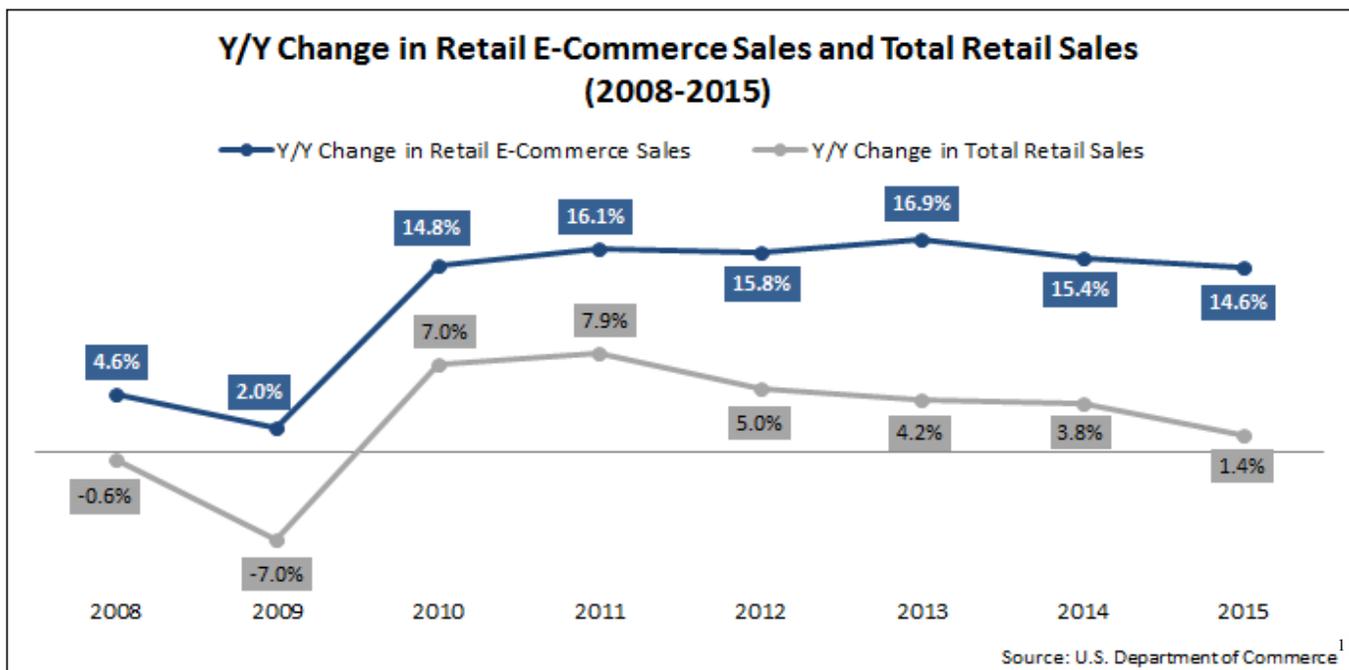


CONTINUED GROWTH IN ELECTRONIC COMMERCE

Innovations in commercial payments are often preceded by changes in consumer payments. The relative simplicity of consumer payments makes it easier to build consumer payment technologies before tackling the complexities of commercial payments. In addition, widespread consumer adoption of payment technologies (e.g., online payments, mobile banking, etc.) can lead to demand in the commercial space. For these reasons, trends in consumer payment innovation can be early indicators for changes in commercial payments.

STEADY GROWTH

U.S. retail e-commerce volume increased nearly 15% in 2015 to \$342 billion. With e-commerce growth rates consistently stronger than overall retail sales growth, e-commerce's share of total retail spending has grown steadily in recent years, from 3.2% in 2007 to 7.3% in 2015.

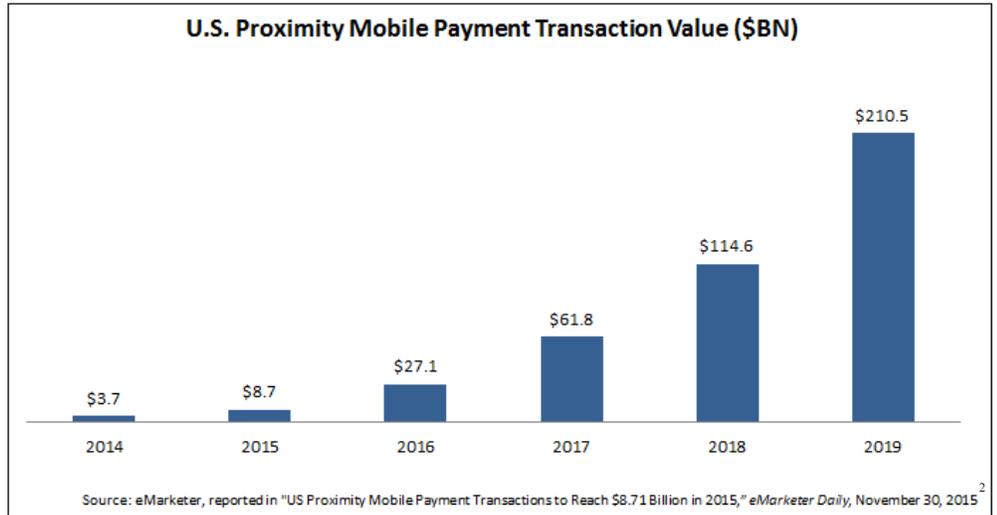


As e-commerce moves toward a 10% share of total retail sales, mobile commerce is expected to grow exponentially in the coming years. Consumers are becoming more accustomed to using their mobile devices as payment tools, and the number of terminals equipped to process mobile transactions continues to grow.

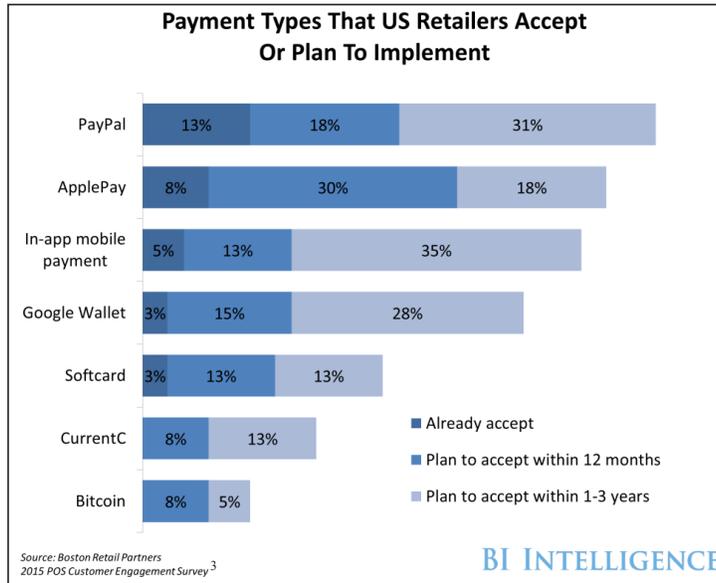


**MOBILE COMMERCE
POISED FOR BREAKOUT**

Proximity mobile commerce (e.g., mobile wallets/NFC) volume is projected to grow from less than \$4 billion in 2014 to more than \$210 billion by 2019.



Retail acceptance of various mobile commerce technologies is growing, led by PayPal® and Apple Pay.™



READY TO HELP

PNC combines a wider range of financial resources with a deeper understanding of your business to help you achieve your goals. To learn more about how we can bring ideas, insight and solutions to you, and for updates on relevant ACH changes and product enhancements, please contact your Relationship Manager or visit pnc.com/treasury.

¹ U.S. Department of Commerce, U.S. Census Bureau News, February 17, 2016.

² eMarketer Daily, "U.S. Proximity Mobile Payment Transactions to Reach \$8.71 Billion in 2015," November 30, 2015.

³ Boston Retail Partners, 2015 POS Customer Engagement Survey.

PNC is a registered mark of The PNC Financial Services Group, Inc.

Banking and lending products and services, bank deposit products, and treasury management services, including, but not limited to, services for healthcare providers and payers, are provided by PNC Bank, National Association, a wholly-owned subsidiary of PNC and Member FDIC. Lending and leasing products and services, as well as certain banking products and services, may require credit approval.

©2016 The PNC Financial Services Group Inc. All rights reserved.