PRESS RELEASE

MOBILE SHOPPING DRIVES IMPULSE BUYS

- *Smartphone uptake driving 'impulse purchases' according to a Europe-wide study of mobile money habits*
- *A quarter (25 per cent) of Europeans now use mobile banking and 42 per cent now shop via mobile*
- *Europeans moving away from physical cash*

The growth in smartphone usage is driving 'impulse purchases', according to a new Europe-wide study of mobile usage.

More than 139.5 million Europeans now regularly shop via mobile phone, with 42 per cent of these saying that they regularly buy 'on impulse', compared to just 25 per cent of non-mobile adopters. Clothing tops mobile shoppers' hit list, accounting for 23 per cent of items purchased, closely followed by electronics (21 per cent), games (12 per cent), holidays (11 per cent), music (11 per cent) and groceries (11 per cent).

British consumers have the greatest appetite for impulse buying, although other countries have been quicker to embrace mobile technology, according to the study from global financial group ING.

The Netherlands is Europe's most advanced nation when it comes to mobile banking, with almost half (47 per cent) banking on their smartphone, compared to almost a third (31 per cent) of Britons and fewer than one in five (17 per cent) in France (see fig 1 below).

The growing enthusiasm for mobile money management is also contributing to a move away from physical cash across Europe, according to the study *Financial Empowerment in the Digital Age*[1].

More people are using alternatives to cash to make purchases with nearly half (49 per cent) of Europeans saying they use physical cash less often then they did 12 months ago and 40 per cent claiming they rarely use it. The trend looks set to continue with almost half (45 per cent) of consumers predicting that they will use less cash in the next 12 months as Europeans move towards a more cashless society.

What's more, mobile banking is also encouraging better financial planning skills – with almost a third (30 per cent) of mobile bankers believing it's improved their money management. Meanwhile almost a quarter (23 per cent) claim to have never missed a payment since using mobile banking and 15 per cent believe it's directly helped them save money through avoiding overdraft charges and late payment fees.

ING Senior Economist Ian Bright commented: *"Technology is changing the way that people bank and manage money. Mobile banking is becoming more common across Europe and more people are prepared to pay for things using cashless methods.*

"In terms of long-term economic trends, the growth of smartphone use and acceptance of technology is likely to hasten the growth of cashless payments. It is possible that more retailers or venues many not accept cash in the next decade."

Ends

For further information, including a full copy of the ING International Survey "Financial Empowerment in the Digital Age" please contact:

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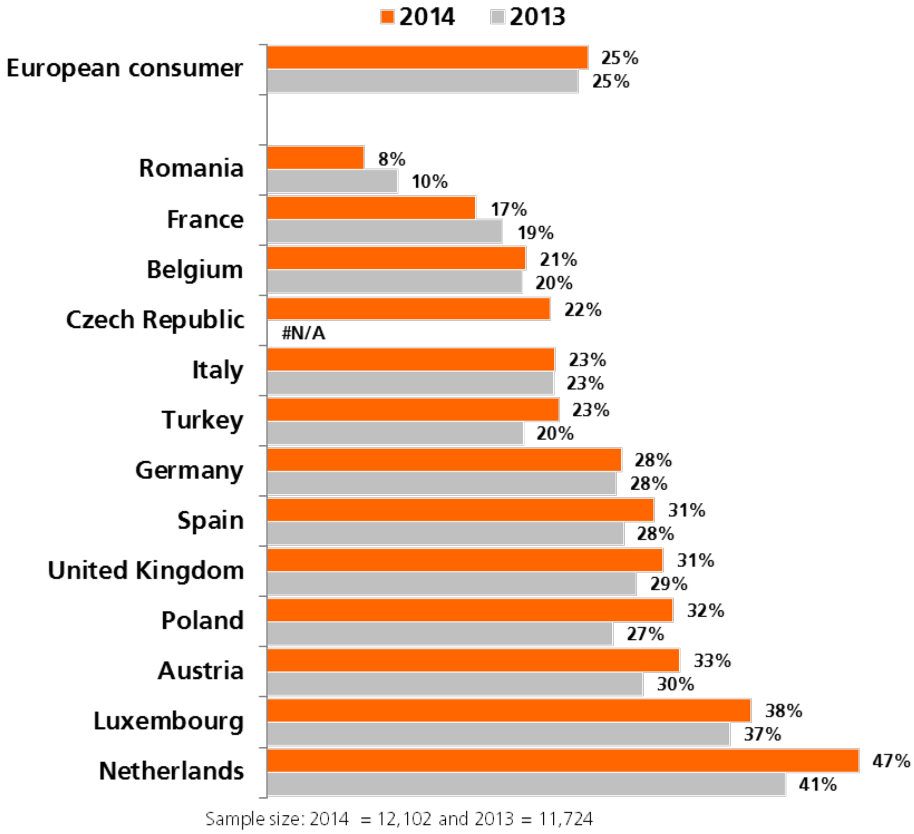
Fig 1

Q: Do you use mobile banking? **Chart shows all who answered 'yes' multiplied by mobile penetration**



Notes to editors

For more about how money affects our everyday lives, visit www.ezonomics.com.

[1] *Financial Empowerment in the Digital Age* conducted by Ipsos surveyed 12,403 people using internet-based polling. The 13 countries surveyed were Austria, Belgium, Czech Republic, France, Germany, Italy, Luxembourg, the Netherlands, Poland, Romania, Spain, Turkey, the United Kingdom.

About ING Group

ING is a global financial institution of Dutch origin, offering banking, investments, life insurance and retirement services.

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