

# BAWAG P.S.K.: AUSTRIANS PAY 107 TIMES A YEAR ON AVERAGE WITH AN ACCOUNT CARD

- ▶ **BAWAG P.S.K. customers: Number of account card transactions increased by 60% in two years**
- ▶ **With age, the frequency of account card payments decreases, but the amount increases**
- ▶ **"Cashless" is more popular with women: they pay more often and higher amounts cashlessly**

**VIENNA, 19 November 2019** – Austrian consumers are increasingly accepting cashless payment: On average, Austrians pay 107 times a year with an account card – 40 times more than two years ago. This is proven by an analysis of all cashless payment transactions at POS terminals of BAWAG P.S.K. customers in the period from June 2018 to May 2019\*. The analysis includes cashless payments in local supermarkets as well as card payments in shops and restaurants or cafés. The average amount is € 36. Especially at weekends, we like to use the so-called "plastic money": More than a third of cashless payment transactions at the POS – such as shopping or restaurant visits – take place on Fridays (17%) and Saturdays (18%). In comparison, Sunday is the weakest day of the week with 5% of transactions.

Card payments are particularly booming in the late mornings and at lunchtime, as 42% of payment transactions take place between 10 a.m. and 1 p.m. Between 11 a.m. and 12 noon, is the peak phase of cashless payment transactions (18%). Between 10 a.m. and 11 a.m. the highest amounts are also paid by account card with an average of 39 €.

## **Under 40-year-olds and women rely on paying with account cards**

The BAWAG P.S.K. analysis also shows gender- and age-specific differences in POS payment behaviour. The older the customer, the less often he or she uses an account card: Austrians between the ages of 20 and 40 are the most active card payers with 140 transactions per year. 40- to 50-year-olds use account cards 123 times a year, 50- to 60-year-olds use them 92 times. Bank customers aged 60 to 70 are the least likely to use an account card (67 times a year). However, the analysis also shows that although the frequency of card transactions decreases with age, the amount paid increases: While 20- to 30-year-olds pay an average of € 25 with card, the amount of 40- to 50-year-olds is € 39.

In addition to age, there are also gender-specific differences: with 114 transactions per year, women use account cards more often than men, who pay 101 times cashless. In contrast, men pay smaller amounts without cash: 33% of electronic payments are less than €10 for men and 25% for women. Men are also more "nocturnal" than women: They make 16% of their cashless transactions at the POS between 6 p.m. and 9 a.m., with women this percentage is slightly lower (13%).

## **BAWAG P.S.K. klar: More independent card management online**

*"In recent years, local restaurants, bars and retailers have upgraded their payment terminals offers. Paying with a card has become part of everyday Austrian life, as we can see from the strong increase in transaction volume," says **Markus Gremmel**, Head of Marketing & Product Management at BAWAG P.S.K. Thus, the functionalities of the new BAWAG P.S.K. klar app were adapted to this, as **Gremmel** explains: "It was important for us to give our customers the opportunity to manage their cards independently and easily online. We implemented these features in "BAWAG P.S.K. klar": Users can increase the account limit with just a few clicks, they can deactivate GeoControl or block their account or credit card in the event of loss. If they find the card again, they can simply unlock it again in the app."*

\* POS: Point of Sale. Payments at the POS terminal with credit card were not included in the analysis.

### About BAWAG Group

BAWAG Group AG is the listed holding company of BAWAG P.S.K., which is headquartered in Vienna, Austria, with the main subsidiaries easybank, easyleasing and start:bausparkasse in Austria, Südwestbank, BFL Leasing GmbH, Health Coevo AG and start:bausparkasse in Germany as well as Zahnärztekasse AG in Switzerland. With 2.5 million customers, BAWAG P.S.K. is one of Austria's largest banks operating under a well-recognized national brand and applies a low-risk, efficient, simple and transparent business model focused on Austria, Germany and developed markets. The Bank serves retail, small business and corporate customers offering comprehensive savings, payment, lending, leasing, investment, building society, factoring and insurance products and services through various online and offline channels. Delivering simple, transparent and best-in-class products and services that meet our customers' needs is the consistent strategy across all business units.

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