QR Code Usage Around The World

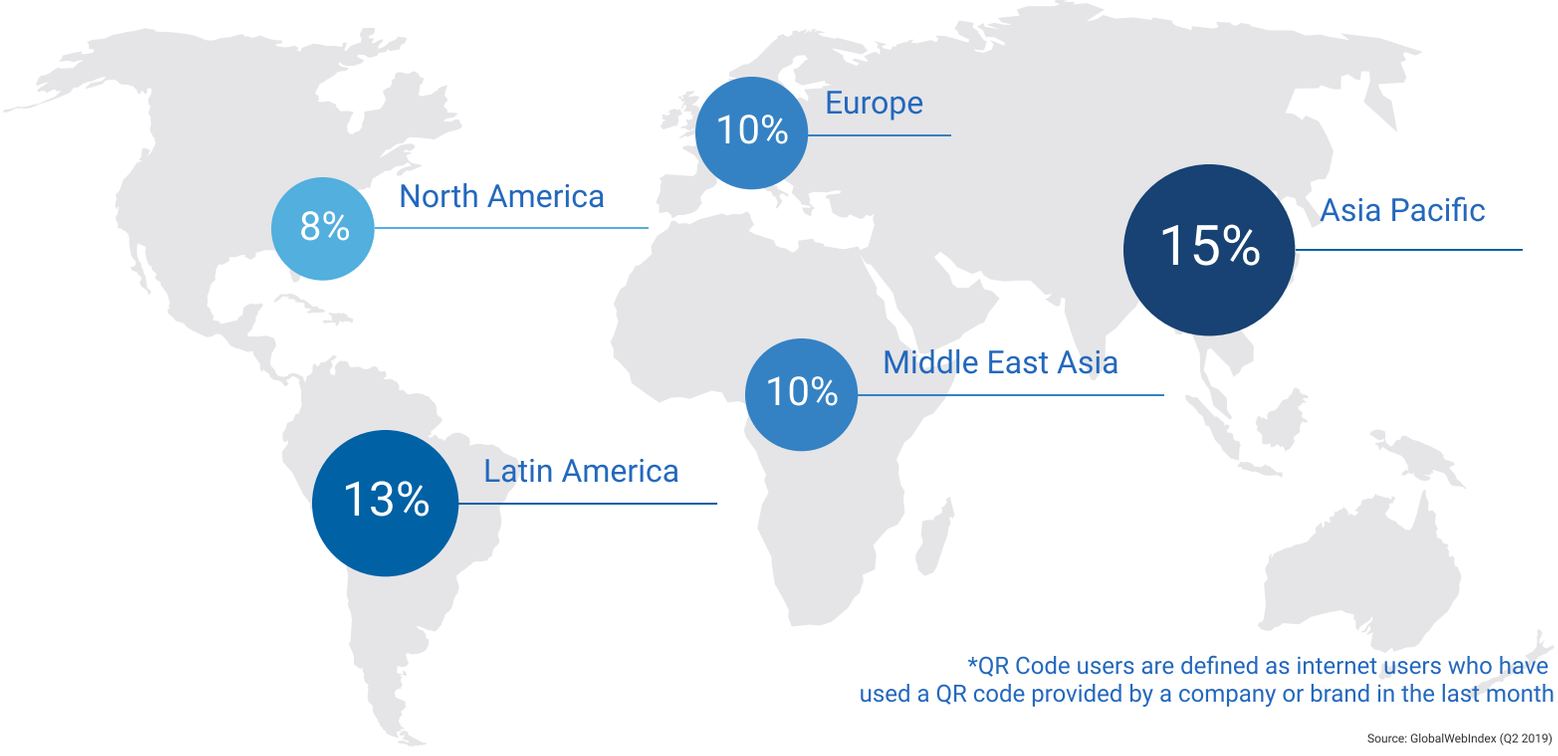
ScanTrust

QR codes are already a mainstay of interacting with mobile apps

- Coupons
- ID authentication
- Mobile payments
- Social media
- Product verification
- Smart transportation
- Real-time info

Global QR code usage is big and growing

Percentage of QR code users* per global region

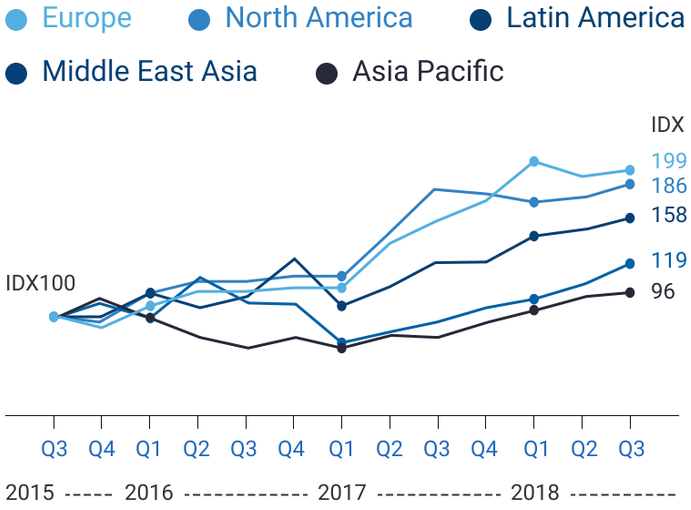


*QR Code users are defined as internet users who have used a QR code provided by a company or brand in the last month

Source: GlobalWebIndex (Q2 2019)

QR code usage trajectories

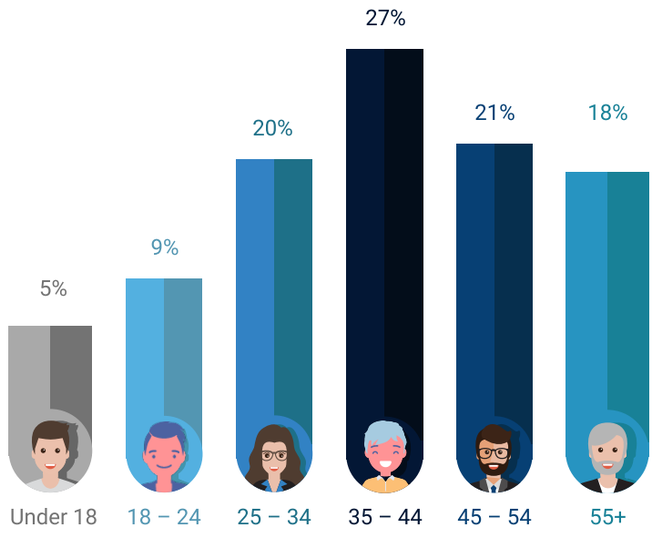
Surveyed group was asked if they'd scanned a QR code in the past month. Above IDX100 e.g. IDX 199 means 99% more likely than base.



Source: GlobalWebIndex (Q3 2018)

QR code usage by age

Distribution of QR code users worldwide as of 3rd quarter 2015



Source: Statista (2015)

In focus: QR code usage in China

QR code use in China is ubiquitous and just about synonymous with phone use.

Rent/unlock shared bikes

Send and receive money

QR Code payments made up 1/3 of all mobile payments in 2017, for a total of **$1.65 trillion** in transactions.

Tip servers

Order food on-the-go

Rent portable chargers

Book fitness classes

Verify products

Make friends

Pay for groceries

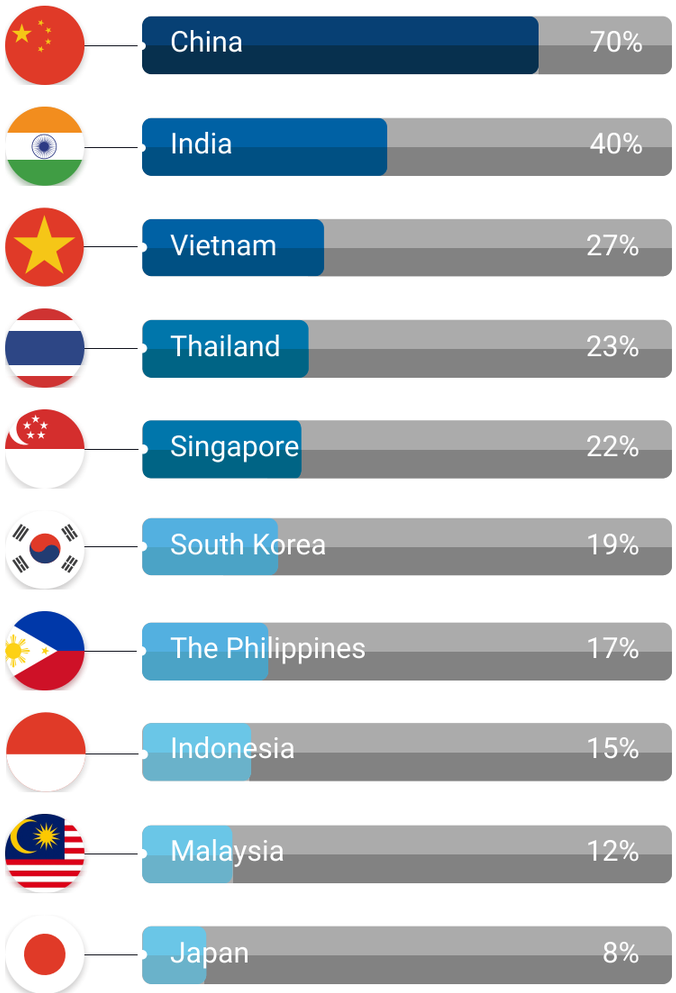
Though China dominates QR code usage in Asia, and globally, other countries, especially in Southeast Asia, aren't far behind.

In focus: QR code usage around Asia

Regular usage of QR Code payments by % of population

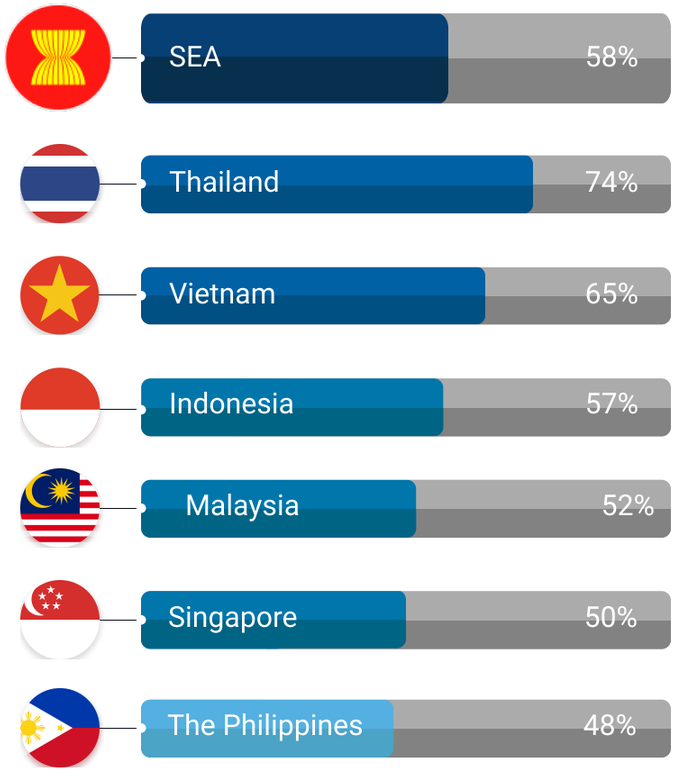
Awareness of QR-based payment services in Southeast Asia

(defined by the scanning of a merchant's QR code)



Source: RFi Group 2018 H1 Priority & Retail Banking Council

(stats from the "Rise of the Digitally Engaged Consumer" report created by Visa)



QR code payment awareness across Southeast Asia shows how **embedded the technology is.**

The lynchpin in cashless transactions

Like in China, QR codes are the most common mobile-pay method in Singapore.

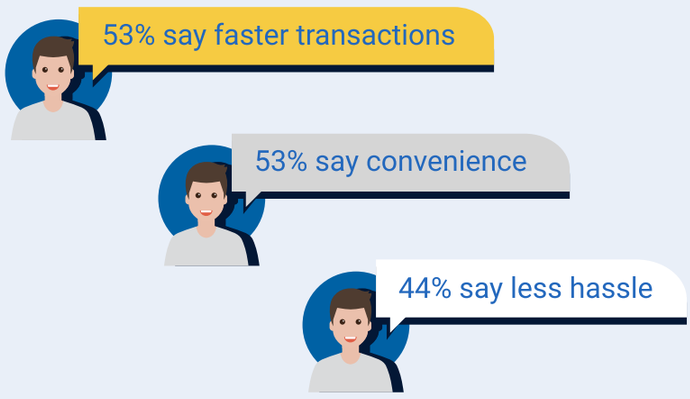
67% of Singaporeans made mobile payments via QR code in 2018

Global companies/wallets that use QR codes:

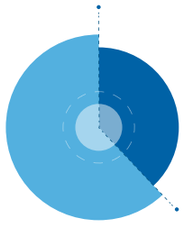
Alipay, Apple Pay, Dana, GoPay, GrabPay, OVO, PayPal, WeChat Pay

Source: Rise of the Digitally Engaged Consumer: A Visa Report

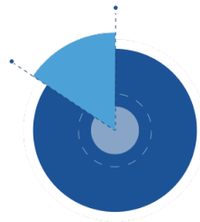
How customers benefit from QR codes



Diverse: QR codes are a link to interact with customers, enable eco-sustainability schemes, and offer novel functions when combined with new tech e.g. ScanTrust anti-counterfeit.



2 in 3 millennials would pay more for sustainable or eco-friendly products.



2 in 10 people want brands to keep them up-to-date with the latest news and products.

- Gain data and insights from customers
- Combat counterfeits and verify your products
- Reduce paper usage
- Manage your inventory and monitor the supply chain
- Communicate company sustainability initiatives
- Elevate the consumer experience
- Upsell and cross-sell similar products
- Enhance and measure marketing campaign success

QR codes provide new avenues for interaction between brands and customers. This is a growth opportunity.

Surveyed group who have used brands' QR codes were asked two questions and were compared to the average consumer. Index 1=1x, index 2=2x e.g. index 2.59 = users of a brand's QR code were 2.59 times more likely to have provided ideas for a new product/design.

Which have you done in the past month?

Provided ideas for a new product/design

Which do you most want a brand to do/provide?

Connect you with other fans of the brand

2.59 Index

Interacted with a brand via a messaging app

2.55 Index

Used a company's live-chat service

2.47 Index

1.59 Index

Let you contribute ideas for new products/designs

1.40 Index

Give you the chance to personalize products

1.28 Index

QR code use in varied industries is growing globally

One area of growth for QR code use is as a way to distribute digital coupons. The amount of redeemed QR coupons by scanning is expected to **quadruple by 2022**.

2017 **1.3 billion QR coupons**

2019 **5.3 billion QR coupons**

More and more households are scanning QR codes in the USA each year.

2018	9.76 million
2019	10.44 million
2020	11 million

By 2022, **over 1 billion mobile devices** worldwide will be accessing coupons via QR codes.

Visit www.scantrust.com and learn how we help your business using QR codes