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**Global Banking Prices Continue to Decline  
with Average Price of Banking Services at €70.3**

*World Retail Banking Report 2009 shows Internet active users pay  
34% less than Branch active users*

Milan and Paris, March 24, 2009 – 6 pm CET – In 2008, the average price for active users of banking services has decreased by 2% to €70.3 globally, with price levels ranging from €54.3 in Asia-Pacific to €76.6 in Europe Non-Eurozone. However this global stability hides price variations between countries and regions. These are among the key findings from the sixth annual World Retail Banking Report\* released today by Capgemini, UniCredit and the European financial management and marketing association (Efma).

**Globally, average prices declined**

Overall, prices decreased slightly in most regions, down 1.4% in North America, 2.3% in Asia-Pacific, and 6.1% in the European Eurozone (due to drastic declines in Ireland, down 33.3%, where packages were introduced, and in Spain, down 7.2%). In Europe Non-Eurozone, prices increased by 1.6% for local active users. Across all regions, payments continued to represent the largest part of the fee structure, but the spectrum varied from a high of 66% in North America to a low of 47% in Asia-Pacific.

**The Internet active user paid €31 less than the Branch active user**

Most of the countries surveyed in the report have now pricing strategies in which Internet services are less expensive than branch services. Certain Nordic countries established extremely attractive prices for online services to move clients towards the Internet whenever products were available. Frequencies of use indicate that this pricing strategy directly influences customer behavior.

**Single Euro Payments Area (SEPA) continues to drive down prices in Europe Eurozone**

The expectation was that SEPA's standardized payments structure across the Eurozone would lead to tougher competition and lower prices—the price of payment means decreased annually by 3.6% in Europe Eurozone since 2006 and from €60.9 to €57 this year, while it remained relatively stable (down 0.7€) in the rest of the world.

## **Prices expected to decrease for the next five years**

Revenues are expected to decrease in the short-term, so successful banks will bear in mind that core banking activities are the backbone of their relationship with clients. Prices saw a 2% drop from last year, and a 1.2% annual decline from 2005, and because of the development of low-cost remote banks, clear pricing encouraged by regulators and associations, the impact of the Internet and geographic price convergence, this decrease may continue. Banks will therefore need to create value for customers in new ways by extending the scope of their services to non-financial products and they will also have to strengthen the added value they bring to clients by personalizing their customer approach and developing their advisory capabilities.

## **About The World Retail Banking Report 2009**

The financial and real estate crisis impact on retail banking business models is forcing banks to re-evaluate their mortgage profitability models. The World Retail Banking Report 2009, from Capgemini, UniCredit and Efma, analyzes the crisis impact on mortgages with an extensive market survey, 54 banking interviews and an in-depth mortgage profitability analysis. The results cover past mortgage activities and strategies, structural market changes, challenges facing the mortgage sector, and key solutions banks will need to succeed during this significant crossroad in 2009, and beyond. The report also provides retail banking pricing analyses for Europe, North America, and Asia-Pacific, based on data from 203 banks in 26 countries. Featuring new usage profiles on branch vs. Internet users, the report analyzes the impact the Internet is now having on customers' consumption patterns and retail banks' pricing strategies.

To download the report, visit <http://www.capgemini.com/wrbr09>

## **About Capgemini**

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience. The Group relies on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2008 global revenues of EUR 8.7 billion and employs over 92,000 people worldwide.

**Capgemini's Financial Services Global Business Unit** (FS GBU) brings deep industry experience, enhanced service offerings and next generation global delivery to serve the financial services industry. With a network of 15,000 professionals serving over 900 clients worldwide, the FS GBU collaborates with leading companies in banking, insurance, and capital markets to create tangible value.

For more information please visit [www.capgemini.com/financialservices](http://www.capgemini.com/financialservices).

## **About UniCredit**

With total assets more than €1,000 billion, ranking among the top financial groups in Europe, UniCredit has a presence in 22 countries, with over 40 million clients and more 10,000 branches, approximately 177,000 employees at 30 September 2008.

In the CEE region, UniCredit operates the largest international banking network with over 3,400 branches and outlets. The Group operates in the following countries: Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Kazakhstan, Kyrgyzstan, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey and Ukraine.

For more information: [www.unicreditgroup.eu](http://www.unicreditgroup.eu)

## **About Efma**

Efma promotes innovation in retail finance in Europe by fostering debate and discussion among the main players involved in change. Formed in 1971, Efma comprises 2,450 different brands in financial services worldwide today, including 80% of the largest European banking groups.

Through regular events, publications, and its comprehensive website, the association provides retail financial service professionals with answers to their questions about the main issues at stake in their business: multiple distribution strategies, customer approach, CRM, product and service marketing and improving profitability.

Efma is above all a dynamic association, providing a great opportunity for discussion and exchanges without any commercial constraints. It provides its members with a wide range of exclusive services as well as discount rates on non-gratuitous activities. The loyalty of its members as well as their permanent financial support are the best proof of its efficiency.

For more information, visit [www.efma.com](http://www.efma.com).

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