

BUSINESS #REIMAGINED

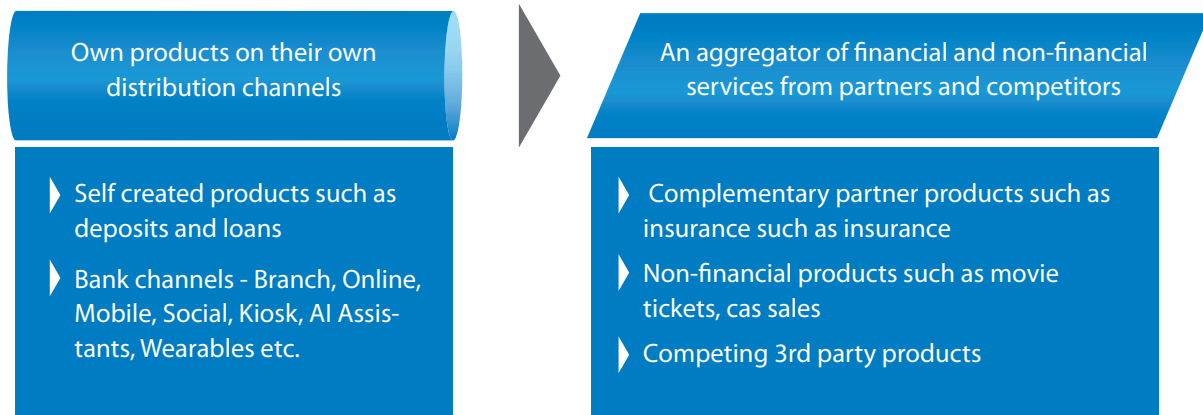
FROM PLATFORMS FOR BUSINESS TO THE BUSINESS OF PLATFORMS

Platform businesses are hugely successful

Top 15 public 'platform' companies represent \$2.6 trillion in market cap¹

Over 140 platform driven 'unicorns', with \$500 billion total valuation¹

In 2018, more banks will shift from a pipeline to a platform business



Banks will look to earn new revenues from platform models

Top 3 preferred monetization models



Source

1. Accenture Technology Vision - Platform Economy - <https://www.accenture.com/us-en/insight-digital-platform-economy>

#ReimagineBanking