



Beyond mobile payments
**Readying your
business for the
contactless world
of mobile wallets**

June 9, 2023

Agenda

- Mobile wallets – one of the hottest trends
- What this means for your business
- The Zebra solution

The rapid adoption of mobile wallet technology

2022 — today

Over **3.4 billion** people carry mobile wallets — more than half of the world's **6.5 billion** smartphones in use worldwide¹

75% of all iPhone users in the US have enabled Apple Pay²

2026 — in 3 years

Mobile wallets will exceed **5.2 billion** — **60% of world's population** and **53% growth** from 2022¹



What is driving the rapid adoption?

Convenience

Everything in a physical wallet can be carried in the one device we already carry with us at all times — a mobile phone

Security

In the event of theft or loss, the mobile wallet is protected with passwords, fingerprints and facial recognition — and it can be deactivated and wiped remotely

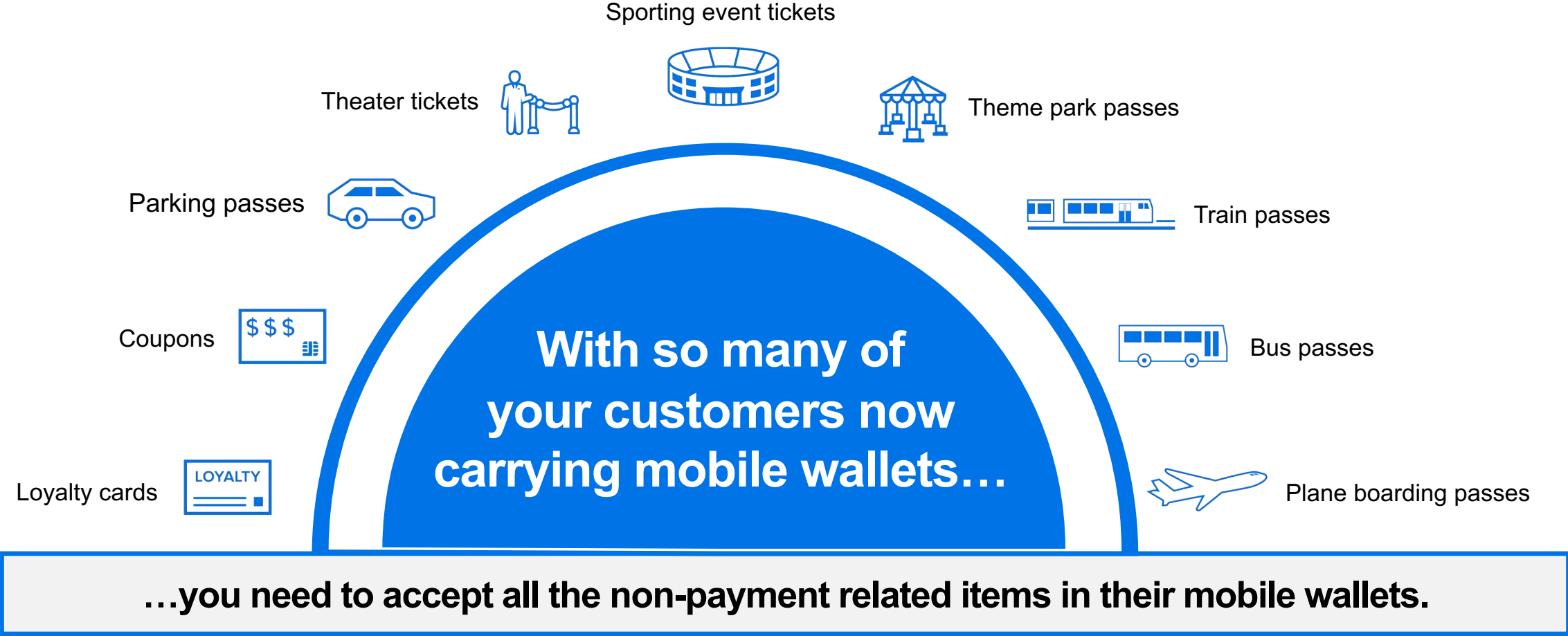


* Zebra internal productivity studies for picking workflows

While mobile payment is one of the top reasons to carry a mobile wallet...

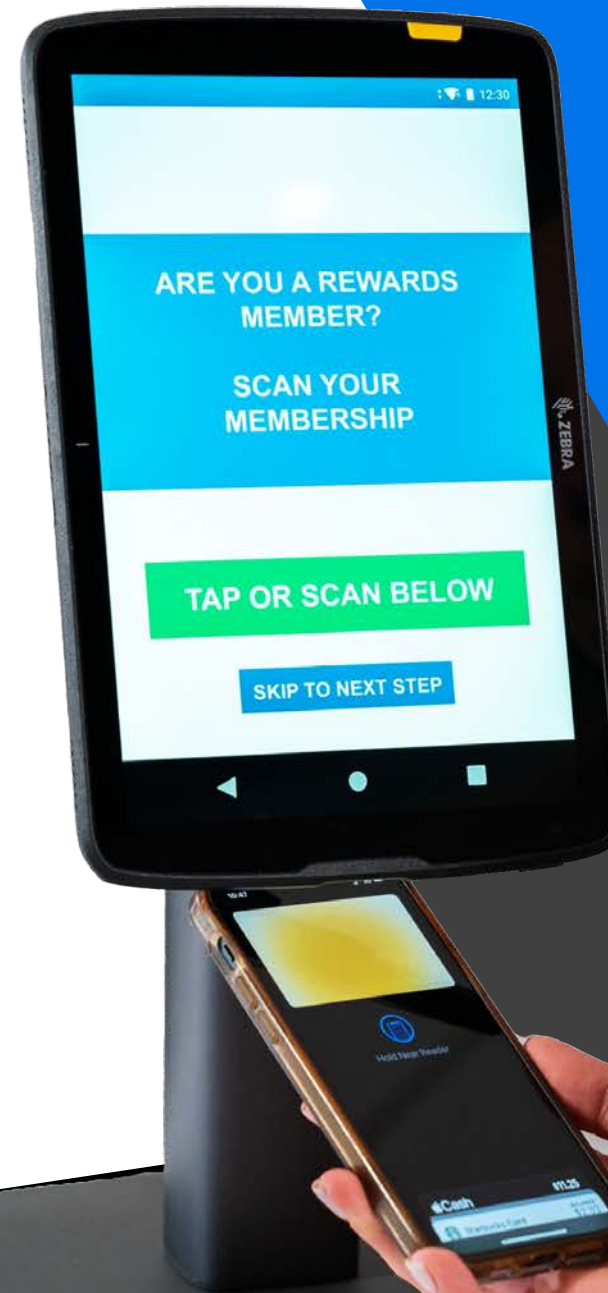
...there are many non-payment related items in mobile wallets that your customers expect to use when they walk through your door.

What does this mean for your business?



Is your business ready?

Now, accepting the **world of non-payment related items in mobile wallets** is as easy as **deploying Zebra mobile devices** in your business.



6 great reasons to choose Zebra mobile devices for digital wallet support



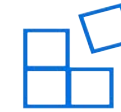
Supports Apple and Google digital wallets right out of the box

Supports the two most popular mobile wallets — Apple Value Added Services (VAS) certification and Google Smart Tap compatibility are standard in Zebra devices



It just works — even if you update Android

You can count on support throughout the lifecycle of your device with support for the next three levels of Android



It's easy to integrate Zebra's digital wallet technology into your apps

Use the standard API in the Android NFC stack or use Zebra's Apple VAS/Google Smart Tap Software Development Kit to simplify and significantly reduce development time



Just tap to capture items — no special alignment required

The Zebra mobile device just needs to be within its NFC read range to enable contactless capture of data — no need to spend time positioning the Zebra device and the customer mobile phone.



All the service and support you need

Zebra offers the gold standard in support, with comprehensive plans that cover the Zebra mobile device and its software — including your Apple VAS and Google Smart Tap solution



Give your workers split-second transaction times

Read the items in Apple and Google digital wallets as fast and accurately as a barcode to keep lines moving

All the right mobile device features



The largest portfolio

Choose the device that offers the right level of ruggedness, the right features — and the right price



The very latest technologies

Wi-Fi6/6E, 5G, private 5G, next generation processors that can power every app, read-everywhere bright displays and more



Industry-best data capture

Zebra sets the bar for speed, ease, accuracy and dependability, whether you're capturing NFC data, 1D and 2D barcodes in any condition or documents



Sets the bar for ruggedness

Zebra's rugged tests go beyond standard requirements to deliver devices that can reliably handle the inevitable drops across the complete operating temperature



Superior battery lifecycle and safety

You get a strong housing, a design that helps prevent overcharging and electrical shock, plus premium high-grade cells with a higher capacity — delivering a longer lifecycle than typical competitive batteries



Superior battery intelligence

Provides the information you need to easily spot and remove older batteries that can't hold a full charge, ensuring that all the batteries in your battery pool deliver full shift power

Apple VAS Certified Portfolio

A broad portfolio of rugged mobile devices to meet different business needs in different environments



Durable

TC2x Series

Right sized.
Right features.
Right price.
Business durability



Rugged

TC5x Series

The ultimate in
rugged design,
performance and
ease of use



Ultra-rugged

TC7x Series

The ultimate in
ultra-rugged design,
performance and
of use



**Rugged with maximum
display space**

ET4x Series

The right-priced rugged
tablets that have it all

Did you know?

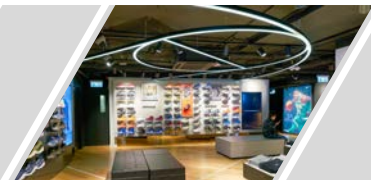
Zebra is one
of the very
few enterprises
with Apple VAS
Certified Android
Mobile Devices
with VAS Reader
capabilities



...and more to come

Where can you put Apple VAS and Google Smart Tap to work?

Just about anywhere!



Hospitality

- Concierge services
- VIP access
- Membership cards
- Digital passes
- Student cards

Sports and Entertainment

- Event ticket validation
- VIP access
- Team/club loyalty card

Transportation (transit)

- Transportation ticket validation (rail, bus, tram)
- Boarding passes
- Airport lounge access
- Passport validation

Retail

- Loyalty cards
- Membership cards
- Points cards
- Gift cards
- Coupons

Healthcare

- Insurance cards
- Health account cards
- Personal authorization

Law Enforcement

- ID validation
- Border control



Thank you!

1. Press Release: Digital Wallet Users to Exceed 5.2 Billion Globally by 2026, as Digitization accelerates cashless transition/Over 60% of Global Population to Use Digital Wallets in 2026; August 2022; Juniper Research
2. Three quarters of iPhone users in the US have now enabled Apple Pay; Tom Phillips; August 23, 2022; NFC World; <https://www.nfcw.com/2022/08/23/378840/three-quarters-of-iphone-users-in-the-us-have-now-enabled-apple-pay/>

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