

CONFERENZA STAMPA

30 NOVEMBRE 2015

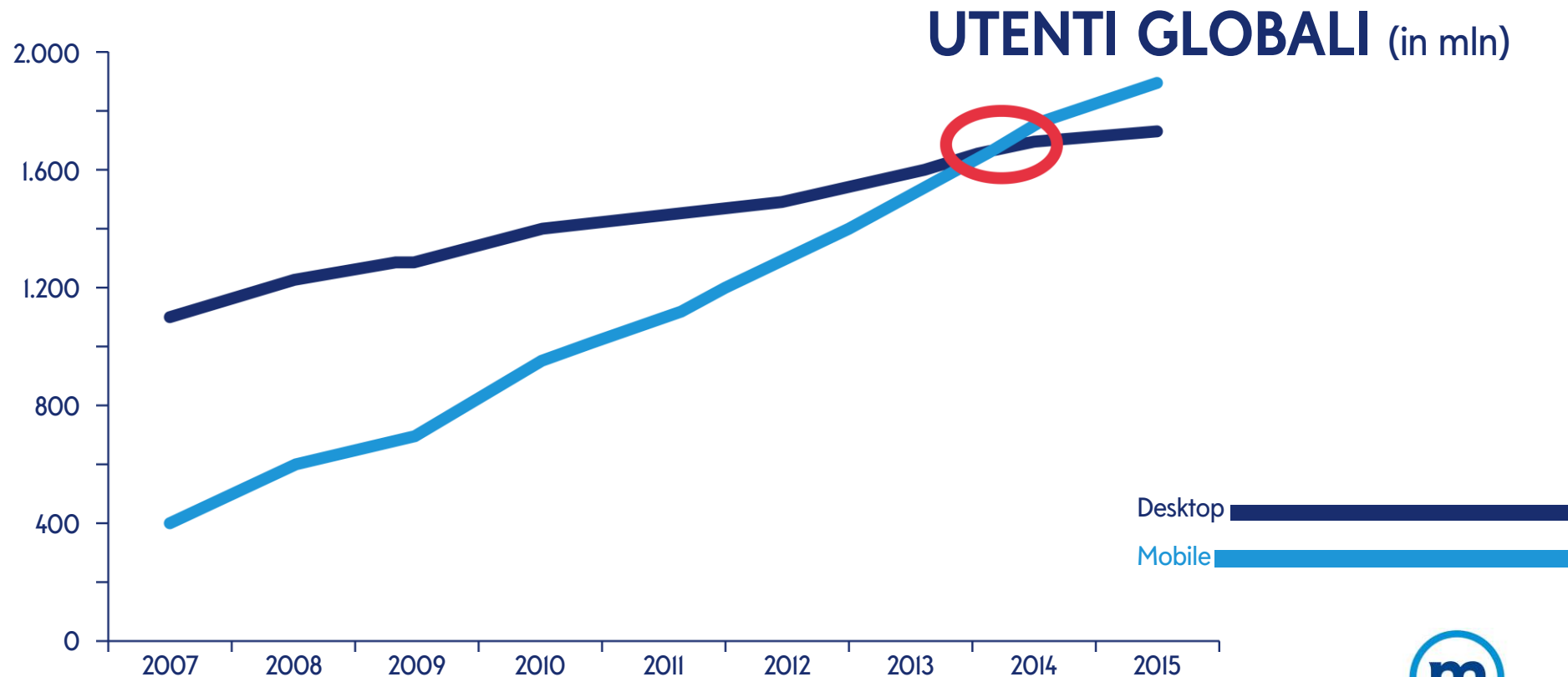


MASSIMO DORIS

Amministratore Delegato Banca Mediolanum



LA CRESCITA DEL MOBILE NEL MONDO



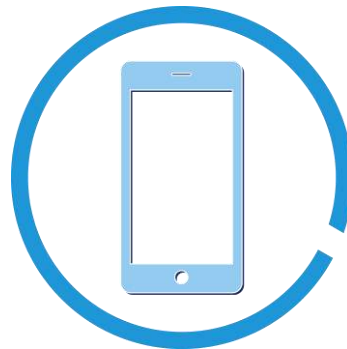
Fonti: comScore, Morgan Stanley Research; socialmediatoday.com, Novembre 2015.



DIFFUSIONE SMARTPHONE IN ITALIA



60,8 mln
POPOLAZIONE TOTALE

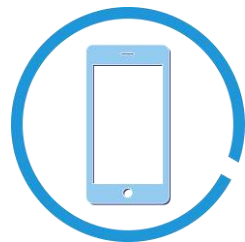


29,8 mln
SMARTPHONE
(DI CUI NFC ENABLED 14,7 MLN)

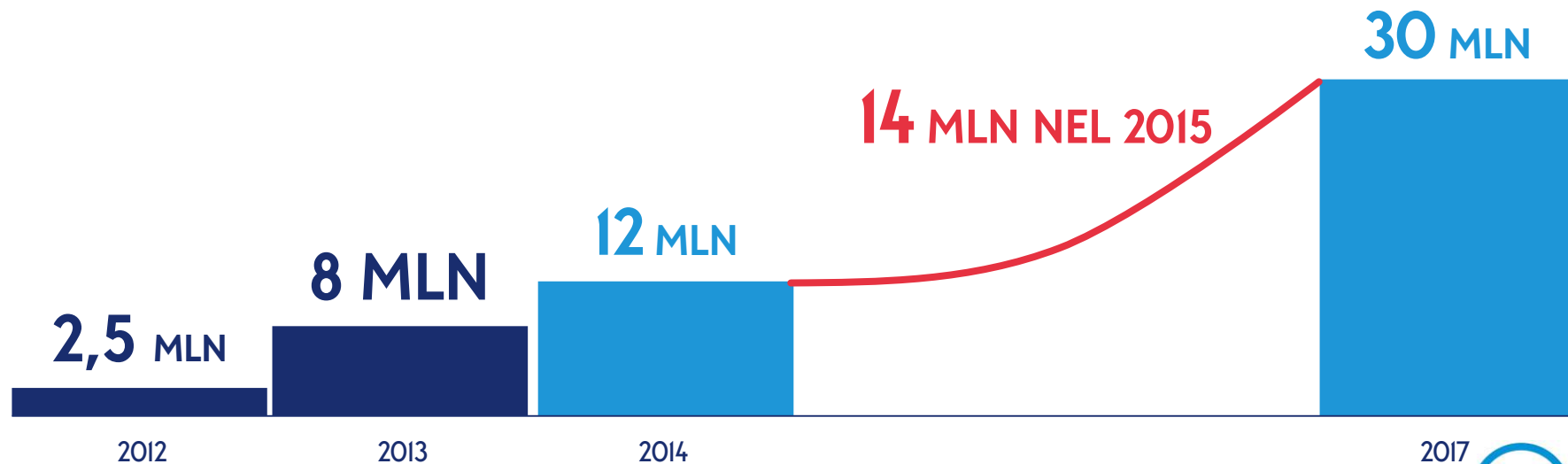


CIRCA IL **50%** DELLA POPOLAZIONE

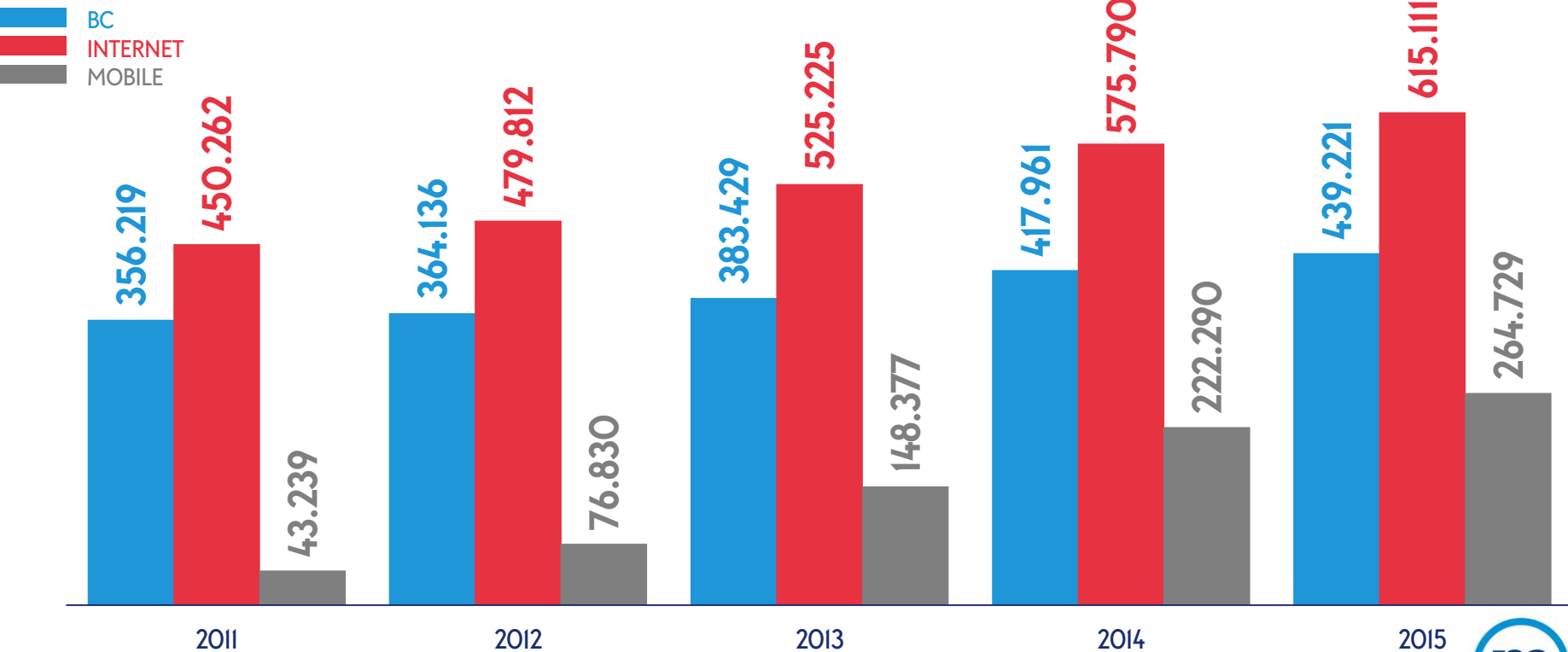
SMARTPHONE NFC IN ITALIA *Stime Politecnico di Milano*



1 SMARTPHONE SU 2
È NFC



CLIENTI UNICI *Parziale 2015 . Gennaio/Ottobre*





MEDIOLANUM WALLET





MEDIOLANUM
WALLET

INFORMATIVE



C/C



CARTE

DISPOSITIVE



PEER TO PEER



BONIFICI



BOLLETTINI



RICARICHE



NFC





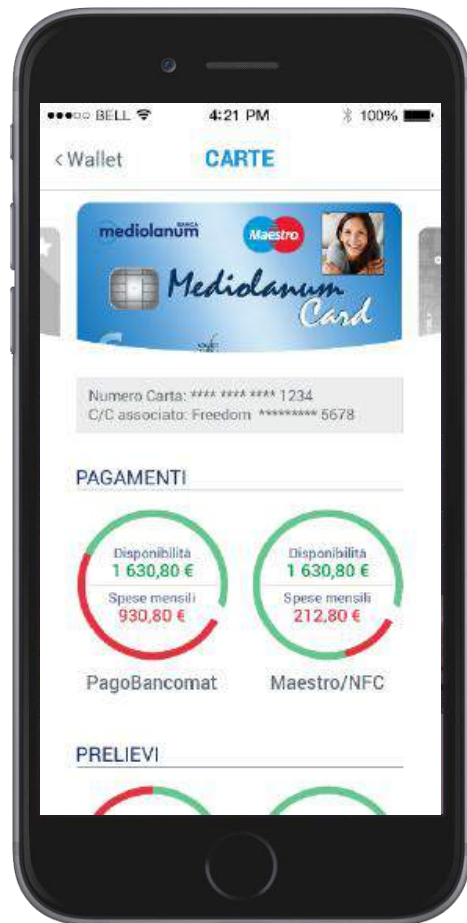
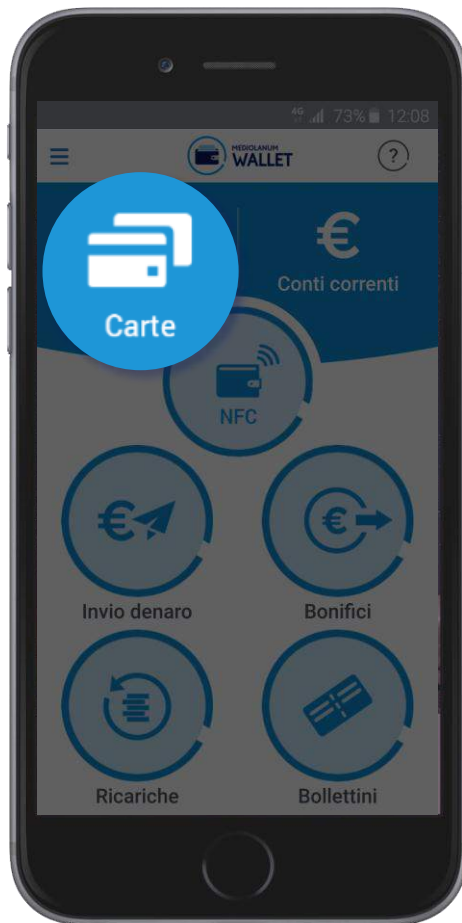
MEDIOLANUM
WALLET





MEDIOLANUM
WALLET

INFORMATIVE CARTE

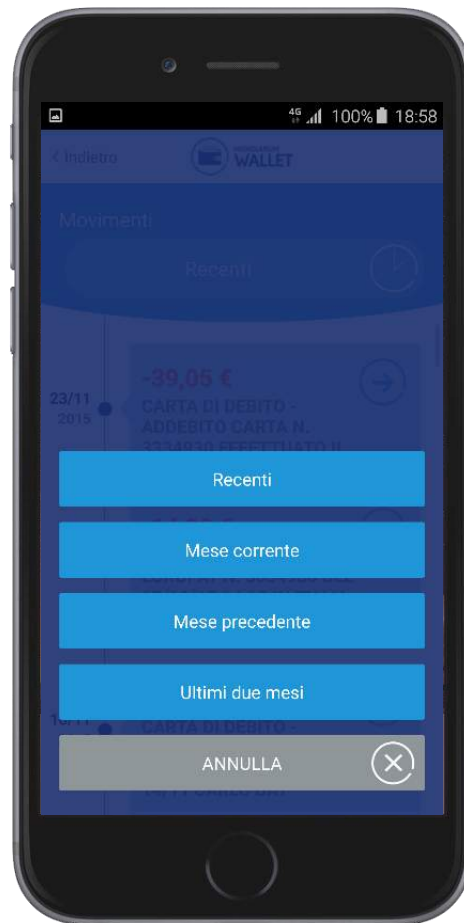
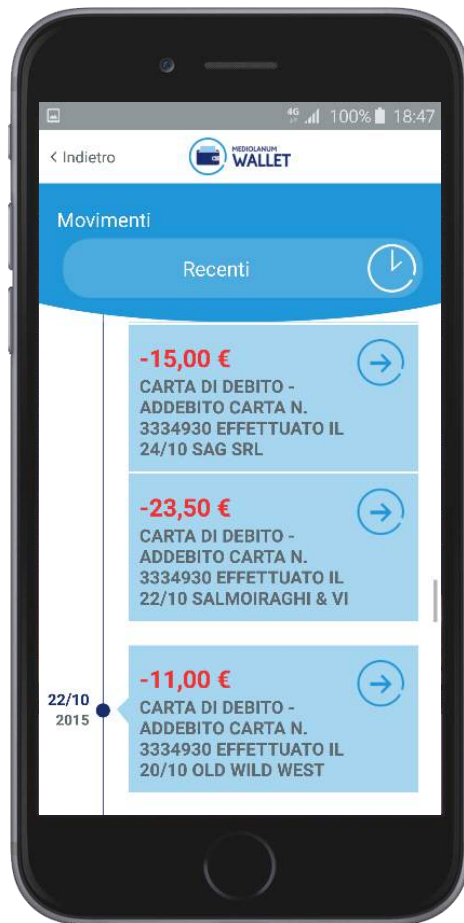
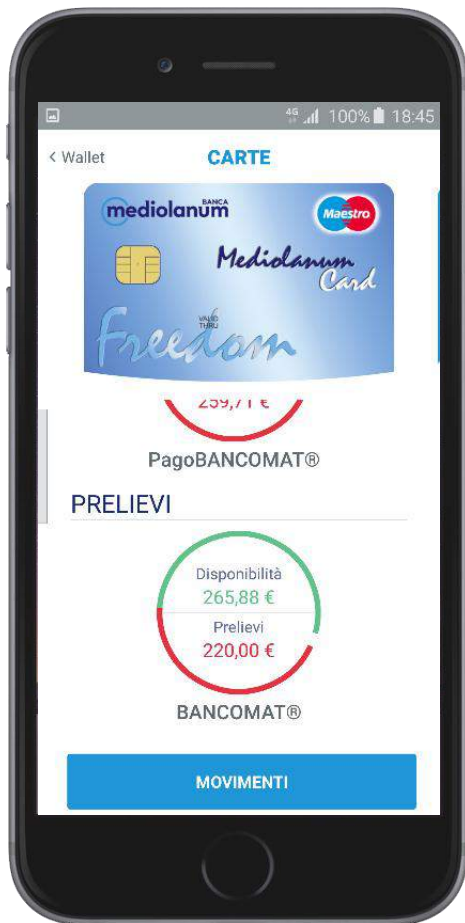




MEDIOLANUM

WALLET

MOVIMENTI CARTA & FILTRO PERIODO



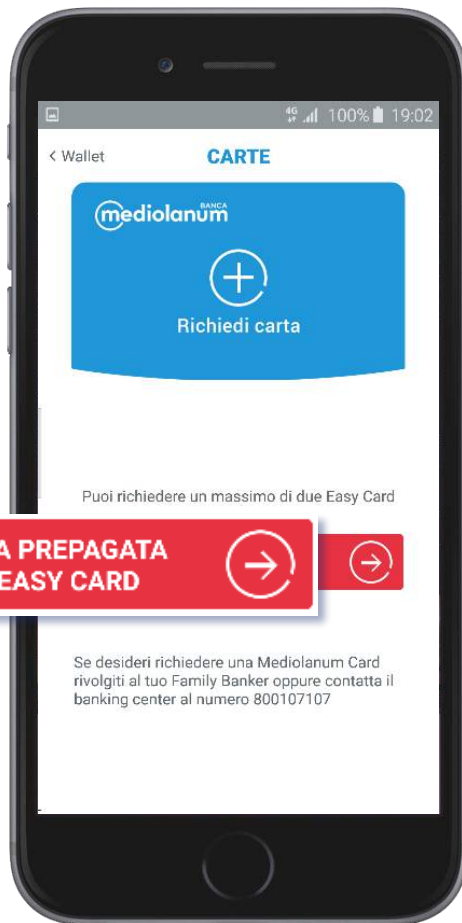


MEDIOLANUM
WALLET

RICHIESTA NUOVA CARTA



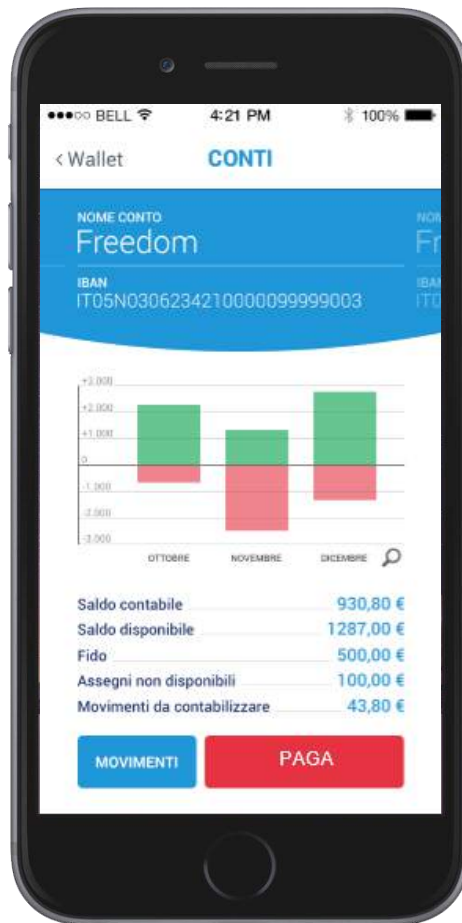
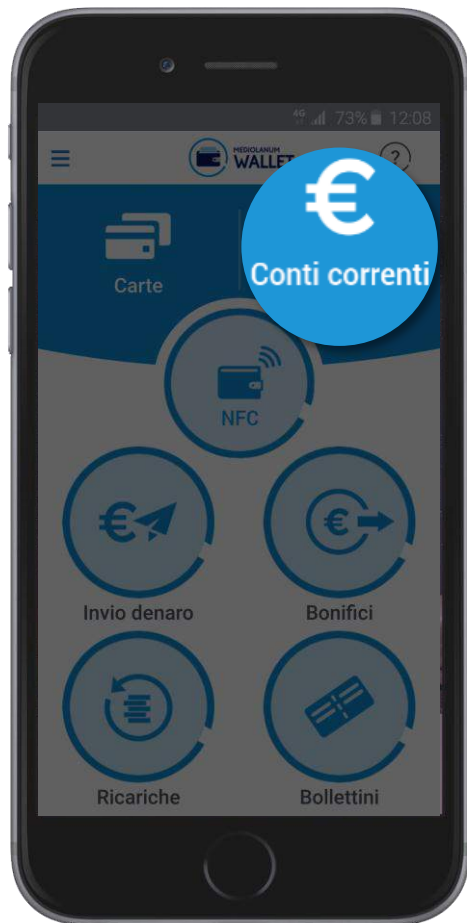
**RICHIEDI UNA PREPAGATA
FREEDOM EASY CARD**





MEDIOLANUM
WALLET

INFORMATIVA CONTI

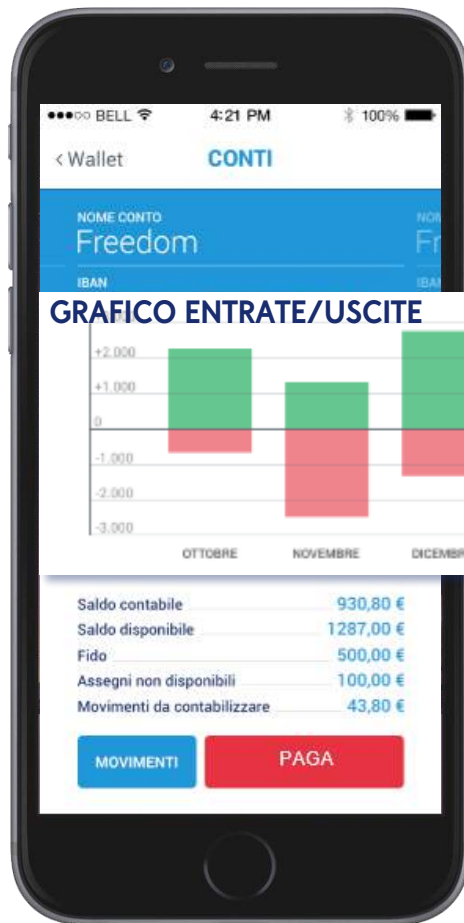
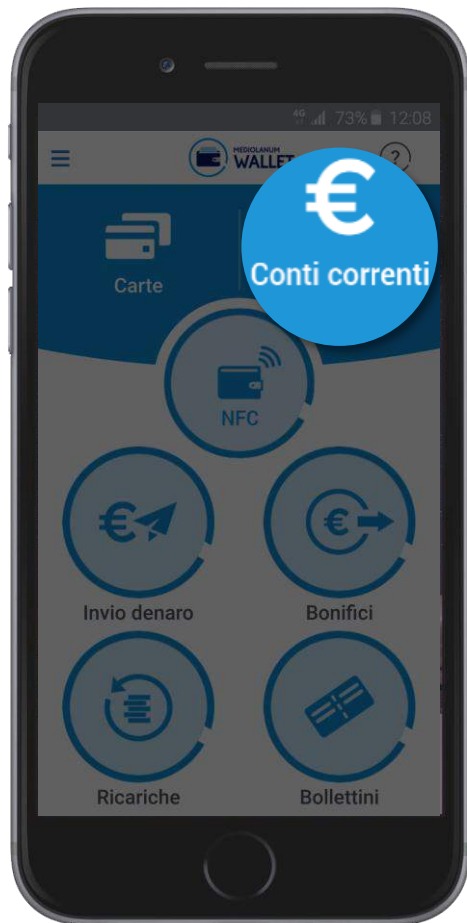




MEDIOLANUM

WALLET

INFORMATIVA CONTI



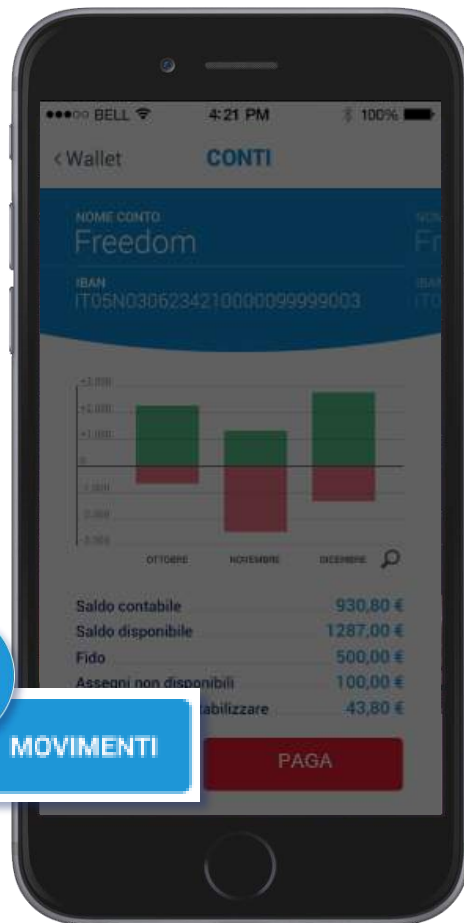


MEDIOLANUM
WALLET

MOVIENTI C/C



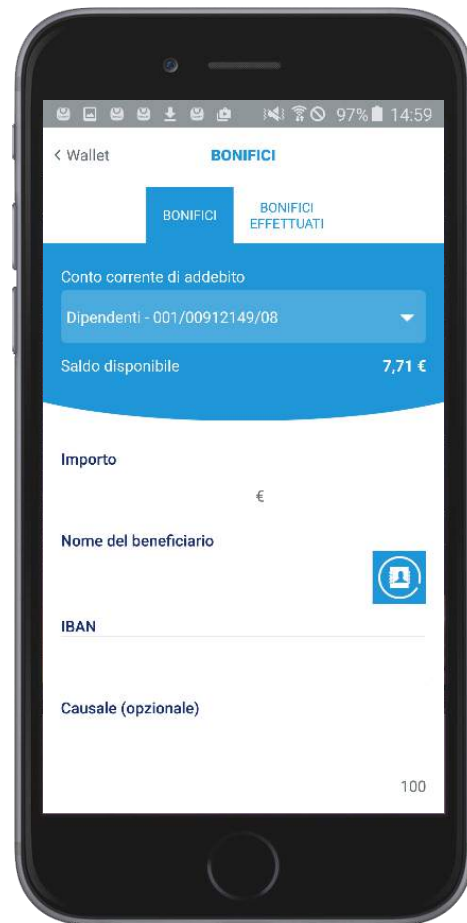
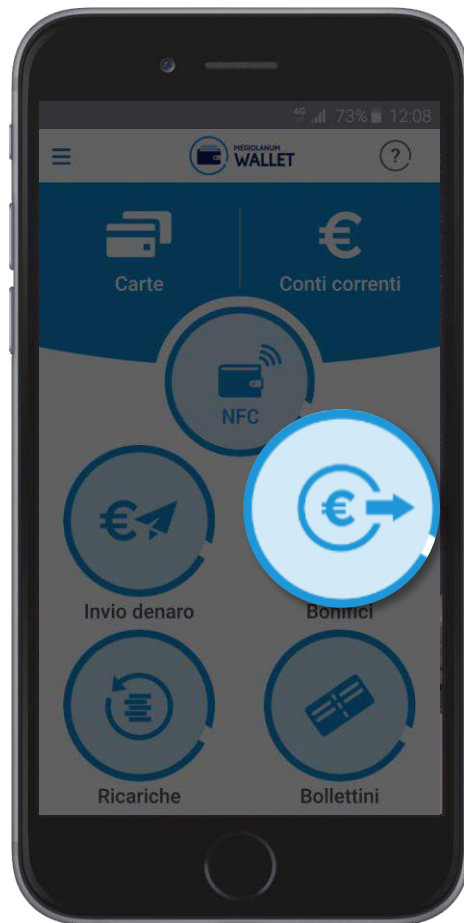
MOVIMENTI





MEDIOLANUM
WALLET

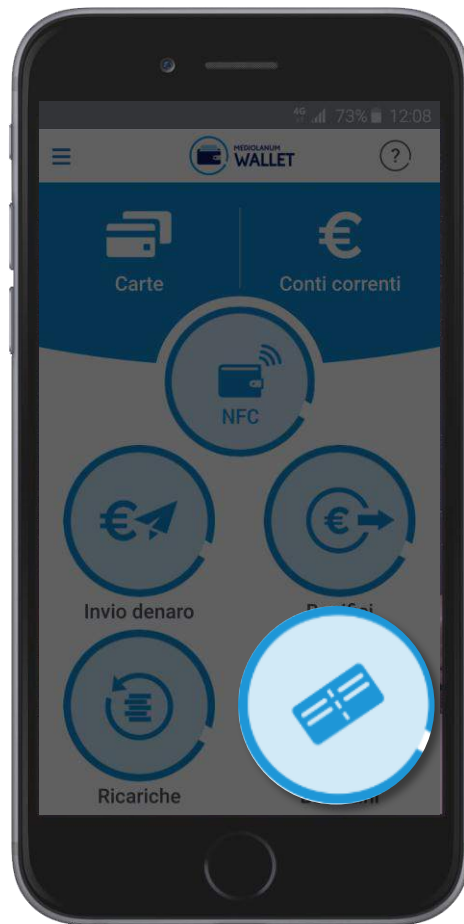
BONIFICI





MEDIOLANUM
WALLET

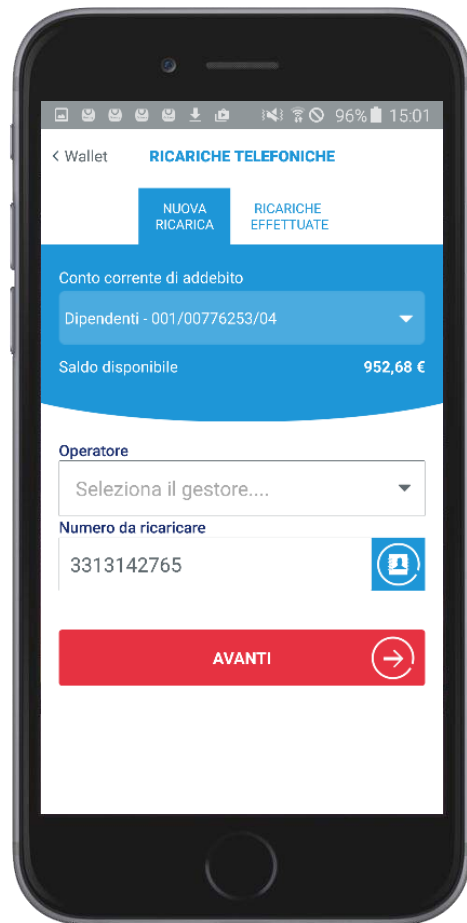
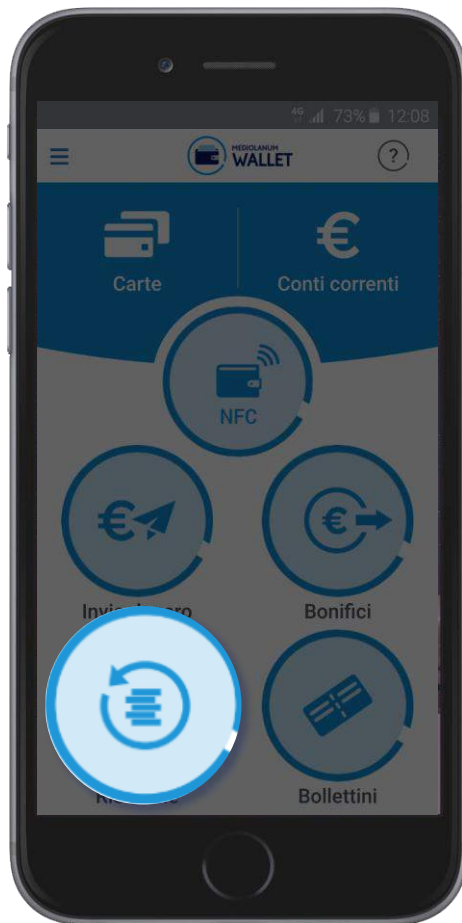
BOLLETTINI *INSERIMENTO DATI*





MEDIOLANUM
WALLET

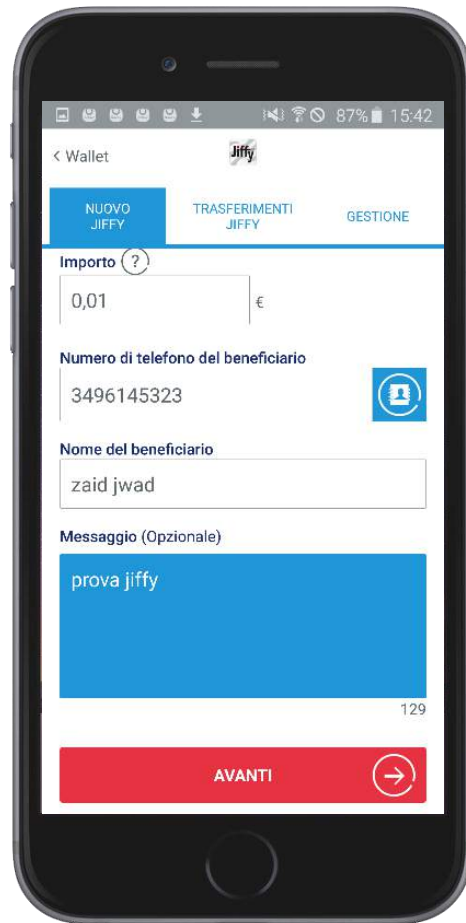
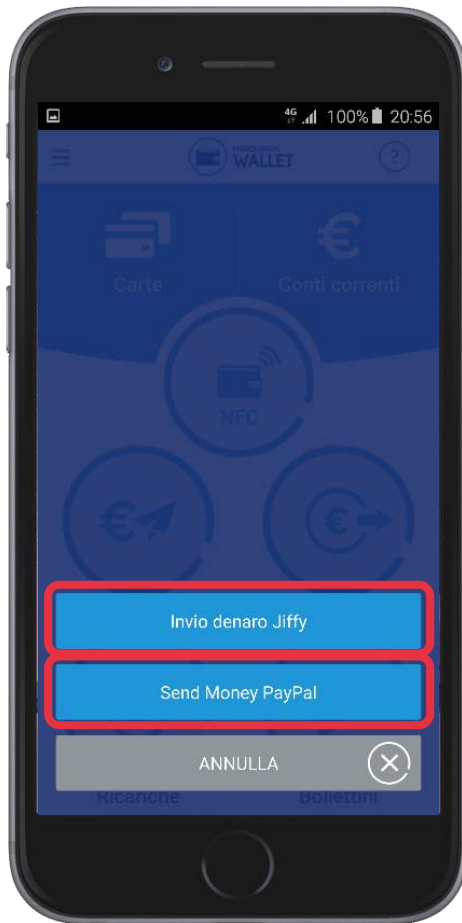
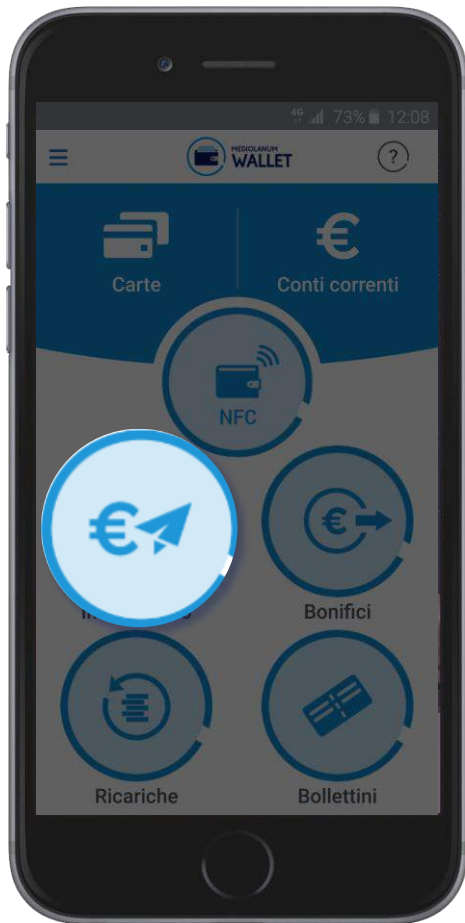
RICARICA TELEFONICA





MEDIOLANUM
WALLET

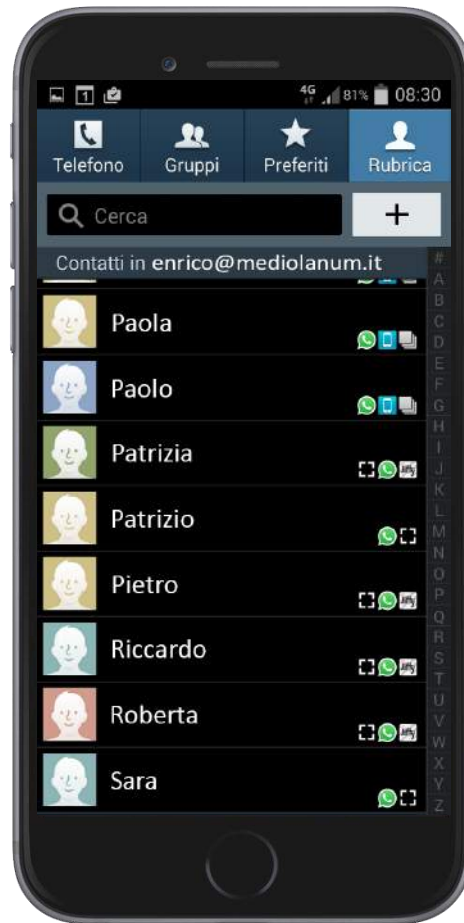
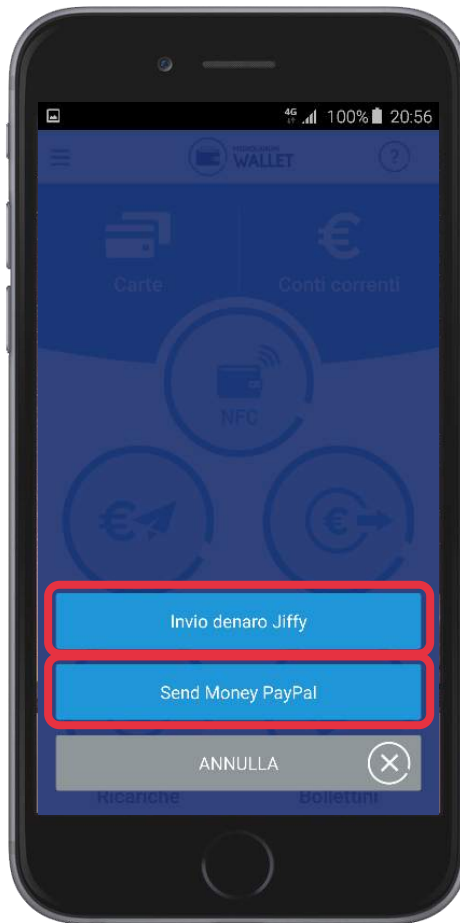
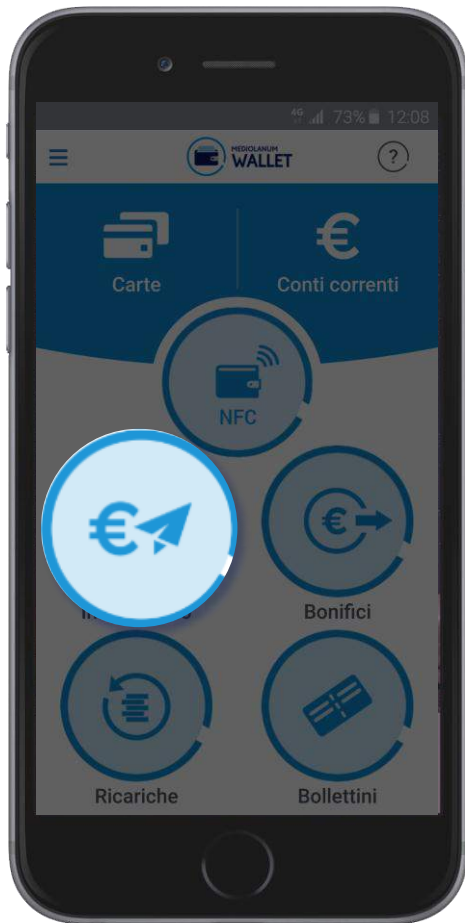
PEER TO PEER





MEDIOLANUM
WALLET

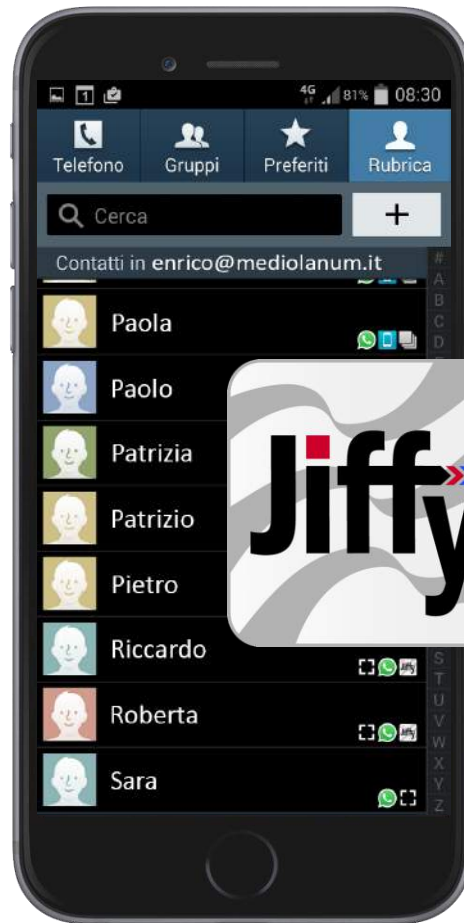
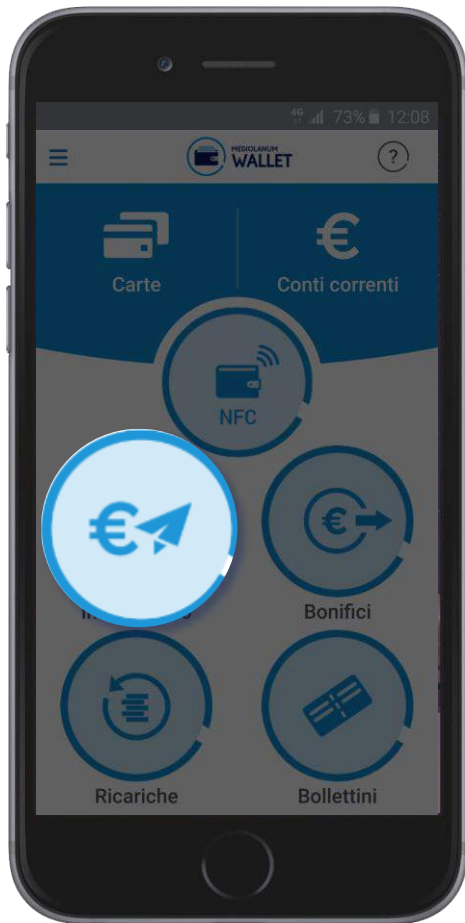
PEER TO PEER





MEDIOLANUM
WALLET

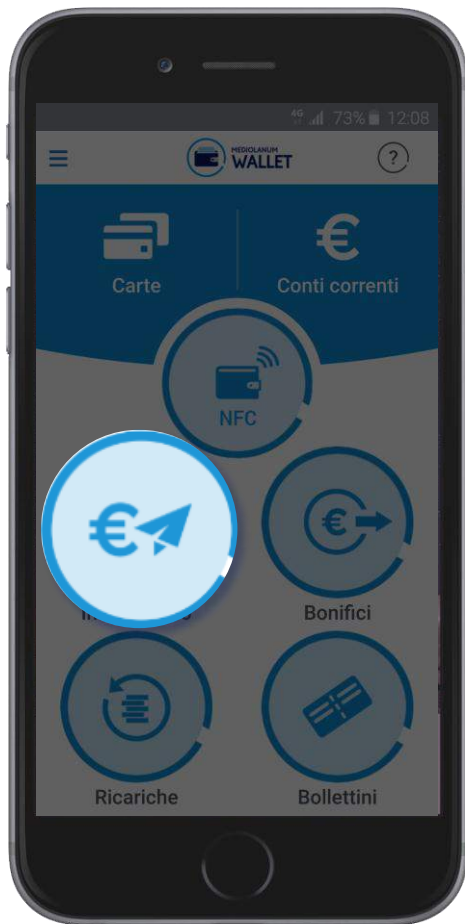
PEER TO PEER





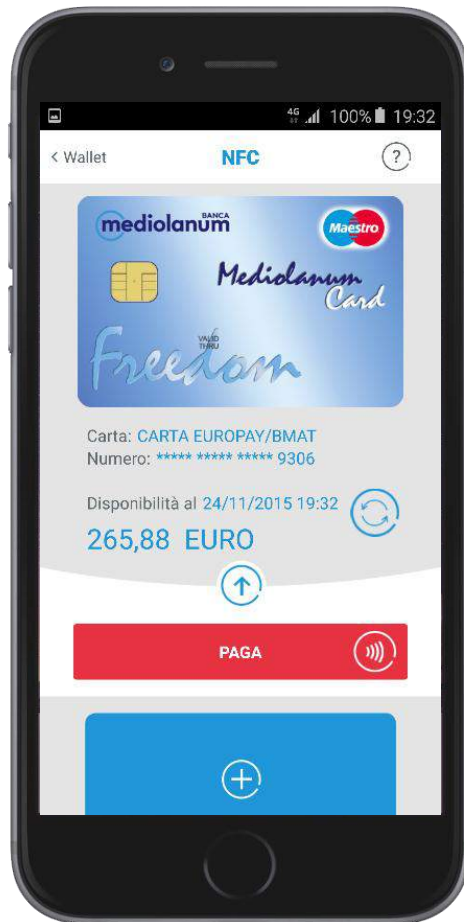
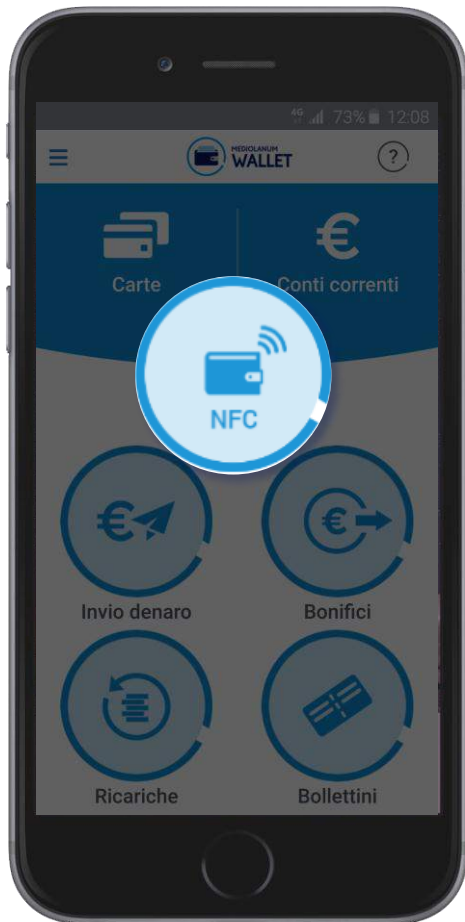
MEDIOLANUM
WALLET

PEER TO PEER





MEDIOLANUM WALLET NFC





MEDIOLANUM
WALLET

SICUREZZA & VELOCITÀ





MEDIOLANUM
WALLET

TOUCH ID

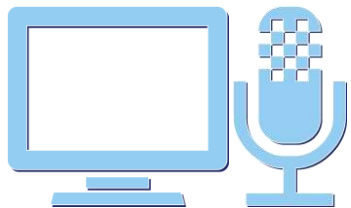




NUOVA CAMPAGNA

NUOVA CAMPAGNA

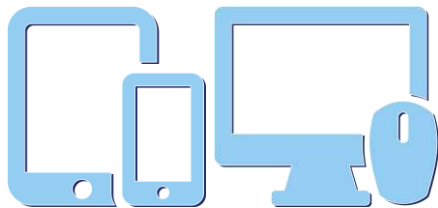
On-Air dal 13 al 31 dicembre con un media mix articolato:



Tv e Radio



Principali quotidiani



Campagne
Web e Social



Affissione locale
in prossimità dei FBO





VISIONE SPOT