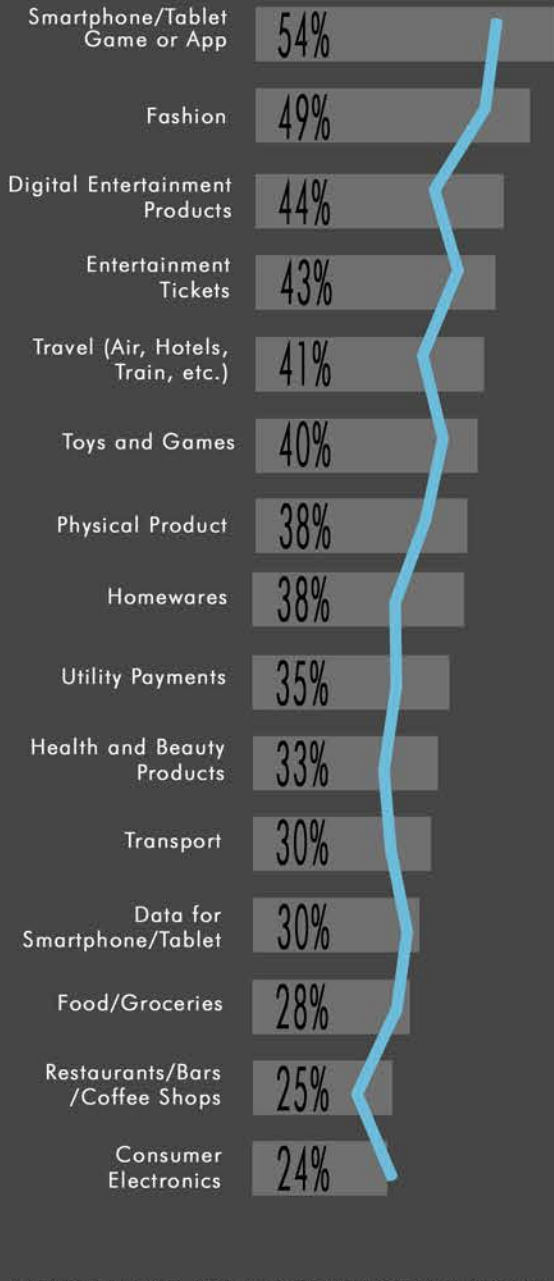


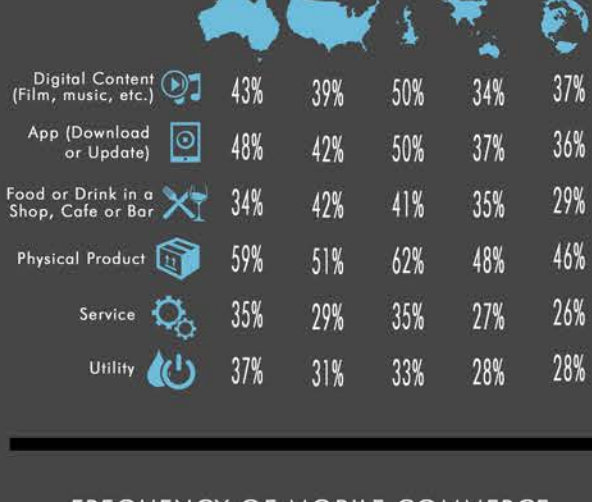
# MOBILE COMMERCE IN AUSTRALIA AND THE WORLD



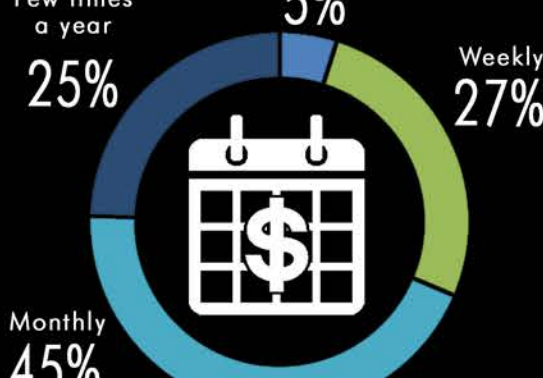
## WHAT AUSTRALIANS ARE PURCHASING ON SMARTPHONES AND TABLETS



## AUSTRALIANS ARE MORE LIKELY TO SPEND ACROSS THE MAJOR CATEGORIES



## FREQUENCY OF MOBILE COMMERCE ACTIVITY IN AUSTRALIA

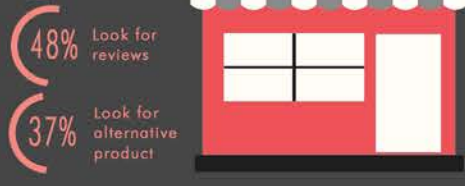


Although 60% have been using MCommerce for more than a year, 29% started in the last year

## THE AUSTRALIAN CONSUMER JOURNEY



## WHAT AUSTRALIANS DO IN-STORE?



## AUSTRALIAN SATISFACTION WITH MOBILE COMMERCE

79%

OF MOBILE COMMERCE CONSUMERS ARE SATISFIED WITH THEIR EXPERIENCES

### WHY?

59% It was convenient

51% To save time

36% To get the best price possible /save money

29% Couldn't find it in the store

26% Didn't want to wait

26% For entertainment

21% Safer than carrying cash

13% Only way to buy online

13% Advertising prompted me

69%

HAVE SOME SECURITY CONCERNS

BUT LESS THAN 1/3 HAVE SERIOUS CONCERNS