

MOBILE BankID IN NORWAY DEMONSTRATES THE POTENTIAL OF MOBILE IDENTITY SERVICES

Mobile BankID is an electronic identification service offered in collaboration by banks and mobile operators in Norway to enable digital identity verification for internet banking and online transaction approval.



Mobile Identity

Satisfaction and usage of Mobile BankID are high.

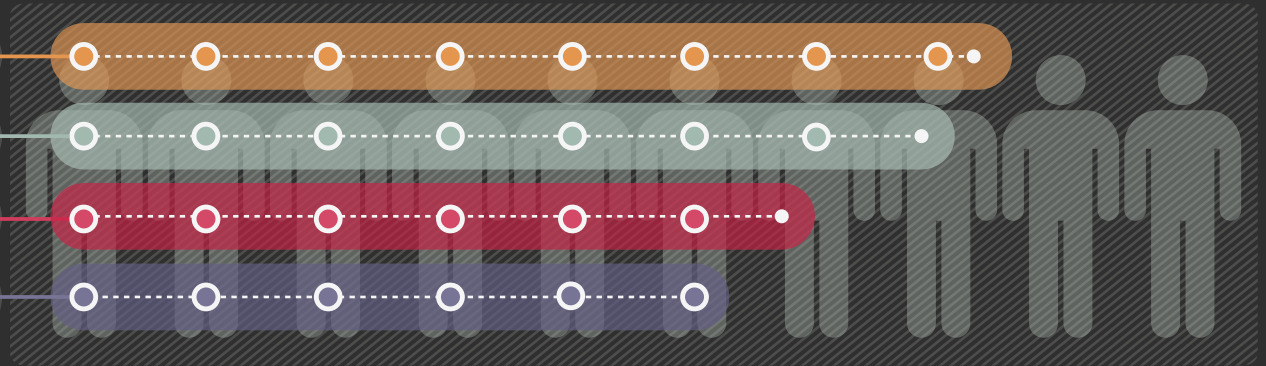
82% are satisfied with Mobile BankID

79% use Mobile BankID at least once a week

68% say that Mobile BankID makes their life easier

60% engage in more online activity because of Mobile BankID*

* This calculation includes those who have increased either their online banking usage, frequency of impulse purchases or number of websites they purchase from



Mobile BankID is the third most important factor when choosing a mobile operator.

- 1 NETWORK
- 2 PRICE
- 3 **MOBILE BankID**
- 4 CUSTOMER SERVICE
- 5 CONTRACT
- 6 4G

* Responses are from customers already using Mobile BankID

There is a potential for monetisation via transactional fees.

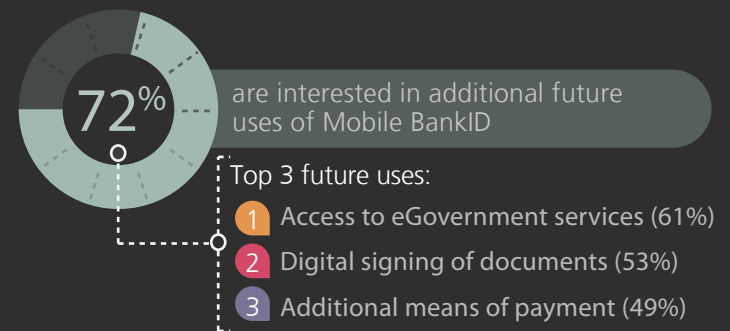
Up to **75%** would be willing to pay for Mobile BankID

Transactional payments are preferred over monthly fees



* More monetisation may be achieved from service provider payments

There is a significant opportunity for service expansion.



For more information go to:
www.gsma.com/mobileidentity