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The beating heart of the European payments evolution

Round table: e-Services: the next frontier

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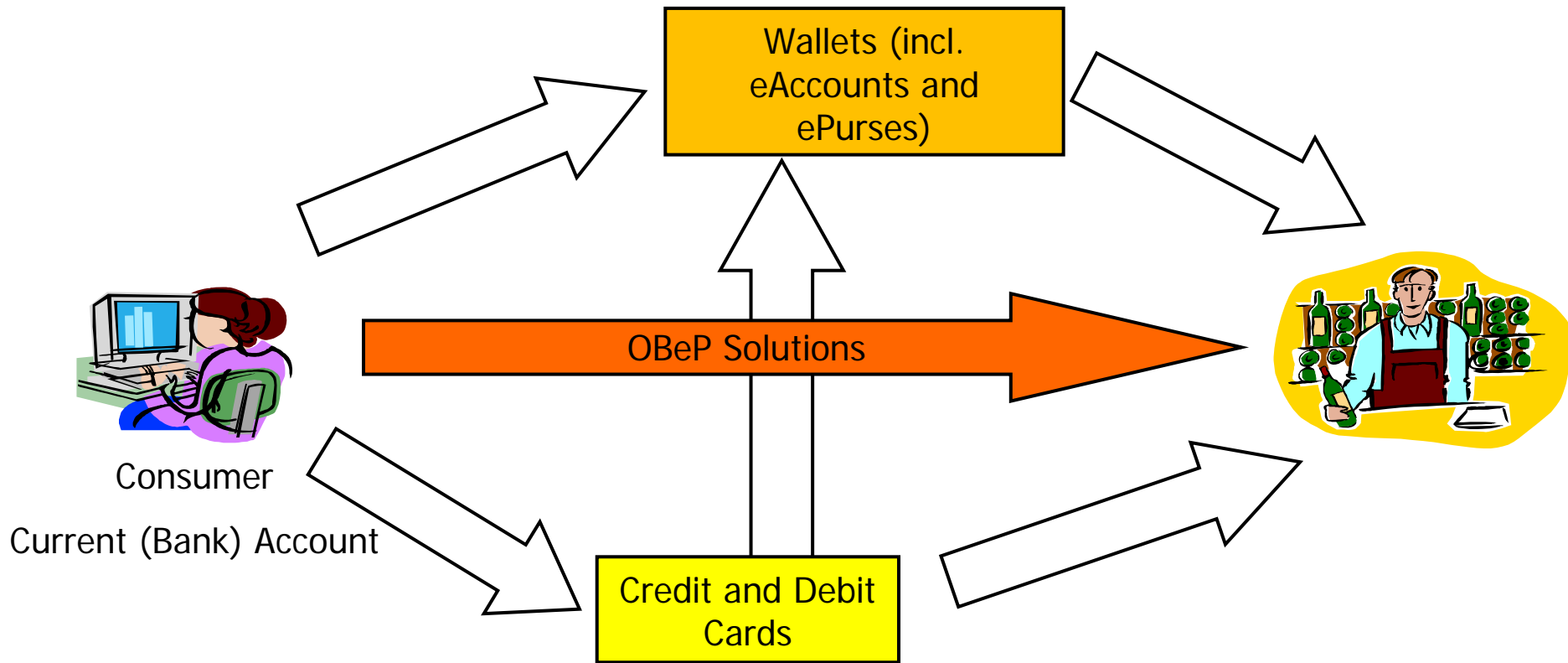
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Milan, 17th October 2011



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Online Banking e-Payments (OBeP)

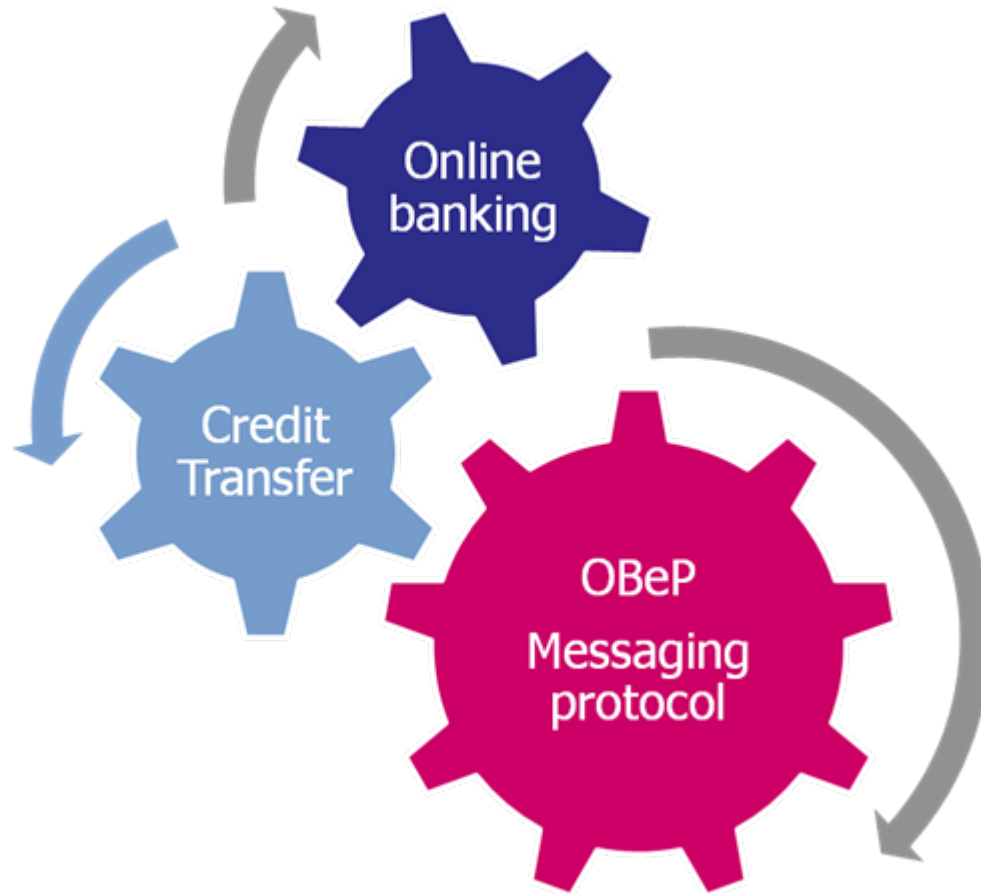


Traditional payment methods have significant limitations that OBeP schemes can overcome.



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What is OBeP?





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All stakeholders benefit from OBeP

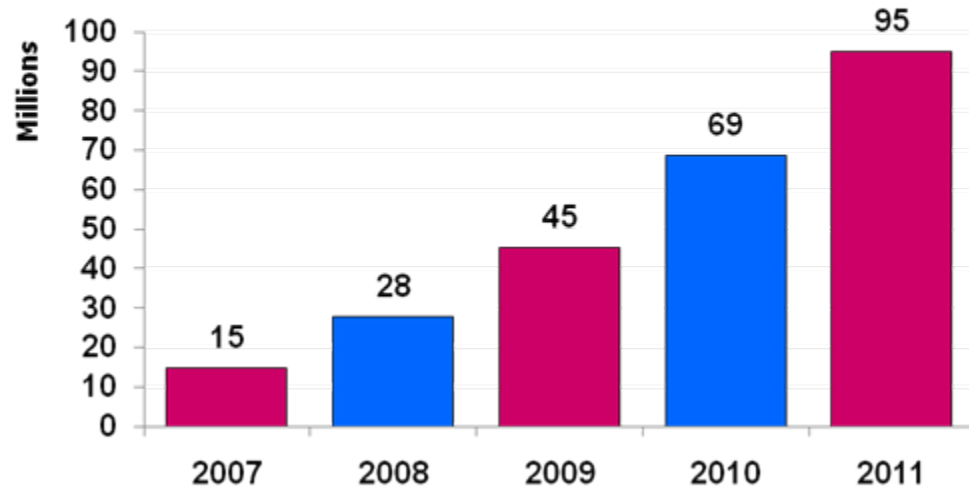
- **Web merchants**
 - Real time payment guarantee
 - No charge backs and reversals
 - Fully automated
 - Cost-effective
- **Consumers**
 - No sign-up
 - Simple, familiar and easy to use
 - Highly secure
- **Banks**
 - Leveraging on investments internet banking
 - Less disintermediation
 - Improving relations with customers



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Explosive growth of iDEAL

Number of iDEAL transactions



- 91% of Dutch web merchants accept iDEAL (> 40.000)
- > 80% of online shoppers use iDEAL
- 10 major banks and 31 payments institutions in scheme

The introduction of iDEAL has substantially stimulated e-commerce in the Netherlands



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Expansion of iDEAL/OBeP

European reach

- iDEAL can be used in other countries by every bank (based on SCT and European standards)
- Cooperation with other schemes (interoperability)

Further innovation

E-Payments are the first step in web-based services:

iDEAL can be used for:

- iDEAL mobile for m-commerce (ready)
- e-mandate for SEPA Direct Debit
- e-identity services

There is an urgent need for banks to accomodate e-payments before others take away the business of banks