



# A dynamic security code will change the way the world thinks about paying online

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# PAYMENT

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According to the latest global study, led independently by “Data 2 decisions” (Dentsu Aegis Network), one of our latest innovations MOTION CODE is set to change the way we shop online. They surveyed 2,100 people in 8 countries and received an overwhelmingly positive response to our MOTION CODE technology. This innovation replaces the static 3-digit security code usually printed on the back of a card, with a mini e-paper screen that displays a dynamic code that automatically refreshes typically every hour.

In our I-want-it-now society, we've grown accustomed to getting products and services delivered to us faster and from farther than ever before – all thanks to the Internet. Today, as e-commerce continues to grow worldwide, experts predict that the share of global online retail sales will increase from just above 10% in 2018 to just below 20% by 2023<sup>1</sup>. This boom is driven largely by the shift in individual shopping habits.

## While the clear majority shop often online, fraud still raised red flags for many

This survey revealed that 62% of respondents shop online more than five times a month with Spain (63%), the U.K. (64%) and the U.S. (64%) leading the pack. Young people (ages 18-34) represent another very active online demographic, with 52% making at least 10-14 online purchases monthly – compared to just 15% of respondents aged 55 and older. Regardless of age, one common denominator in online habits emerged: card is king. 73% of consumers worldwide use their cards when paying online.

Despite the massive increase in online shopping, 44% feel really concerned about fraud when buying online. On a scale of 1-10, the average level of concern was 6.9. While the study showed minimal difference between age groups, we can see a difference between various countries – with Brazilians being more worried than Germans. Unfortunately, this fear is not unfounded. 27% of global respondents have already been victims of online fraud.

But the global economy need not worry about a downturn in online purchases. Our study also showed that an impressive 79% of respondents would use their card more often for online purchases if their **payment card** had additional security features. IDEMIA's answer to this market demand? **MOTION CODE**.

Our innovation replaces the static 3-digit code on the back of payment cards that secures most standard Card-Not-Present (CNP) transactions with a mini screen displaying a code that refreshes every hour or every day. Totally transparent for the e-merchant and customer alike, this technology renders stolen card information useless after a very

short period, further securing online transactions.



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## A very positive global response to IDEMIA's MOTION CODE technology

93% described it as innovative, 89% found it easy to use and 88% felt it would protect them against online fraud risks. Notably, respondents in Brazil, the U.K. and Italy were the most keen on the technology with percentages in the high 80s-90s for each perceived benefit. In short, our survey confirmed that the market is primed for MOTION CODE technology. An astounding 88% said they would use a **MOTION CODE card** if offered by their bank – with numbers from the youngest respondents coming in even higher at 91%. Moreover, 83% would be even more likely to use a **MOTION CODE** card than a standard card with a printed, static security code (a 5-point jump from 2015 findings). Once again, consumers in Brazil, the U.S. and Italy were the most enthusiastic about this technology with 93% in Brazil, 79% in the U.S. and 90% in Italy preferring **MOTION CODE**. Most respondents (57%) also said they would be willing to pay for this added protection.

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<sup>1</sup> Source: Edgar, Dunn & Company, "Advanced payments report", 2018

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