

# Drive a convenient & mobile-centric experience to your customers with Thales Digital First

Why wait for your card to be produced, shipped and activated?  
Digital First by Thales is about having a digital card ready to use instantly.

## — People want their entire banking world to fit in the palm of their hand —



**88%**

People use their smartphones to consume Banking and Payment services\*



**74%**

of all customers say the experience a company provides is as important as its products/services\*



**88%**

of users want to be able to control their payment cards settings via their banking app\*

## — ... to consume more services, seamlessly and effortlessly —



### Slash down the time

for customers to access and use their banking and payment services

## — With real time digital issuance your card becomes top of wallet —

**32%** higher usage within the first **30 days** which results in

**+10**

more transactions with cards issued instantaneously



## — Accompanying the surge of ecommerce transactions with real time issuance of virtual cards & tokens —



**+35.2%**

eCommerce growth in one month (January 2021) in the UK

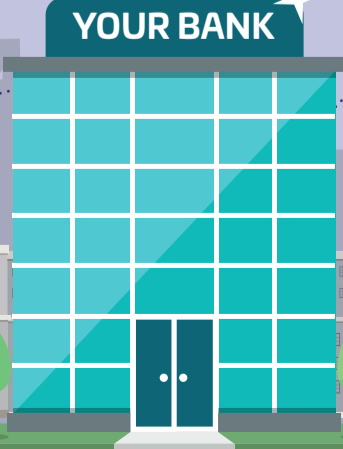
From **1.6T\$** in 2021 to **6.8T\$** in 2026

global spendings using virtual cards for online shopping

## — Why Thales —

### Reinventing card issuance

Launch modern card programs **in record time** & offer your customers the best mobile experience



Designed for **issuers & issuing processors** who want to launch their **"Digital First, Physical Later"** and **"Digital only"** card programs.

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