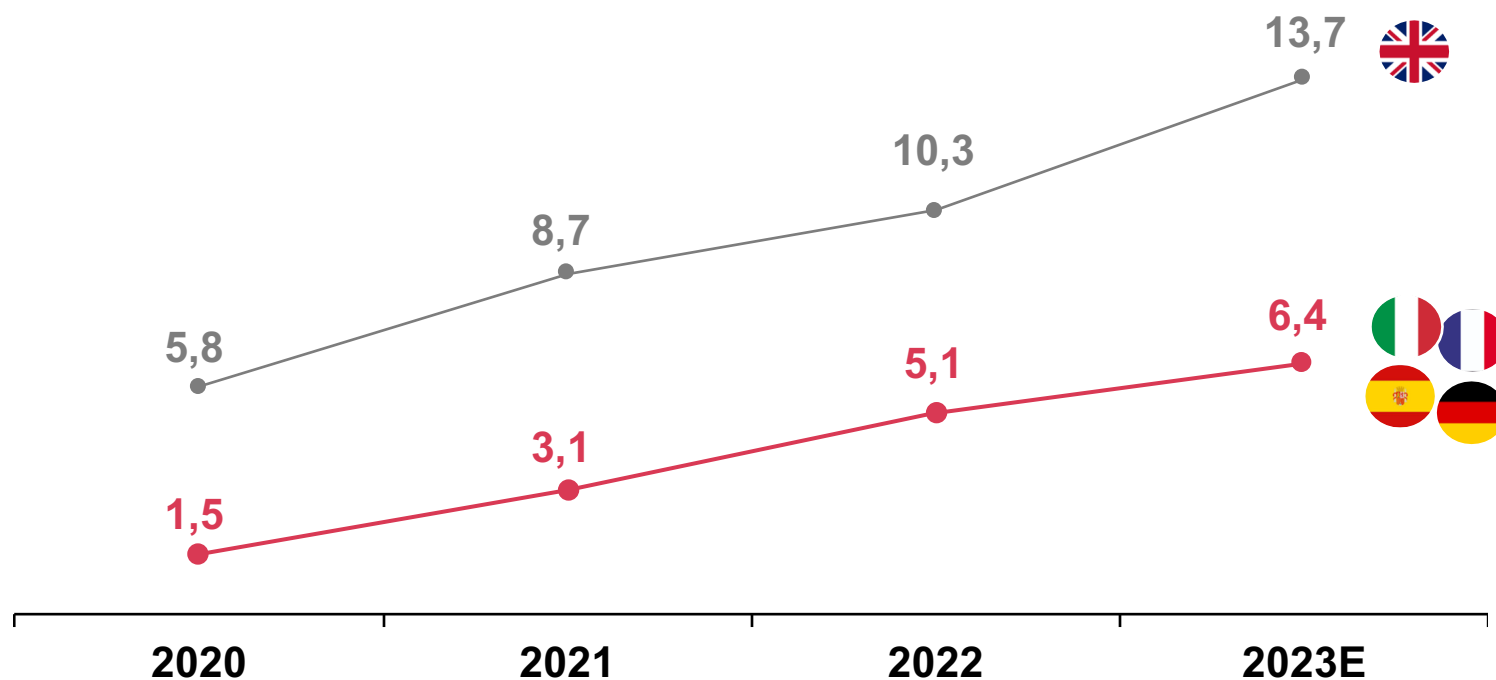


It was the 2018 when we were trying to figure out the power of Open Banking and its full potential



Today the reality is not completely aligned with the expectations

Open Banking - # API Calls (Bn)



Key Highlights

< 2%

Digital banking customers using OB services across Europe

3,5 Bn€

FIs' costs to develop and run Open Banking APIs infrastructures

n.a.

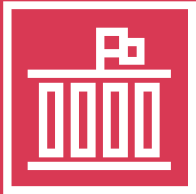
Too early to assess the benefits at market level

Sources: PwC analysis based on Internal data, Juniper research on Open Banking, European Commission study on the application and impact of PSD2, OBIE API Performances

To be or not to be, that is the question



Guess who?



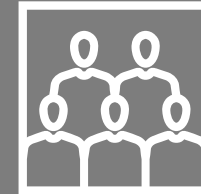
Regulator

- **Regulatory Driven approach** with limited involvement of market participants
- **Lack of incentives**
- **Strong focus on security** but **not on Customer Experience**



Market Players

- **Use cases** most commonly focused on **basic services**, with **low presence of premium use cases**
- Area of improvement for **interoperability, API performance and data quality**



Customers

- Lack of **trust**
- Lack of **awareness**

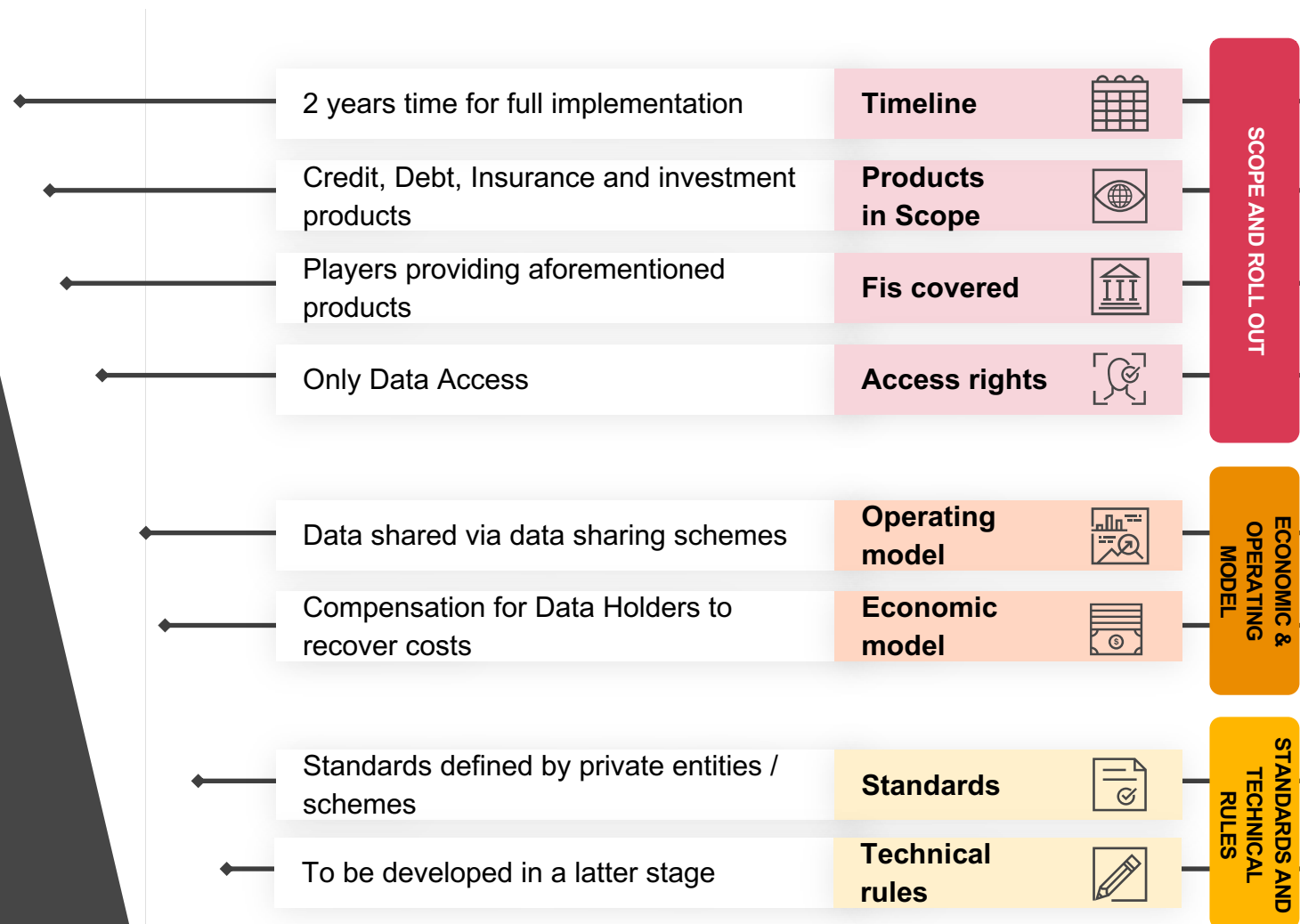
We welcome the intent of FIDA which is trying to solve pain points we have observed in the Open Banking so far



Jan Ceyskens

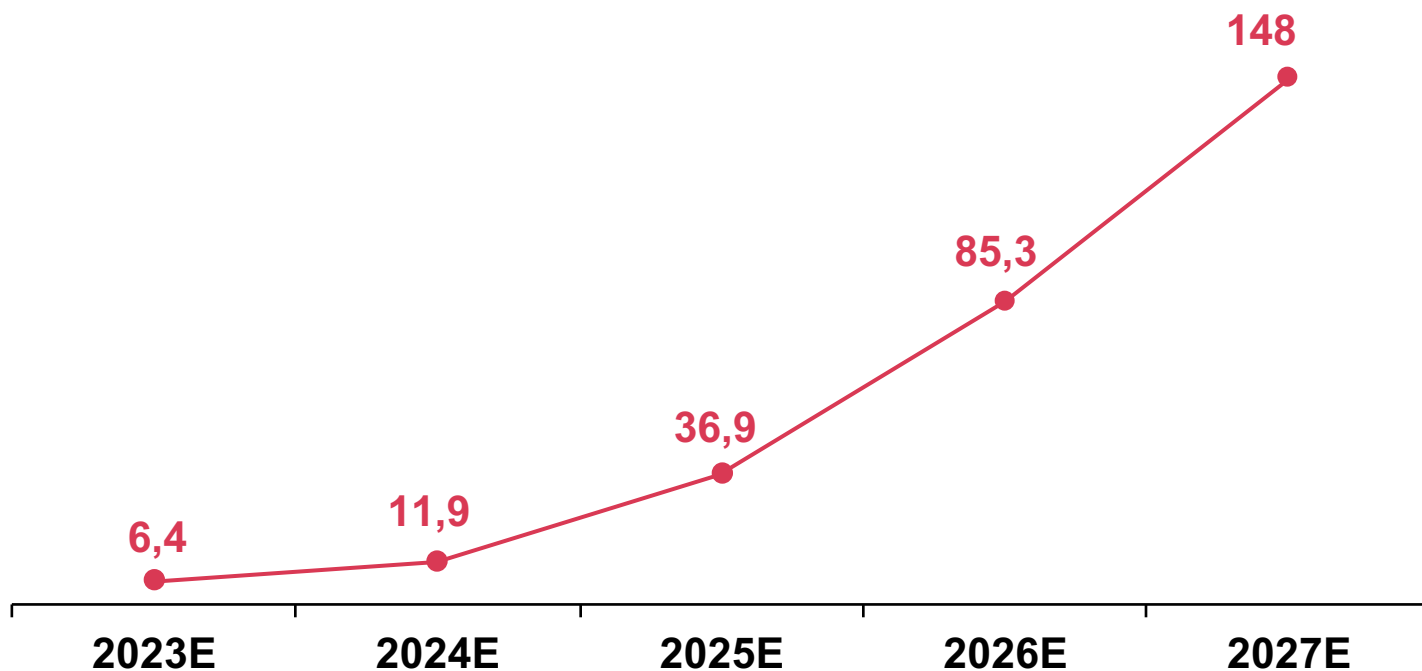
Head of Unit Digital Finance,
DG FISMA

SPAA is an important test case for the broader **model which FIDA is based on** – can **market participants manage data sharing** in finance together, **rather than having the regulators** and supervisors decide in detail?



To be or not to be, that is the question

Open Finance - # API Calls (Bn)



Sources: PwC analysis based on Internal data, Juniper research on Open Banking

Key Highlights

7,5 Bn€

Potential revenues for direct monetization in 2027

+20%

Cross selling opportunities due to hyper personalized interactions

20 Bn€

Serviceable Addressable Market generated through as a service offering in 2027



Contatti

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