BIOMETRICS IN MOBILE

BIOMETRICS HAS ACHIEVED **HUGE SUCCESS IN MOBILE**

Fingerprint has replaced PINs and passwords as the most popular way to authenticate on mobile.

>70% of smartphones shipped have biometrics

82% of consumers that have access to biometrics on their smartphone use it

**TOP DRIVERS FOR FINGERPRINT**

| EASE OF USE | 46% |
| SECURITY | 44% |
| SPEED | 28% |
| COOL | 24% |

“**PASSWORDS ARE TIME CONSUMING. ALSO NOW THERE ARE SO MANY PASSWORDS THAT YOU EASILY GET CONFUSED**”
- Consumer, China

**TOP 5**

Future usage, beyond mobile, in the minds of the consumers

1. Bank card
2. PC
3. Car
4. Home entrance
5. Register work time

**FINGERPRINT PIN**

CHINA LEADING THE WAY

Use biometrics on the smartphone, when available

GLOBAL

| CHINA | 86% |
| USA | 77% |
| UK | 78% |

WILLING TO PAY EXTRA TO HAVE BIOMETRICS ON THEIR PHONE

64%

**FINGERPRINT IS NOW **more used than PIN when available on the smartphone**

**CONSUMERS PERCEPTION**

High security

Low security

High convenience

Low convenience

**USER PROFILE**

Living areas

Urban 75%

Rural 5%

Suburban 20%

**Gender**

Female 46%

Male 54%

**Age**

18-34 52%

35-54 40%

55-65 8%

**UTILIZED FOR**

Unlock phone

Mobile payments

Access & protect apps

**CONSUMERS PERCEPTION**

<table>
<thead>
<tr>
<th>Iris</th>
<th>Face</th>
<th>Voice</th>
<th>Signature</th>
<th>Vein</th>
</tr>
</thead>
<tbody>
<tr>
<td>High security</td>
<td>Low security</td>
<td>High convenience</td>
<td>Low convenience</td>
<td></td>
</tr>
</tbody>
</table>

**CHINA**

Would prefer **DUAL BIOMETRICS** for increased security

82%

71%

FINGERPRINT

PIN

**SOURCE**

Fingerprints™ in collaboration with Kantar TNS. Base: 4,000 online consumers in China, India, UK, USA.