

# Preferred partner of digitized banks in Europe

Digitization affects everyone's life and has already begun to transform financial services. As the European Digital Study shows, more than 90 % of people in Europe are interested in new banking solutions or have a positive feeling about the increasing role of digitization. They want seamless solutions that meet their needs and fit into their daily routines because they are time-saving (70%) and easy to use (59%). From new digital first banks to the digital transformation of established banking solutions, more and more of them are relying on Mastercard as their partner of choice. Mastercard's digital partners across Europe include and are growing fast...



## What European consumers say when being asked why digital finance service providers should cooperate with Mastercard



„because it is a reliable partner as enabler of financial services“



„because its technology is safe, secure and easy to use“



„because it is very accessible“



„because its technology is innovative and future-oriented“



*“Mastercard is a dynamic player on the market, open for new products and technologies. Receiving these qualities from a renowned brand that keeps up with the newest developments, but also has a global network, is like hitting the jackpot.”*