VISA

DUBAI ECONOMY

2019 Insights:
Digital payments in the UAE

A "Stay Secure" campaign infographic on consumer experiences, attitudes and behaviors
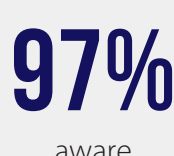
UAE's most preferred payment methods

Security:

| 84% | 16% |

Convenience:

| 93% | 7% |

Card   Cash

Innovative payment technologies

There is a high awareness to usage rate for:

Contactless card:

| **97%** aware | **80%** own | **72%** use |

Digital wallet:

| **95%** aware | **83%** own | **81%** use |
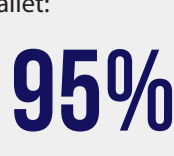
81% claim to have started making more digital payments while making face-to-face purchases in the past two years
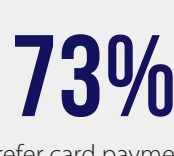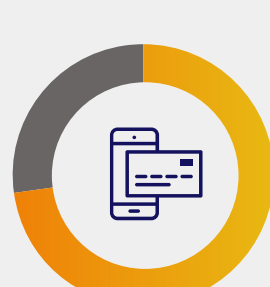
93% claim to have done at least one online transaction in the past one month

92% of those customers preferring Cash-on-Delivery would pay by card if a mobile Point-of-Sale machine was available upon delivery

When deciding on preferred payment methods when shopping online:

73% prefer card payments over cash

87% have started making more card payments online over the past two years

Top 4 drivers for paying by card when shopping

Online:

| **73%** Safe / secure | **58%** Helps manage budget |
| **52%** No need to carry cash | **52%** Offers rewards |

In-store:

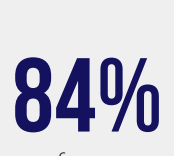| **75%** Perception of security | **69%** Practicality & convenience |
| **66%** Helps manage budget | **60%** Acceptance at most stores |

When it comes to trust, there's a general sense of security in using these technologies amongst respondents:
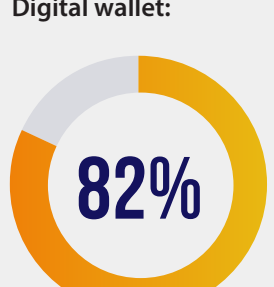
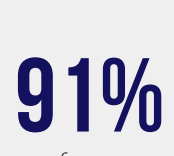**Contactless card:**

75% Overall trust based on awareness

84% of users trust it while

49% of non-users perceive it to be reliable and safe to use
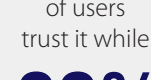
Digital wallet:

82% Overall trust based on awareness

91% of users trust it while

29% of non-users perceive it to be reliable and safe to use

What triggers the lack of consumer trust in contactless cards

| **50%** Card details could be misused | **38%** Still a new technology / new payment method | **30%** Don't know about security in place at merchants |

… in digital wallets

| **36%** Card details could be misused | **32%** Don't trust mobile phone to be secure enough | **28%** Not comfortable sharing info with digital wallet providers |

How online merchants can build consumer trust in digital payments

63% Display trust badges on websites (ex: lock icon on browser and payment provider logos)

61% Provide strong customer service

49% Display customer reviews

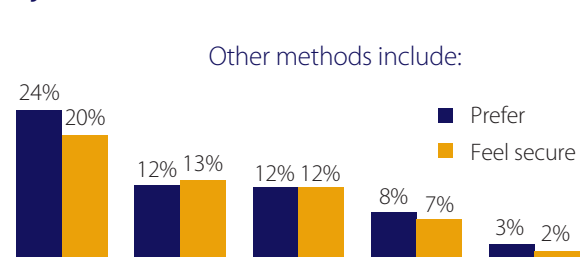### Preferred authentication methods for online payments

One-time passwords:

42% prefer   **44%** most secure

Other methods include:

Prefer / Feel secure

Fingerprint scanning	Iris scanning	Captcha	Facial recognition	Voice recognition
24% / 20%	12% / 13%	12% / 12%	8% / 7%	3% / 2%

What do in-store merchants have to say?*

63% of small retailers claim an increase in footfall when adopting digital payment options

68% claim an increase in store revenues

83% of those who have acquired a Point-of-Sale terminal recommend that other businesses do the same

Worries regarding cash include*:

| **33%** employees can steal money | **32%** possibility of errors in giving back change | **31%** difficult accounting | **29%** lack of control over cash flow |

Protect yourself from payments-related fraud with these simple steps

1. Activate Verified by Visa with your bank
2. Avoid using public WiFi to shop – choose a strong, secure mobile data connection
3. Look for the "s" after "http" in the website address to confirm that a site is secure
4. Make sure you are using the latest software updates on your mobile device and enable biometrics as an additional authentication step on your phone.
5. Log out whenever you leave a website, especially if using a public computer
6. Never share your personal account information on social media, over email, phone or chat
7. Only open emails, attachments, and links from people you know