



Mobile Commerce.



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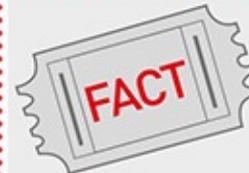
coles



Snapshot: NFC supermarket success



Coles launched
Visa payWave
contactless
payments in
April
2013



55%
of people say
security is one of the
top three factors that
influence how they
pay for an item*



*RFi Intelligence survey



Contactless
transactions are
15% FASTER
than cash



1
2

of all credit card
transactions at Coles
are now **contactless**



Millenials y los servicios financieros



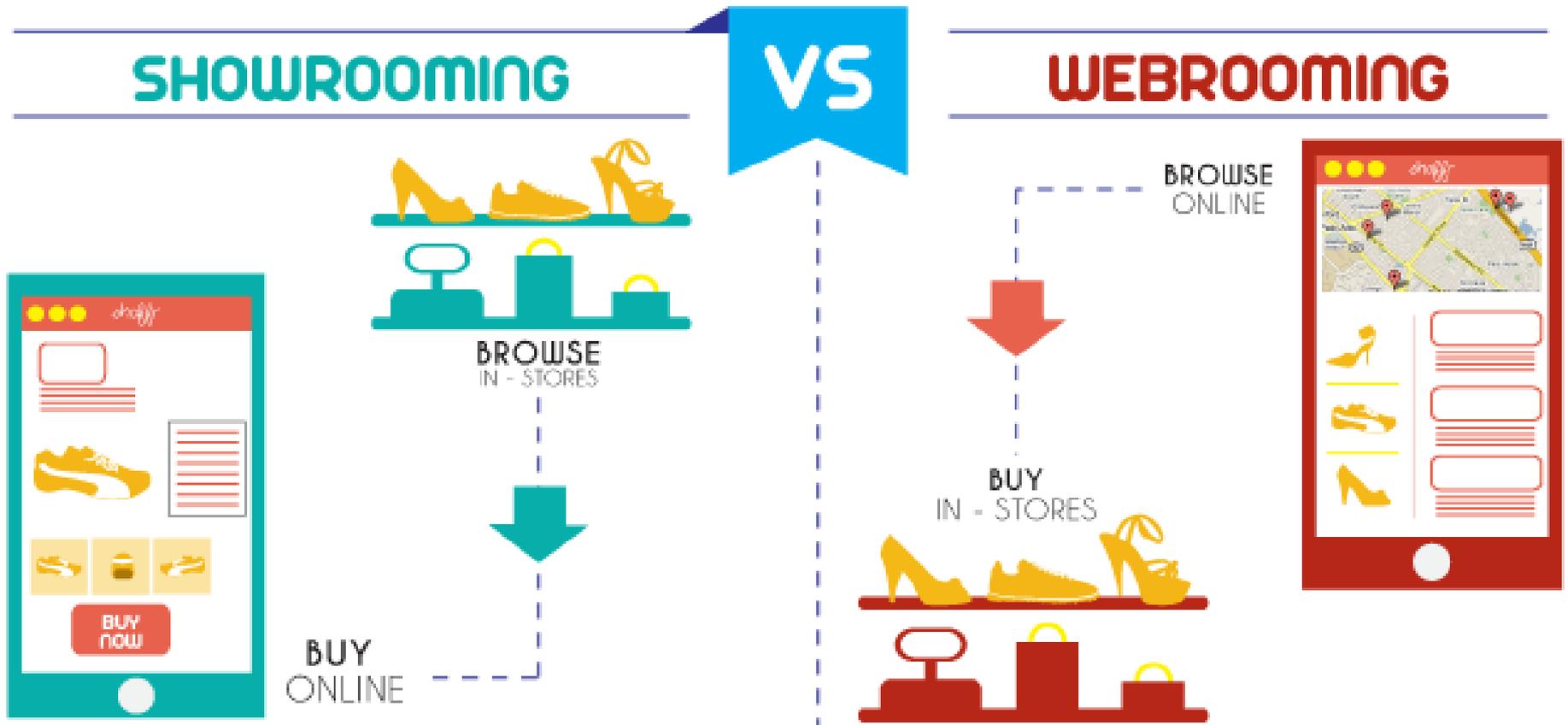
Mas y más gente usando sus telefonos para comprar



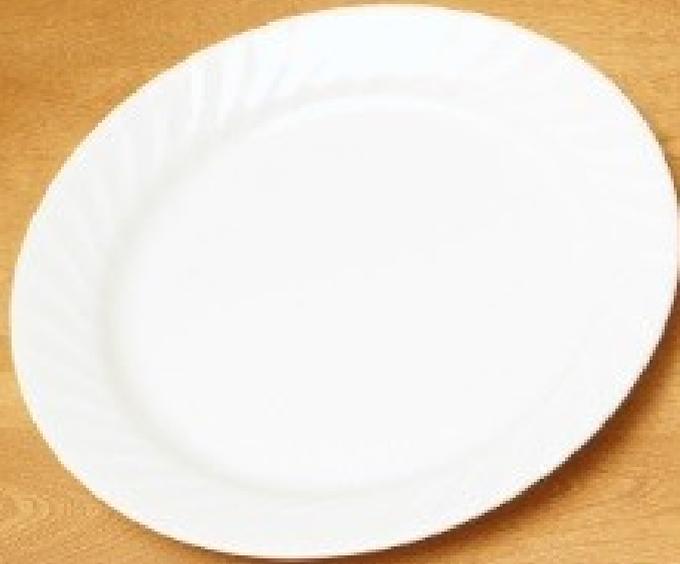
Compras por ordenador sigue siendo el metodo preferido de eCommerce



“Showrooming” & “Webrooming”



Una Buena experiencia es clave



waited 30 mins
Got NO service

Cada vez las tiendas conocen mejor a sus consumidores



A screenshot of a Twitter announcement for the 'Twitter Commerce Platform'. The header features the Twitter bird logo and the text 'The Twitter Commerce Platform' followed by 'Buy, sell, donate and transact on Twitter'. Below this are two buttons: 'Start transacting on Twitter now' and 'Commerce for brands'. To the right, a diagram shows four stylized human figures (grey, pink, green, blue) interacting with a storefront labeled 'store'. Speech bubbles above them contain transaction-related text: 'pay for [coffee]', 'buy [red shirt]', 'donate [plus sign]', and 'sale! reply to buy [red shirt]'. At the bottom, it lists 'As seen on:' followed by logos for TechCrunch, Mashable, Inc., SOCIAL COMMERCE TODAY, GIGADOM, and theguardian.com daily.



Gracias!



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