



CANADIAN MILLENNIALS

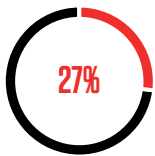
THE IMPORTANCE OF EXPERIENCE

CAPCO

CANADIAN MILLENIALS

UNDERSTANDING MILLENIALS

Millenials who are they?



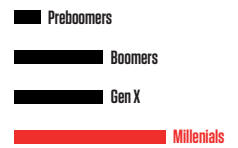
27% of Canadian population (1980 - 2000)



In income.
21% of all income earned in Canada

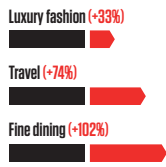


75% of labour force in 15 years



Highest part-time work of all generations - 17%

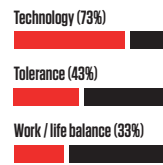
Experience is the most important factor for Millenials



Big spenders on experience (% YoY increase)



62% would be more loyal if the brand engaged with them on social media



What millenials feel makes them different from their parents



Top brands in 2015:
1. Apple
2. Google
3. Microsoft

Millenials are technologically driven in every aspect of their lives



60% own a smartphone, and check it 110 times a day



have a social profile and 65% update daily



48% watch videos on their cellphone (3x baby boomers) and 20% browse the web

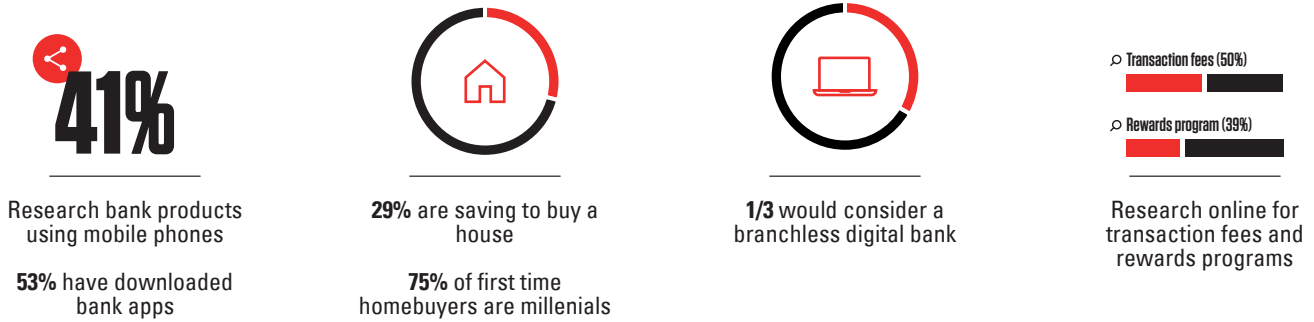


have bought online

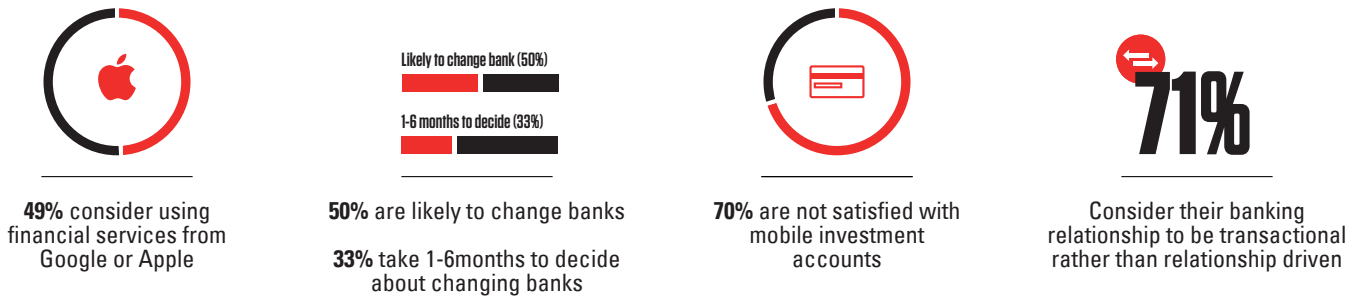
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THE IMPORTANCE OF EXPERIENCES AND TECHNOLOGICAL INNOVATION

Millennials' life experiences and desire for technological innovation shape their banking preferences



Canadian banks are not capitalizing on this



Canadian Banks have an opportunity to build a strong relationship with millennials by improving the banking experience through re-branding, technological innovation and connecting to the lifestyle of millennials

AUTHORS

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ABOUT CAPCO

Capco, an FIS™ company, is a global management consultancy with a focus in financial services including banking and payments, capital markets, and wealth and asset management, plus a dedicated energy division. Our professionals combine innovative thinking with our unrivalled first-hand industry knowledge to offer our clients consulting expertise, complex technology and package integration, and managed services to move their organizations forward. Through our collaborative and efficient approach, we help our clients successfully, innovate, increase revenue, manage risk and regulatory change, reduce costs and enhance control. We serve our clients from offices in leading business centers across North America, Europe, Asia Pacific and Africa.

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