

Emerging Opportunities in Vietnam's Cards and Payments Industry

**Market Size, Trends and Drivers,
Strategies, Products and Competitive
Landscape**

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1 Executive Summary

Vietnam's card market witnessed strong growth during the review period (2008-2012). The overall cards industry recorded an impressive CAGR of XX.XX%, rising from XX.X million cards in 2008 to XX.X million cards in 2012. Over the forecast period, the cards industry is forecast to grow at a CAGR of XX.XX% from XX.X million cards in 2013 to XX.X million cards in 2017.

Steadily growing economy enables cards and payments industry growth

With a significant young population, changing spending pattern, advancements in e-banking services, and the emerging trend of online shopping, Vietnam has ample opportunities for card service providers. Vietnam's GDP recorded a sustainable growth rate of X.X% in the third quarter of 2012, after an expansion of X.X% in the second quarter and X% in the first quarter. The country's GDP growth declined from X.X% in 2011 to X.X% in 2012, below the expected goals of X.X% and X.X% set by the government. One of the main reasons for GDP decline in 2012 in comparison with 2011 was the credit congestion situation which resulted in a strong decline in social investment capital and aggregate demand. In response to this, the government has taken steps to increase economic growth. In December 2012, the central bank lowered the minimum lending rate to XX%, and in September 2012 the government reduced corporate tax by XX% for small and medium enterprises (SMEs), except those operating in the lottery, real estate and securities sectors, and producers of goods that are subject to luxury taxes.

Credit cards category to display strong growth while gaining market share from the debit cards category

The credit cards category recorded the highest growth rate of all card categories with a CAGR of XX.XX% during the review period, growing from XXX,XXX cards in 2008 to X.X million cards in 2012. During the forecast period, this category is expected to register a strong CAGR of XX.XX%, rising from X.X million cards in 2013 to X.X million cards in 2017. In 2012, the debit card category held the highest market share of XX.X% in terms of number of cards in circulation, followed by the credit card category with a market share of X.X%. The prepaid cards category held the lowest market share of X.X% in 2012.

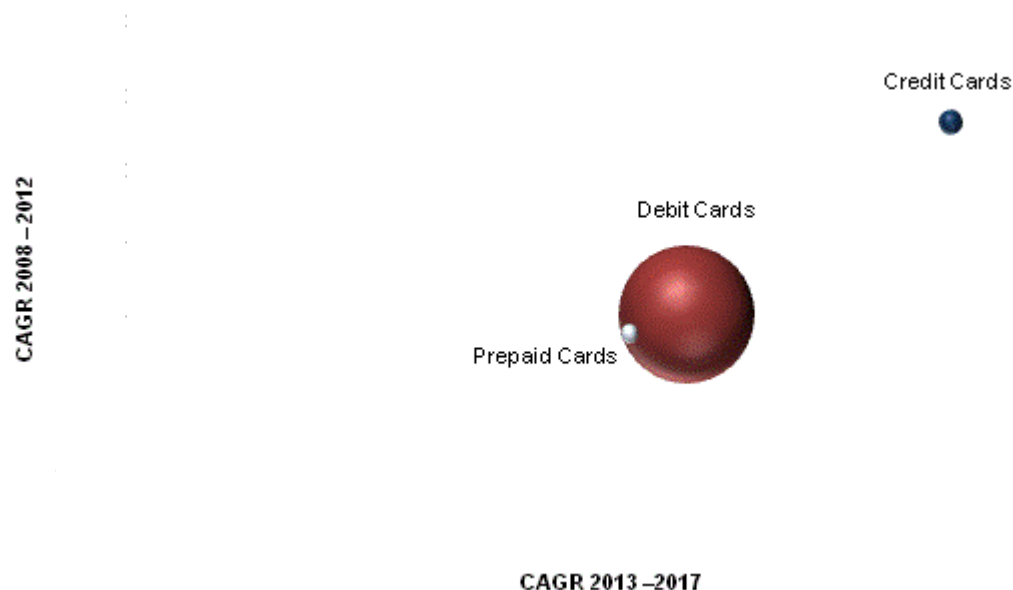
Increasing number of smartphone users and rising internet penetration expected to drive growth

In Vietnam, the number of smartphone users increased from XX% of total mobile users in 2011 to XX% in 2012. Units of smartphones shipped to Vietnam recorded a year on year growth rate of XX% in 2012. Android, an operating system for mobiles by Google, continued to dominate Vietnam's smart phone market, posting strong growth on the back of its large library of mobile applications and growing base of local developers. Internet penetration has also increased dramatically during the review period, from XX.X% in 2008 to XX.X% in 2012. In December 2012, the total number of internet users was recorded as XX.X million people, an increase of XX% over 2008. Growth in the number of internet users is largely driven by Vietnam's growing economy and relatively young population. Nearly XX% of the total population is under the age of 35 years. An increasing number of smartphone users, along with increasing internet penetration, is expected to encourage the e-commerce market in the country, which in turn is forecast to foster growth in the cards and payments industry.

2 Market Attractiveness and Future Prospects of the Cards and Payments Industry

Payment cards such as debit and credit cards gained huge popularity in Vietnam during the review period. The debit and credit card categories accounted for an aggregate market share of XX.X% in 2012. The debit cards category held the highest market share of XX.X% in 2012, whereas the credit card category held a market share of X.X%. With consistent economic growth, growing per capita disposable income, rapidly developing infrastructure, the advent of new technologies and increasing consumer awareness, Vietnam's cards industry is projected to grow rapidly over the forecast period.

Figure 1: Current and Future Prospects Card Categories in Vietnam



Source: Timetric analysis

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Increasing demand for cards with enhanced security features

Total non-cash payments in Vietnam reached VNDXXX.X trillion (US\$XX.X million) by the end of 2012. Notably, the volume of payments via domestic credit cards rose more quickly than those through debit cards. Alongside the growth in card payments, card fraud increased significantly during the review period, rising from VNDXX.X billion (US\$X.X million) in 2008 to VNDXXX billion (US\$X.X million) in 2012. Financial institutions and non-banking card issuers across the globe are adopting advanced technologies such as EMV chip-based, contactless and biometric technologies in order to gain customer confidence when using card products. Very few banks in Vietnam offer card products with EMV and biometric technology. VP Bank is offering EMV chip-based payment cards with technical assistance from Gemalto, a Netherlands-based chip card vendor, and local IT firm FPT-IS. In August 2012, Mekong Development Bank (MDB) also introduced biometric debit cards and ATMs. Vietnam's cards industry has huge potential for cards with enhanced security features due to increasing levels card fraud in the country. These cards would increase the banks' card portfolio as well as their usage.

3 Analysis of Country Cards and Payments Industry Drivers

With a significant young population, changing spending patterns, advancement in e-banking services, and the emerging trend of online shopping, Vietnam has ample opportunities for card product providers. The first domestic debit card with ATM network was launched under the brand name “Vietcombank Connect 24” in 2002. Currently there are more than XX card issuers with over 300 brand names in Vietnam. The cards industry recorded a significant CAGR of XX.XX% over the review period, rising from XX.X million cards in 2008 to XX.X million cards in 2012.

Figure 2: Vietnam’s Cards and Payments Industry Drivers

Macroeconomic Fundamentals	Infrastructure Drivers	Business Drivers	Consumer Drivers
<ul style="list-style-type: none"> ➤ GDP growth ➤ Decreasing inflationary pressure 	<ul style="list-style-type: none"> ➤ Increasing number of smartphone users ➤ Growing number of ATMs ➤ Cards with enhanced security features ➤ Rising internet penetration ➤ Increasing number of POS terminals 	<ul style="list-style-type: none"> ➤ E-commerce market growth ➤ Retail sales ➤ POS terminals connection ➤ Lower banking penetration 	<ul style="list-style-type: none"> ➤ Changing lifestyles and spending habits ➤ Urban vs. rural population

Source: Timetric analysis

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3.1 Infrastructure Drivers

The following section discusses the infrastructure drivers of the cards and payments industry in Vietnam which have a significant impact on its growth.

3.1.1 Increasing number of smartphone users

In Vietnam, the number of smartphone users increased from XX% of total mobile users in 2011 to XX% in 2012. Units of smartphones shipped to Vietnam recorded a year on year growth rate of XX% in 2012. Android, an operating system for mobiles by Google, continued to dominate Vietnam's smart phone market, posting strong growth on the back of its large library of mobile applications and growing base of local developers. The increasing number of smartphone users and growing internet penetration is expected to increase the amount of online shopping in Vietnam. Growing internet sales foster the cards industry in terms of usage due to convenient online payment options.

3.1.2 Cards with enhanced security measures

The most common form of card fraud in Vietnam is the use of forged cards and those altered with illegally obtained account data. In 2011, nearly XXX counterfeit cards were used in the country for illegal transactions; most of them were purportedly issued by banks abroad. The main victims of card fraud in Vietnam are merchants accepting cards, especially in the gold, precious-stone, and electronics businesses, as well as airlines and their agents. In response to this, commercial banks in Vietnam are implementing advanced technologies such as EMV and biometric enabled cards. For instance, VP Bank is offering EMV chip-based payment cards with technical assistance from Gemalto, a Netherlands-based chip card vendor, and local IT firm FPT-IS. In September 2012, Vietcombank and JCB International (JCBI), a subsidiary of payment cards provider JCB in Japan, also launched a new Vietcombank JCB EMV chip credit card. Cards with enhanced security measures are expected to drive cards and payments industry growth in terms of usage.

3.2 Business Drivers

The following section discusses the business drivers of the cards and payments industry in Vietnam which have a significant impact on its growth.

3.2.1 E-commerce market growth

In terms of Internet usage, Vietnam ranks 18th in the world, eighth in Asia and third in Southeast Asia. The number of Internet users in the country has grown to XX.X million, representing XX.X% of the total population in 2012. As of July 2012, there were around XX million 3G Internet users, accounting for XX% of the total population. The country's e-commerce sector is very fragmented and there are no clear market leaders in both the Consumer-to-Consumer (C2C) and Business-to-Consumer (B2C) e-commerce markets. The e-

commerce sector recorded a total sale value of VNDX.X million (US\$XXX million) in 2011. According to a 2012 survey by Visa, a payment service provider, online shopping in Vietnam doubled in 2012. The survey revealed that Vietnamese people have increasingly adopted online shopping channels due to the rising popularity of Internet services. Notably, XX% of the local respondents said they had searched for products and services on the Internet over the past twelve months. Nearly XX% of these people had purchased products via online services, while XX% said they would continue to do online shopping in the future. The growing e-commerce market in Vietnam is expected to increase the usage of cards for retail purchases through online portals.

3.2.2 Retail sales

In Vietnam, total retail sales reached nearly VNDX trillion (US\$XX million) in 2011, an increase of XX.X% over the previous year. Increasing purchasing power and changing lifestyles were some of the key growth drivers in the country's modern retail market. In October 2012, total retail sales and services registered VNDXXX.X trillion (US\$X.X billion) nationwide, an increase of X.X% over the previous month. Growth in the retail sector is encouraging foreign supermarket chains in Vietnam to open new outlets in order to expand their market share in the country. For instance, Metro Cash & Carry, the German supermarket, opened its 18th wholesale outlet in the southern province of Kien Giang in October 2012. As a key driver of cards and payments industry, Vietnams' growing retail sector is expected to increase the number of cards available in cooperation with retail merchants (co-branded cards) and their usage with various attractive discounts and offers.

3.2.3 Connection of POS terminals network

In September 2010, the State Bank of Vietnam (SBV), eight commercial banks (Vietcombank, Agribank, Vietinbank, the Bank for Investment and Development of Vietnam (BIDV), Techcombank, Vietnam International Bank (VIB), SeaBank, Oceanbank) and two switching companies, Banknetvn and Smartlink, connected their POS terminals in Vietnam. The move aimed to bring convenience to cardholders and to meet the requirement for international economic integration in Vietnam. The integration allows cardholders of any of the eight banks to use their card for payments at POS terminals of the other banks. A connected POS network creates convenient conditions for consumers to make card payments and reduces the use of cash.

4 Emerging Consumer Attitudes and Trends

Consumer attitude and preference play a major role in the success of any product in any industry and the same is the case with Vietnam's cards and payments industry. Organizations must research their target market thoroughly, considering age group, income level and locality (urban or rural). Precautions must be undertaken when determining consumer expectations of product pricing and service expectations. The following section discusses factors which helps the Vietnamese cards and payments industry to make effective business decisions.

4.1 Market Segmentation and Targeting

Vietnam's cards and payments industry grew strongly during the review period, growing at a CAGR of XX.XX% from XX.X million cards in 2008 to XX.X million cards in 2012. The usage and demand of cards varies significantly based on the market targeted, such as corporate customers (including government and public bodies), individual customers, various income groups, travelers (both business and leisure), and consumers of different age groups. Notably, large domestic and foreign banks are making a concerted effort to segment the overall industry and target the most profitable and growing segment in order to gain a significant share and improve revenue.

4.1.1 Retail customers

Classifications within the Vietnam's cards and payments industry are made mostly on age and consumption needs. Banks offer specialized products, adopt marketing strategies and provide specialized promotional offers for each segment based on type and size. The following section details key segments of the retail sector and how they are being targeted.

Cards targeting university students

The younger generation is a considerable growing target group in terms of spending through cards. XX% of total population in the country falls under the age group of 15 to 24 years. The number of young people could be an emerging opportunity for banks. A few banks are offering credit cards tailored to university students in Vietnam. For instance, AgriBank is offering a debit card called the "Connection Card" to students in order to address their unique banking needs. The card functions both as a domestic debit and student card, and can also be used for purposes including borrowing books from the library and tuition fee payment.

The bank also offers a "Career Card" free of charge to all students who acquire loans from Vietnam Bank for Social Policies (VBSP), a government-owned bank established in 2002, in order to provide credit for the poor and other policy beneficiaries in the country. This card provides card-based disbursements and other modern banking payment services to students.

5 Competitive Landscape and Industry Dynamics

The banking sector in Vietnam is expected to register a significant growth rate in terms of cards volume and value of transactions during the forecast period, due to the country's continued economic expansion, rising household incomes, and the relatively low penetration of existing banking services. Over the past two decades, the Vietnamese government has undertaken a series of reforms such as restructuring the banking system, a gradual opening to foreign investment, the partial privatization of state-owned banking institutions, and measures to strengthen the capitalization of Vietnamese banks to strengthen and modernize the sector as part of the country's move towards a more open and market oriented economy. Credit and debit card use has become common, with the number of cards issued rising from XX.X million in 2008 to XX.X million in 2012.

5.1 Market Share Analysis by Payment Channels

This section contains market shares of various payment channels and details how these channels have grown over the review period. The channels covered are cash transaction, direct debit and card payments.

5.1.1 Overview of payment channels

Payment systems in Vietnam are dominated by cash-based transactions. However, due to improved security measures in alternative payment platforms, the market share of cash-based transactions decreased from XX.X% in 2008 to XX.X% in 2012. The value of card-based transactions grew at a CAGR of XX.XX% during the review period to gain the highest industry share of XX.X% in 2012. It was followed by cash transactions with a share of XX.X% and direct debit payments with a share of X.X%.

5.1.2 Cash

Cash is the most common mode of retail payment in Vietnam. During the review period between 2008 and 2012, the value of cash-based transactions recorded a CAGR of XX.XX%, rising from VNDXXX.X trillion in 2008 to VNDXXX.X trillion in 2012. This increase in this value was due to an overall increase in consumption and spending by consumers.

5.1.3 Direct debit

In 2012, direct debit had the lowest market share of X.X% of the total value of the cards and payments industry. The value of direct debit transactions grew from VNDXX.X trillion in 2008 to VNDXX.X trillion in 2012, at a CAGR of XX.XX%.

5.1.4 Card payments

In Vietnam, the value of the card payments channel grew from VNDXXX.X trillion (US\$XX.X billion) in 2008 to VNDXXX.X trillion (US\$XX.X billion) in 2012 at a CAGR of XX.XX%. It is expected to continue to increase steadily over forecast period as a result of the country's increasing number of online shoppers and growing retail sector. The card payments channel had a market share of XX.X% in 2008 and XX.X% in 2012.

6 Strategies Adopted by Key Players

The growing cards and payments industry has encouraged several foreign banks and card providers to enter the industry. In order to achieve a maximum customer base within this competitive industry, domestic and foreign banks are adopting innovative marketing and growth strategies. The following section discusses the marketing, pricing and product strategies adopted by commercial banks and those used by foreign banks to enter the industry.

6.1 Market Entry Strategies

Vietnam started opening its banking sector to foreign investment in 1990. Initially, foreign banks were limited to taking a minority share in joint venture banks and establishing branches and representative offices until 2004. The government then issued a decree specifying the requirements for establishing wholly foreign-owned banks and regulating the general operation of foreign bank branches and joint venture banks in 2006. According to the decree, foreign banks are required to have at least VNDXXX.X trillion (US\$XX billion) in assets in the year prior to application, and are required to own at least XX% of the new bank's capital in a single parent bank. Currently there are five wholly foreign-owned banks: HSBC, Standard Chartered Bank, ANZ Bank, Shinhan Bank and Hong Leong Bank.

6.1.1 Case studies

HSBC Bank (Vietnam) Ltd

HSBC opened an office in Ho Chi Minh City, Vietnam in 1870. The bank opened a full service branch in 1995. HSBC gained the approval from the State Bank of Vietnam (SBV) to set up a wholly foreign-owned bank (WFOB) in Vietnam in 2008. In the following year, the bank started operating its locally incorporated entity under the name HSBC Bank (Vietnam) Ltd. In July 2011, the bank network expanded to XX outlets including one transaction centre, one branch and five transaction offices in Ho Chi Minh City, one branch, three transaction offices and one deposit office in Hanoi, and four branches in the Binh Duong, Can Tho, Da Nang and Dong Nai provinces. The bank provides a range of services including commercial banking, global banking, global payments and cash management, trade and supply chain management, securities services and retail banking and wealth management services.

Citibank Vietnam

Citibank started its banking operations in Vietnam in 1993. In the following year, the bank received a license to open a full service branch in Hanoi. Presently, Citibank offers a range of services in Vietnam such as corporate banking, investment banking and transaction services, which include trade, cash management, and securities services.

7 Market Size and Growth Potential of Payment Card Industry

This section gives an overview of the market size and growth potential of various segments of Vietnam's cards and payments industry. It includes the market share of various types of cards and the current and forecasted market size of various card categories. It also analyses the credit, debit and prepaid card category market size in terms of transaction volume, value and number of cards.

7.1 Market Share Analysis by Type of Card

In terms of cards volume, the debit cards category held the highest market share of XX.X% in 2012. The second largest market share is held by credit cards with X.X%, followed by prepaid cards with X.X%. During the forecast period, the volume of debit cards is expected to increase from XX.X million cards in 2013 to XX.X million cards in 2017, at a CAGR of XX.XX%. However, the credit cards category is expected to post the highest growth of all three categories with a CAGR of XX.XX%, rising from X.X million cards in 2013 to X.X million in 2017.

7.2 Total Market Size and Forecast of Card Industry

During the review period, the number of cards issued in Vietnam increased from XX.X million in 2008 to XX.X million in 2012, at a CAGR of XX.XX%. During the forecast period, the credit cards category is expected to record a CAGR of XX.XX% and to hold a significant market share of middle class people. The debit card category registered a CAGR of XX.XX% during the review period, increasing from XX.X million cards in 2008 to XX.X million cards in 2012. Overall, the volume of cards across all categories is expected to grow at a CAGR of XX.XX%, rising from XX.X million in 2013 to XX.X million in 2017.

8 Company Profiles, Product and Marketing Strategies

8.1 Citibank Vietnam

Citibank Vietnam (Citibank) is a financial institution based in the US, with branches in Hanoi and Ho Chi Minh City, and a nationwide partnership network that covers all of Vietnam's XX provinces. The bank offers a range of banking services such as corporate banking, investment banking and transaction services, including trade, cash management, and securities services.

Citibank's business is organized into two major groups: the global consumer group and the institutional clients group.

Global consumer group

Citibank's global consumer group offers a range of financial services and products including transaction and savings accounts, foreign currency deposits, and its premium Citigold products. It provides 24/7 access to its banking services via the internet through Citibank Online, and by telephone through CitiPhone, a fully serviced phone banking system.

Institutional clients group

Through institutional group, the bank provides advisory services to clients such as companies, governments, and institutional investors in order to achieve their strategic objectives.

8.1.1 Strategies

The following table provides a snapshot of the Citibank Vietnam's card offerings and their target markets:

Figure 3: Citibank Vietnam Credit Cards Offered

Card Type	Card Name	Customer Segmentation
Credit Card	Citibank PremierMiles Card	Individual Customers
	Cash Back Card	Individual Customers
	ACE Life Credit Card	Individual Customers

Source: Company website and Timetric analysis

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8.2 HSBC Bank (Vietnam) Ltd.

HSBC Bank (Vietnam) Ltd (HSBC) is a subsidiary of HSBC Group, a banking and financial services organization with well-established businesses in Europe, Asia-Pacific, the Americas, the Middle East and Africa. As of July 2011, the bank's network included 16 outlets including one transaction centre, one branch and five transaction offices in Ho Chi Minh City, one branch, three transaction offices and one deposit office in Hanoi, and four branches in the Binh Duong, Can Tho, Da Nang and Dong Nai provinces.

HSBC offers a range of banking services including commercial banking, global banking, global payments and cash management, trade and supply chain management, securities services, retail banking and wealth management.

8.2.1 Strategies

The following table provides a snapshot of HSBC Bank's card offerings and their target markets:

Figure 4: HSBC Bank's Market Segmentation of Cards Offered

Card Type	Card Name	Customer Segmentation
Debit Card	Premier Platinum Debit Card	Individual Customers
	HSBC Debit Card	Individual Customers
Credit Card	Premier MasterCard Credit Card	Individual Customers
	HSBC Visa Platinum Credit Card	Individual Customers
	HSBC Gold Credit Card	Individual Customers
	HSBC Classic Credit Card	Individual Customers

Source: Company website and Timetric analysis

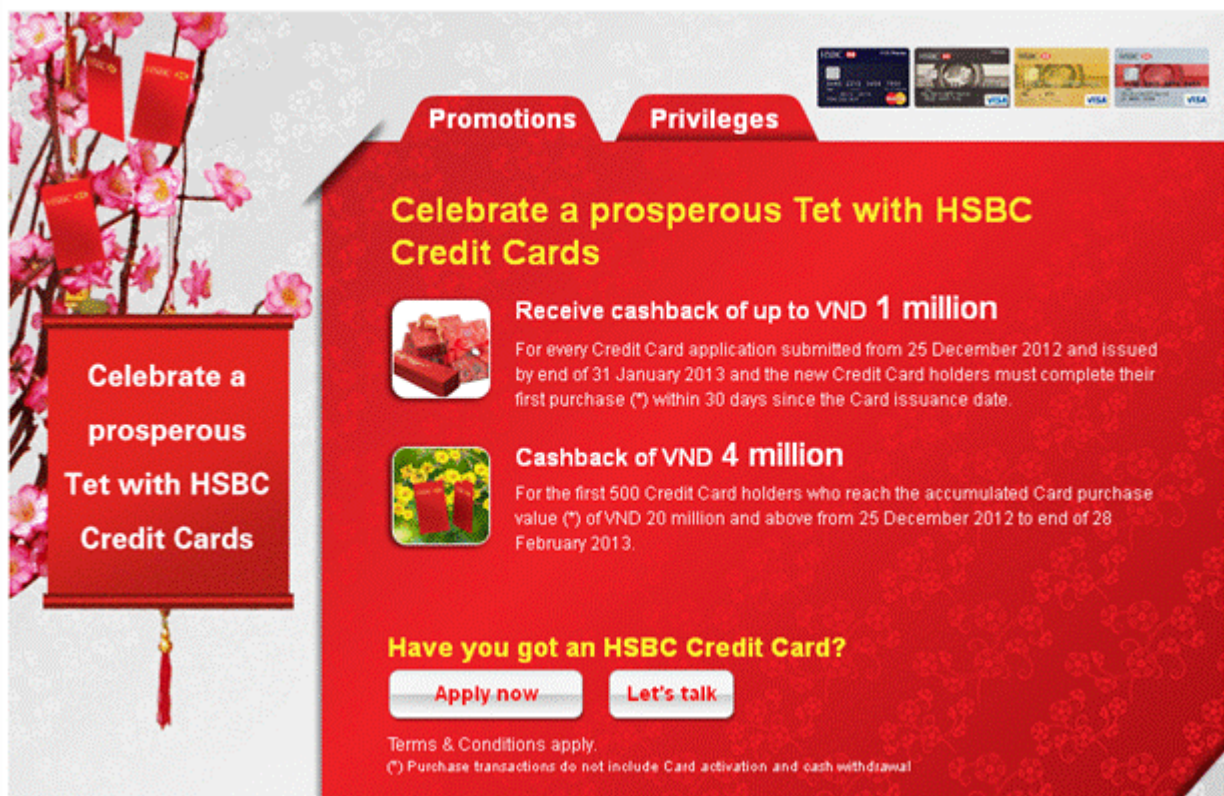
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Discounts and special offers

HSBC runs a privilege program for both its debit and credit card holders in order to increase the number of cards in circulation as well as their usage. Under this program, cardholders get various offers throughout the year when they shop, travel, and dine at participant restaurants in Vietnam and abroad. Cardholders are entitled for discounts at more than 400 merchants and 1,500 outlets in Vietnam, and over XX,XXX offers in XXX countries and territories around the world. The bank is also promoting its cards with cash back offers and privileges. For instance, the bank is offering cash back up to VNDX million (US\$XX) for every credit card application, which can be submitted between December 25, 2012 and January 31, 2013. The bank is also encouraging cardholders to increase the volume and value of transactions with cash back programs. For example, the bank is offering a cash back of up to VNDX million (US\$XXX) for the first XXX credit cardholders who reach the accumulated card purchase value of VNDXX million (US\$X,XXX) and above between December 25, 2012 and February 28, 2013.

Figure 5: Promotions and Privileges for Credit Cardholders by HSBC in Vietnam

Celebrate a prosperous Tet with HSBC Credit Cards



Promotions **Privileges**

Celebrate a prosperous Tet with HSBC Credit Cards

Receive cashback of up to VND 1 million
For every Credit Card application submitted from 25 December 2012 and issued by end of 31 January 2013 and the new Credit Card holders must complete their first purchase (*) within 30 days since the Card issuance date.

Cashback of VND 4 million
For the first 500 Credit Card holders who reach the accumulated Card purchase value (*) of VND 20 million and above from 25 December 2012 to end of 28 February 2013.

Have you got an HSBC Credit Card?

[Apply now](#) [Let's talk](#)

Terms & Conditions apply.
(*) Purchase transactions do not include Card activation and cash withdrawal

Source: Company website and Timetric analysis

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8.3 AgriBank

The Vietnam Bank for Agriculture and Rural Development (Agribank) was established in 1988 with an aim to promote rural and agricultural development in Vietnam. The bank offers a range of products and services such as savings accounts, card services, cross border payments and bancassurance to both individual customers and corporations. It also offers various products and services to aid agriculture, farmers and rural development. As of October 2011, the bank had nearly X,XXX branches and transaction offices across the country and one branch in the Cambodia. Agribank employs approximately XX,XXX people.

8.3.1 Strategies

The following table provides a snapshot of the AgriBank's card offerings and their target markets:

Figure 6: Cards Offered by AgriBank

Card Type	Card Name	Customer Segmentation
Debit Card	Success Debit Card	Individual Customers
	Visa/Master Classic Debit Card	Individual Customers
	Visa/Master Gold Debit Card	Individual Customers
Credit Card	Visa Classic Credit Card	Individual Customers
	Visa/Master Gold Credit Card	Individual Customers
	MasterCard Platinum Credit Card	Individual Customers

Source: Company website and Timetric analysis

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Attractive promotion programs to individual customers

AgriBank is offering attractive promotion programs for Visa cardholders at Citimart, a chain of super markets which provides a range of products including furniture, gold and silver jewelry, cosmetics, fashion, souvenirs, toys, electrical appliances, health care, entertainment and movie theaters, in Ho Chi Minh City, Hanoi, Binh Duong, Can Tho and Kien Giang in Vietnam. For each purchase worth of VNDXXX,XXX (US\$XX) made with a Visa card, cardholders receive a gift voucher worth VNDXX,XXX (US\$X.X).

Value added services

The bank provides international cardholders free accident insurance with an attractive insured amount. Both classic and gold credit cardholders are entitled to insurance coverage of up to VNDXX million (US\$XXX). Platinum credit cardholders are entitled for an insurance coverage of up to VNDXXX.X million (US\$X,XXX). The insurance coverage is applicable to both primary and supplementary cardholders.

9 Appendix

9.1 Methodology

All Timetric cards and payments reports are created by following a comprehensive, four-stage methodology. This includes market study, research, analysis and quality control.

1) Market Study

A. Standardization

- Definitions are specified using recognized industry classifications. The same definition is used for every country.
- Annual average currency exchange rates are used for the latest completed year. These are then applied across both the historical and forecast data to remove exchange rate fluctuations.

B. Internal audit

- Review of in-house databases to gather existing data:
 - Historic market databases and reports
 - Company database

C. Trend monitoring

- Review of the latest cards and payments companies, and industry trends

2) Research

A. Sources

- Collection of the latest market-specific data from a wide variety of industry sources:
 - Government statistics
 - Industry associations
 - Company filings
 - International organizations
 - Cards and payments regulatory agencies

B. Expert opinion

- Collation of opinion taken from leading cards and payments industry experts
- Analysis of third-party opinion and forecasts:
 - Broker reports
 - Media
 - Official government sources

C. Data consolidation and verification

- Consolidation of data and opinion to create historical datasets
- Creation of models to benchmark data across sectors and regions

3) Analysis

A. Market forecasts

- Feeding forecast data into market models:
 - Macroeconomic indicators
 - Industry-specific drivers
- Analysis of cards and payments industry database to identify trends:
 - Latest cards and payments trends
 - Key drivers of cards and payments industry

B. Report writing

- Analysis of market data
- Discussion of company and industry trends and issues
- Review of financial deals and cards, and payments trends

4) Quality Control

A. Templates

- Detailed process manuals
- Standardized report templates and accompanying style guides
- Complex forecasting tool used to ensure forecast methodologies are consistently applied
- Quality-control checklists

B. Quality control process

- Peer review
- Senior-level QC
- Random spot checks on data integrity
- Benchmark checks across databases
- Market data cross-checked for consistency with accumulated data from:
 - Company filings
 - Government sources.

9.2 Definitions

Table 1: Cards and Payments Key Definitions

Categories	Description
Gift cards	Gift cards are suitable for a variety of purposes such as at key religious festivals or on specific anniversaries including marriages and birthdays. The gift card can also be used by corporations as gifts to employees, vendors or clients.
Travel currency card	This card targets international travelers and are available in multiple currency.
Average Transaction Value	Average transaction value is the average value of transactions made through each card in a year.
Frequency of Use	Frequency of use represents the average number of transactions made using different cards in a given year.
Turnover Per Card	Turnover per card represents the value of transactions generated by various cards in a year.
Online Spending Through Mobile	It reflects the value of transaction made through mobile using various payment options.
Card Penetration (per '000)	Card penetration data represent the average number of various card types available per thousand populations.
Contactless Transactions	It reflects the total number of NFC enabled cards in circulation.
NFC-enabled Cards	It reflects the total number of NFC enabled cards in circulation.

Source: Timetric analysis

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9.3 Contact Us

If you have any queries about this report, or would like any further information, please contact info@timetric.com.

9.4 About Timetric

Timetric is an innovative, fast-growing economic and business research firm that provides critical intelligence on emerging economies and key global industries. Timetric provides detailed independent economic and sector research, business insights and authoritative, independent commentary, all delivered using sophisticated content delivery and data visualization technologies.

Timetric collects data through an extensive primary and secondary research network using robust methodologies and highly innovative data acquisition and storage technologies. Its highly qualified teams of economists and analysts draw on their collective industry experience to deliver analysis, comment, opinion and advice on the latest country and market trends and conditions. Timetric provides extensive data services and commentary to influential business media operations around the globe.

The Timetric product team is based in London, San Francisco, Hyderabad, Sydney and Singapore and consists of over 300 economists, analysts, journalists and researchers and a team of 40 software engineers.

9.4.1 Our Approach

All of Timetric's products and services are founded on three key principles:

High-Quality Data

All Timetric's services are grounded in high-quality data. It collects data in a number of innovative ways — including extensive business and consumer surveys conducted via its sophisticated market research technology, exclusive industry research programs and models, the systematic collection and curation of huge public data sets such as national statistics sites, regulatory filings and procurement databases, mining of business and government 'exhaust data', plus analysis of business and social media sentiment.

Combined, the Timetric data assets consist of well over 1 billion time series and tens of billions of data points, creating a powerful resource for its data models, forecasts and analysis.

Expert Analysis

Timetric's intelligence services are provided by in-house teams of economists, analysts and researchers, working to programs that are guided by global advisory boards of leading economists and industry advisors. Its analysts collectively have hundreds of years of research experience and pedigrees from leading institutions.

Timetric analysis draws on high-quality data sources, including proprietary panel and survey data, and is grounded in proprietary data analysis methodologies, analysis frameworks and forecasts.

Powerful Delivery and Visualization Tools

Timetric understands that its users want to spend more time analyzing information than finding it, hence created a highly intuitive and extremely responsive user interface that organizes data in subject-specific modules, coupled with powerful search and index technologies to enable data to be easily found, classified and cross-referenced. The Timetric interface is designed by specialized UI experts, and builds on a platform constructed specifically to enable fast, powerful access, visualizations and analytics of big data and content sets.

9.4.2 Services

Timetric offers a range of economic, industry and consulting services:

Economic Intelligence Services

Timetric leverages its extensive data assets, through the use of innovative technologies, in order to produce thought-provoking analytical content delivered in the form of economic briefing services. We also enable you to access the data components that power this analysis, so that you can understand further, dig deeper or create your own assessments.

Industry Intelligence

Our industry Intelligence Centers are premium web-based services that provide access to interactive tools, comprehensive research and expert analysis in key industry sectors. They provide invaluable decision support presented in an easily digestible format and grounded in deep research.

Consulting

Timetric specializes in the development and delivery of innovative research solutions that are designed to provide competitive advantage and profitability to our clients. Our cutting-edge research processes, ground-breaking technology and expert researchers and analysts can be leveraged to produce timely, cost-effective, insightful and actionable recommendations to support your growth strategy.

9.5 Disclaimer

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