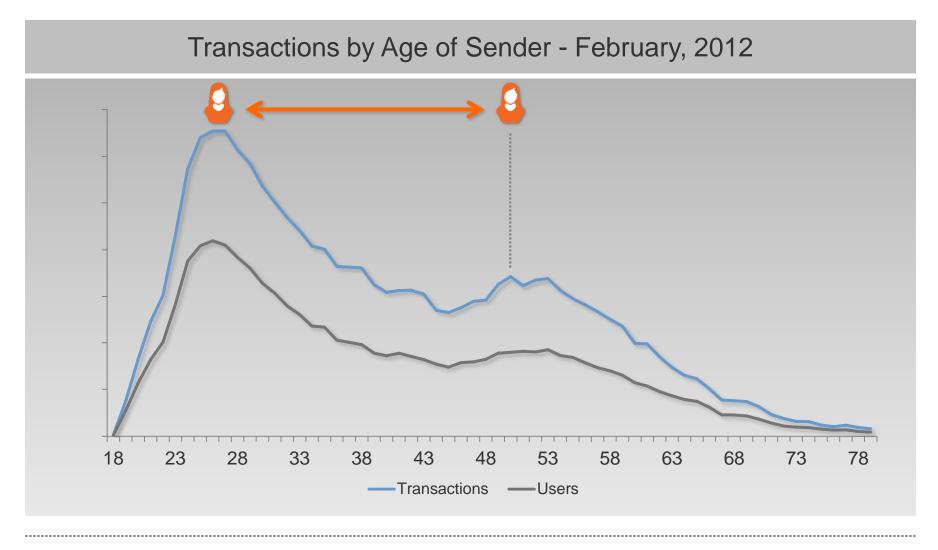
# P2P Users – Who, What and Why

| ſ |             |  |
|---|-------------|--|
|   | <b>Serv</b> |  |
|   |             |  |



# Who is using Popmoney?

## Gen Y Loves Popmoney. As Do Harried Parents.





# Popmoney Users Tend to be Young, but Not All

### The "sweet spot" is age 23 to 33

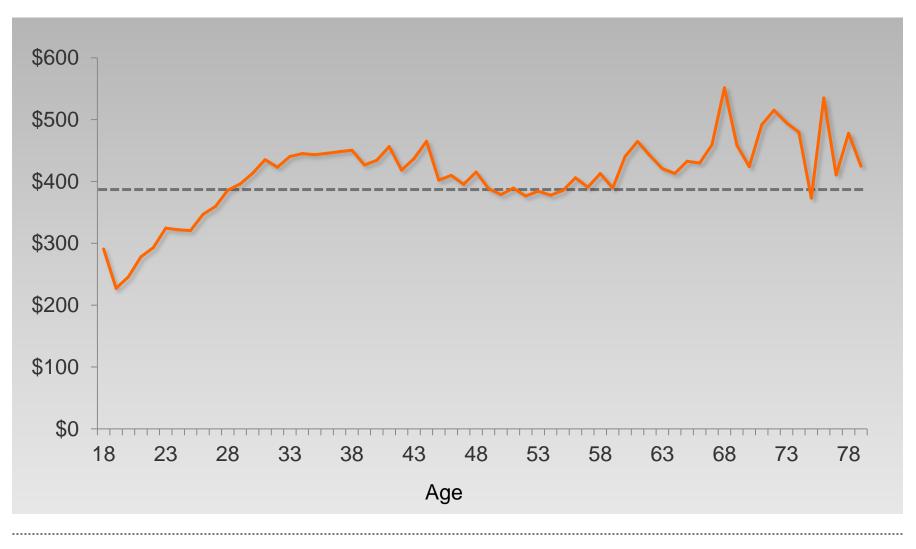
- Young college graduates with jobs and disposable income
- Many (most?) have roommates
- Young couples who are not co-mingling funds

#### The other concentration is age 44 to 54

- Busy parents with complicated lives (tutors, kids' sports teams, family travel, etc.)
- Ample evidence of inter-generational family transactions



# Average Payment is \$389, but Varies by Age

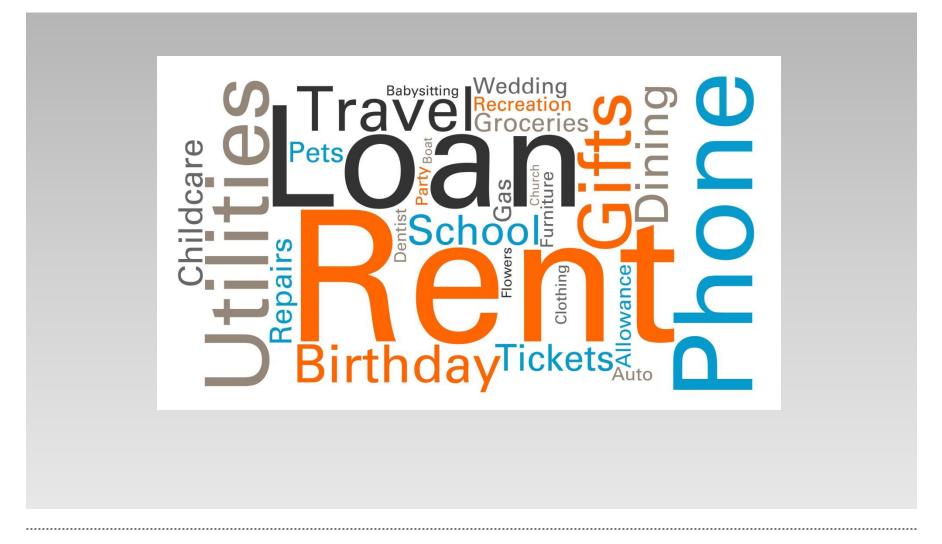






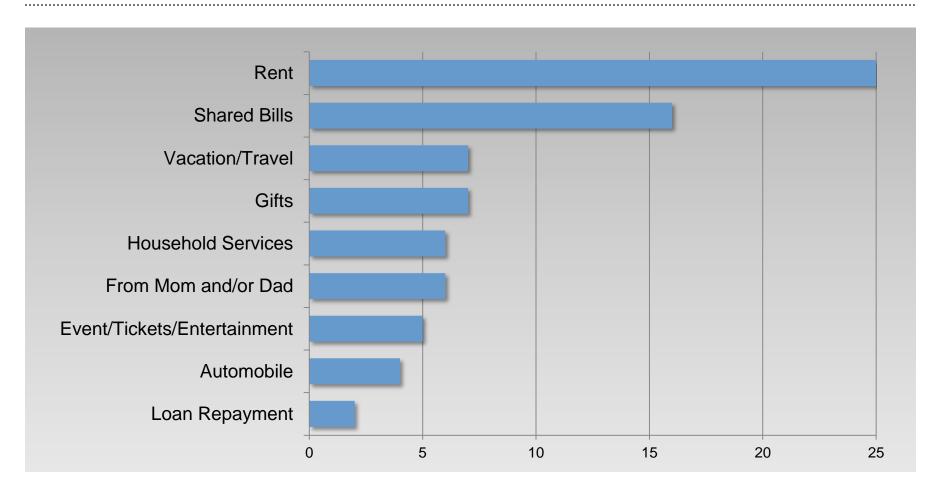
# For what are people using Popmoney?

## Primary Uses – More Than Just Splitting Dinner Bills





# Deeper Dive on Today's Top Categories



Wide variety of use cases appealing to range of customer segments



# High Level Take Aways

- Today "formal" use cases outweigh "casual" uses
- We do see monthly and seasonal variations in specific use cases (e.g., gifts, education, etc.)
- We expect specific categories and casual uses to expand with broadening adoption and additional features
- Payments involve exchange of personal information

# Rent is #1 - But There are Various Dimensions

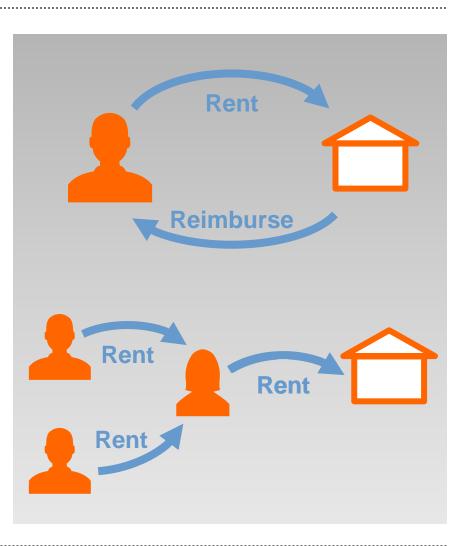
Rent paid to private landlord

Roommates reimbursing each other for shared rent

Landlords using it too

 Reimbursing security deposits for LT & vacation rentals

Transactions often split





# Shared Bills are Currently #2

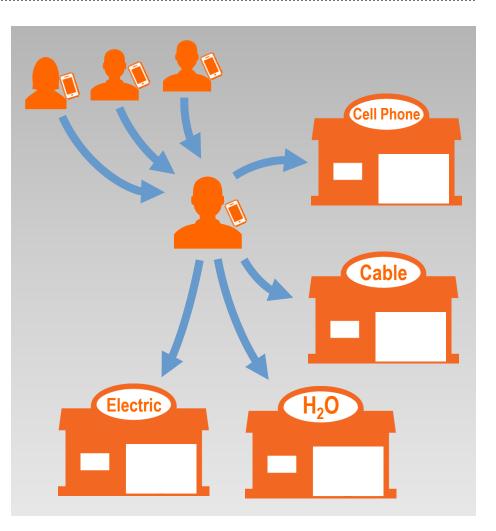
#### Mobile phone bills most popular

- Arbitraging the family plan
- Kids  $\rightarrow$  parents
- Between couples
- Perhaps roommates/friends

Roommates clearing monthly household expenses

Couples sharing household costs

Often fully itemized





# Vacation and Travel

Formal, higher-value payments made by families, friends vacationing together

 "Thanks to you and GP for setting up and fronting all the money for the boat, and letting us stay at Karen's house for the weekend. We had a lot of fun. Mosoltov!"

Casual, lower-value payments for daytrips and events

• "For Whitewater rafting" (\$100)









Predictable set of events trigger gift giving

· Holidays, Birthdays, Weddings, Graduations, Back-to-School

Shared gifts are a major sub-category

- Relatives sharing gift purchases for family members
- Probably some geographic dispersion involved
- Same triggers as above
- Evidence of collecting for group gifts (team coach gift)





# Household Services

"Formal" repetitive payments paid to small businesses

- Childcare, Gardener, Cleaning, Lessons/Tutoring
- "Here is our pre-payment for five cleanings in August."

Childcare overlaps with Alimony-related payments

· Divorced spouse reimbursements for daycare

Casual service payments for baby or pet sitting

 "Here is the deposit for 9.5 hrs of babysitting this week. Thanks again for your flexibility while I got my project finished – you are a lifesaver! :)" (\$95 for 9.5 hours)

