

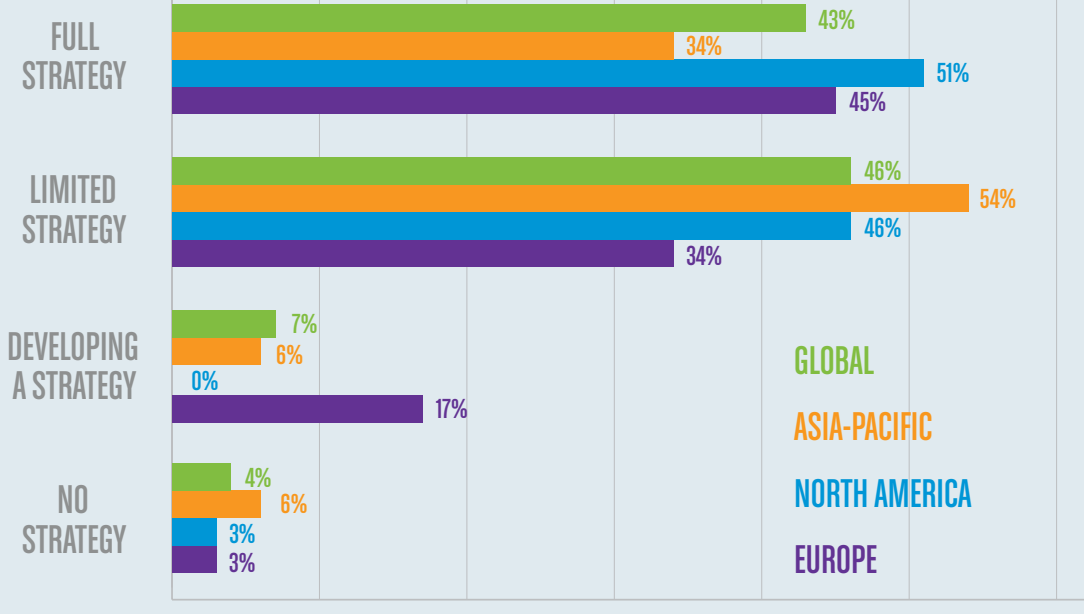
DIGITAL TRANSFORMATION IN FINANCIAL SERVICES

Global Priorities, Progress, and Obstacles

Following the global financial crisis, financial institutions have had to focus on cutting costs and boosting efficiency in order to drive new revenue and profits. In North America, this often meant shifting focus away from technological innovations. Europe was even more measured in restructuring, with key regulations taking a relatively long time to emerge. In Asia-Pacific, youthful, tech-savvy populations, and deep mobile penetration bred ideal conditions for the new wave of FinTech startups that emerged in the wake of e-commerce.

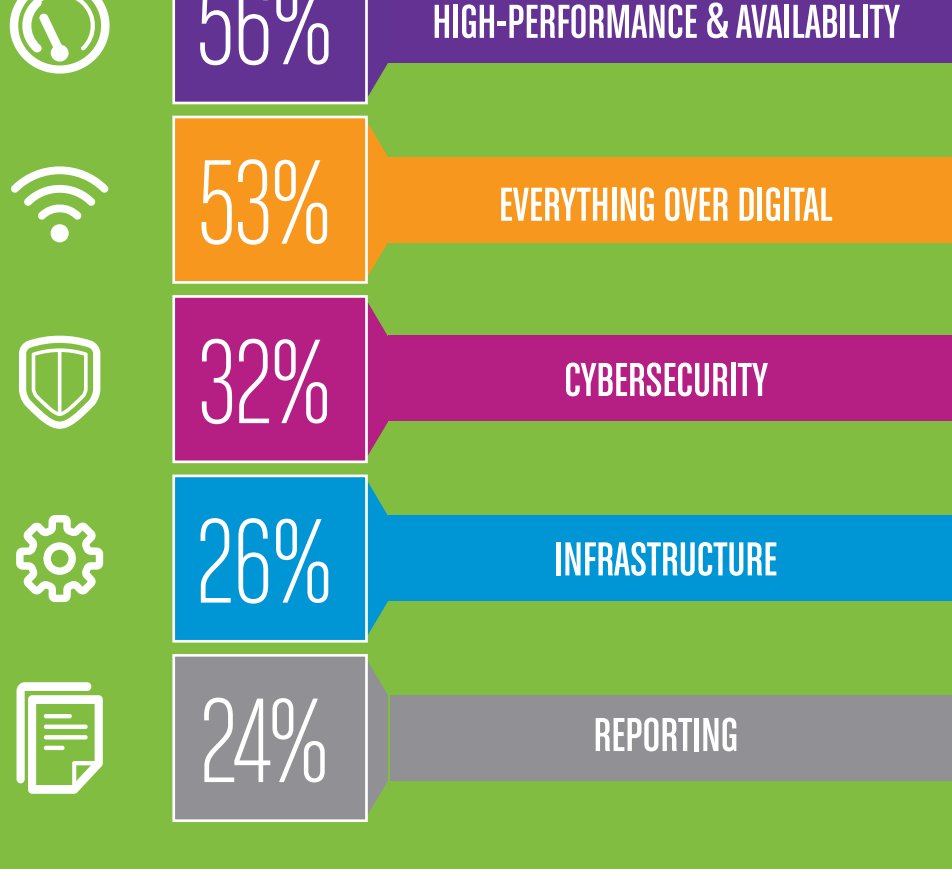
GLOBALLY, CUSTOMER EXPERIENCE & SECURITY ARE THE HIGHEST INVESTMENT PRIORITIES AS FINANCIAL INSTITUTIONS LOOK INCREASINGLY TO DIGITAL TECHNOLOGY TO HELP THEM WIN & KEEP CUSTOMERS

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR DIGITAL STRATEGY?



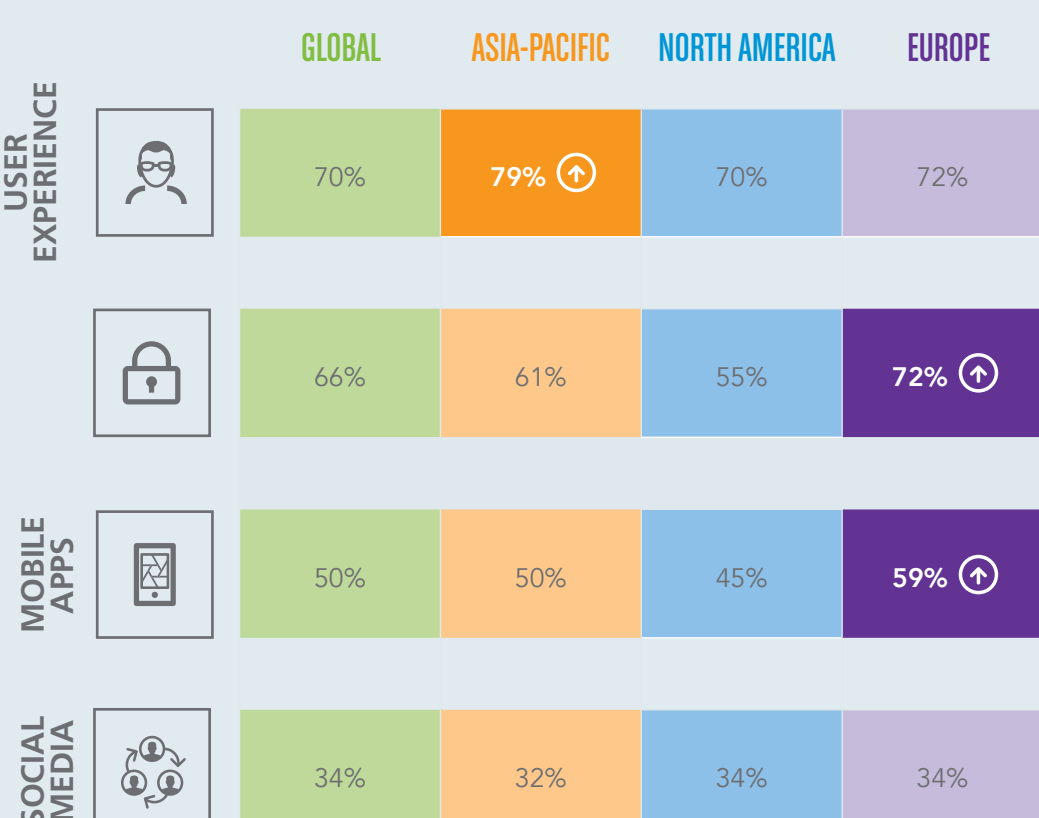
41% OF FINANCIAL SERVICES ORGANIZATIONS THAT REPORTED USER EXPERIENCE AND MOBILE APPLICATION DEVELOPMENT AS THEIR KEY INVESTMENT PRIORITIES HAVE YET TO INCORPORATE MOBILE AS A DELIVERY CHANNEL.

WHAT AREAS OF DIGITAL STRATEGY DO YOU NEED TO IMPROVE TO MEET BUSINESS EXPECTATIONS?



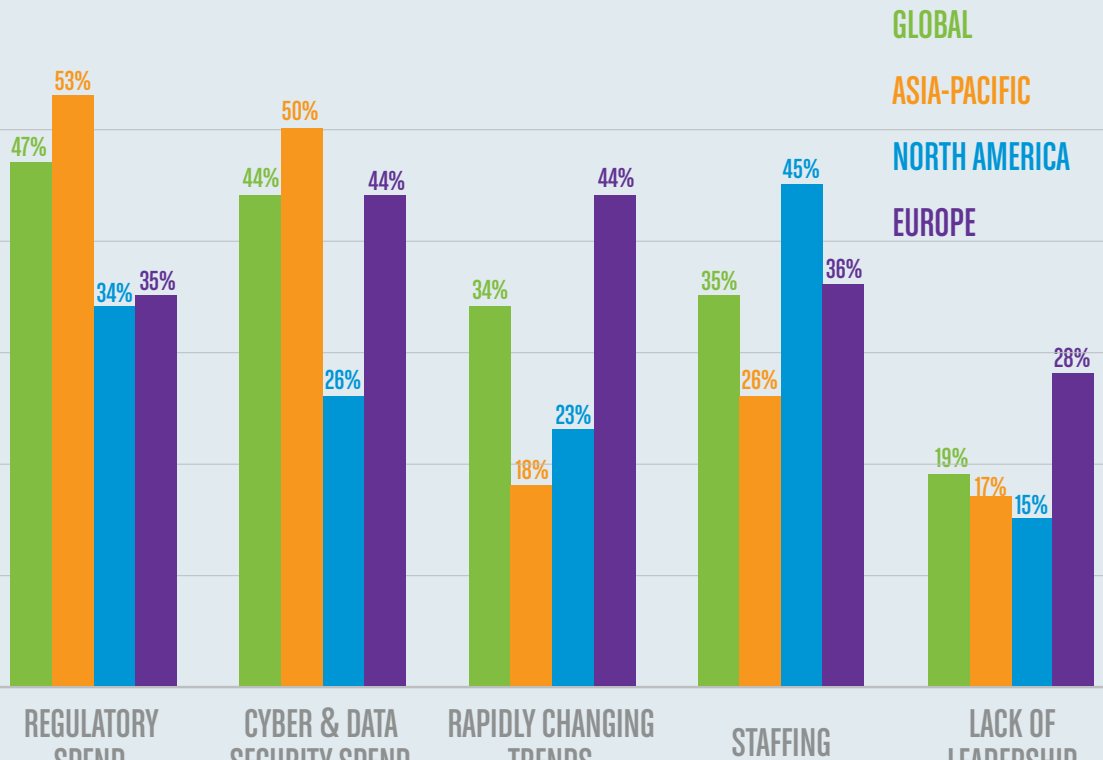
DIGITAL TECHNOLOGY IS A MAJOR BUSINESS DRIVER, AND **ONLY 29%** OF FINANCIAL INSTITUTIONS BELIEVE THEY HAVE THE NECESSARY PROCESSES IN PLACE TO EXECUTE THEIR DIGITAL STRATEGIES.

DIGITAL INVESTMENT PRIORITIES



50% OF GLOBAL FINANCIAL SERVICES EXECUTIVES SAID THAT CYBERSECURITY IS AN INVESTMENT PRIORITY, AND NEED TO IMPROVE IN THAT AREA IN ORDER TO MEET BUSINESS OBJECTIVES.

BARRIERS TO DIGITAL INNOVATION INVESTMENT



AKAMAI HAS GUIDED ALL OF THE TOP 15 U.S. BANKS, 9 OF THE WORLD'S TOP 10 ASSET MANAGERS, 4 OF THE TOP 10 EXCHANGES, 6 OF THE TOP 10 FINTECH FIRMS, 9 OUT OF THE TOP 10 P&C INSURERS,

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SOURCE: 1. Akamai commissioned TechValidate to conduct a survey of 136 business and technology executives at financial services institutions worldwide from a mix of small, medium, large, and Global 500 banking, financial services, and insurance organizations. Many questions were multiple choice, response percentages may not add up to 100

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