

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

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 in 2019. 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.

1 While most respondents frequently shop online, fraud still raises red flags for many



44%
FEEL REALLY CONCERNED ABOUT FRAUD WHEN SHOPPING ONLINE

79%
WOULD USE A CARD MORE FREQUENTLY ONLINE IF IT HAD ADDITIONAL SECURITY FEATURES TO PREVENT FRAUD

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Around the world, survey participants responded very positively to IDEMIA's MOTION CODE innovation

62%
PURCHASE ONLINE PRODUCTS OR SERVICES AT LEAST FIVE TIMES PER MONTH

93%
DESCRIBED IT AS INNOVATIVE (+ 3 pts vs. previous survey)

88%
FELT IT WOULD PROTECT THEM AGAINST ONLINE FRAUD ISSUES (+ 2 pts vs. previous survey)

89%
FOUND IT EASY TO USE (+ 1 pt vs. previous survey)

...particularly in Australia, the U.K. and Spain

	AUSTRALIA	U.K.	SPAIN
INNOVATIVE	93%	90%	95%
EASY TO USE	90%	85%	89%
PROTECT THEM AGAINST ONLINE FRAUD ISSUES	86%	85%	91%

3

The market is primed for MOTION CODE technology

88%
WOULD USE A MOTION CODE CARD IF OFFERED BY THEIR BANK (and 91% among the youngest respondents)

83%
WOULD BE EVEN MORE LIKELY TO USE A MOTION CODE WITH A PRINTED, STATIC CVV/CVC (+5pts vs. previous survey)

...especially in Italy, Brazil and the U.S.

ITALY	90%
BRAZIL	93%
U.S.	79%

And they are willing to pay for this protection

57%
OF RESPONDENTS WOULD PAY FOR THIS TECHNOLOGY

Once again, Brazil and Italy lead the pack when it comes to willingness to pay for a MOTION CODE card.