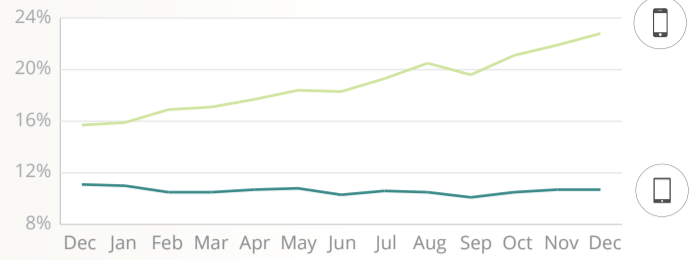


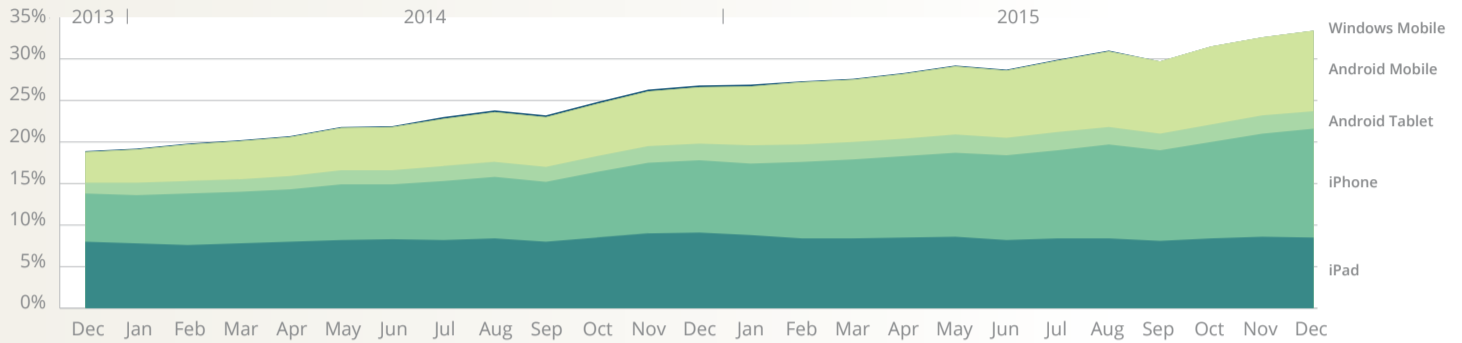
Adyen Mobile Payments Index

January 2016

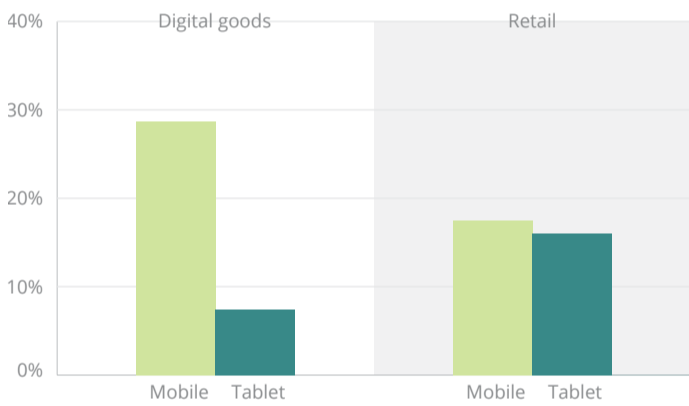
% Payments share smartphones vs tablets



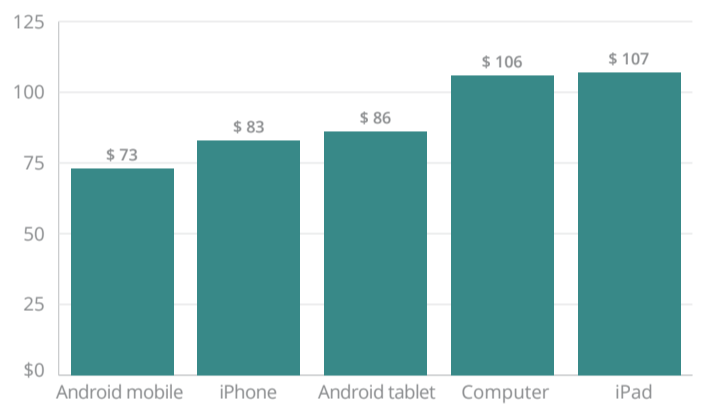
% Share of mobile payments per device type



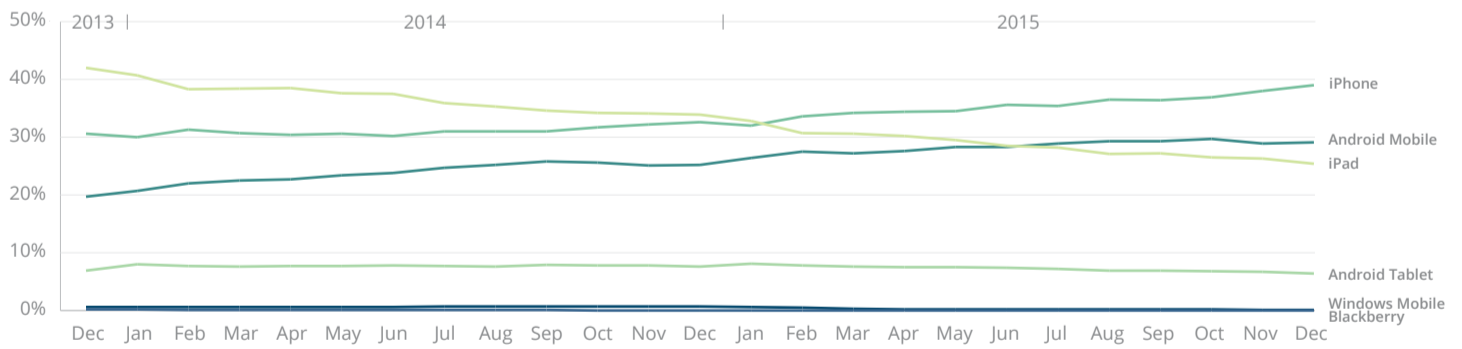
% Mobile payments share per industry Oct - Dec 2015



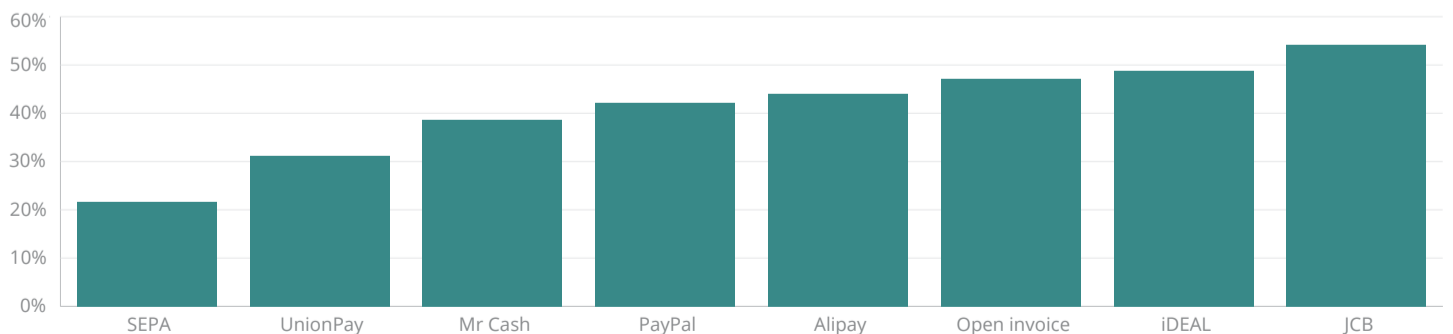
Average transaction value per device type Oct - Dec 2015



% Relative share of mobile payments per device type



% Mobile share of key payment methods



About the Adyen Mobile Payments Index

Since June 2013, the Adyen Mobile Payments Index has tracked the rapid evolution of mobile as a payment channel, providing insight into mobile payments trends for different devices and market sectors across selected geographies. The Mobile Payments Index is based on Adyen's global mobile web payments transaction data, and does not track in-app mobile payments. To access previous editions, visit the [Adyen website](#).