

# Building the most loved wallet - using AI as our superpower

Rune Garborg, CEO Vipps MobilePay  
Nordic Fintech Week, 25th September 2024





**MobilePay**

Now

Hey Vipps ! Want to merge and make payments in the Nordic easier? 🇳🇴 🇩🇰 🇫🇮



**Vipps**

Right After

Yees, that's fun! We approve the request. Let's make it very, very easy! 🎉



**12M**

USERS



**350 000**

MERCHANTS



**1B**

TRANSACTIONS

# YouGov Best Brand Ranking YTD 2024



Name	Trend	Current Period		Comparison Period		Change	
		Rank ▲	Score	Rank	Score	Rank	Score
<b>Vipps (NO)</b> Finance/Insurance		1	50,9	1	52,1	0	-1,2
FINN.no (NO) Media		2	39,3	4	38,7	2	0,6
Kiwi (NO) Supermarkets/Fastfood		3	38,8	3	38,7	0	0
NRK TV (NO) Media	↓	4	38,2	2	42,5	-2	-4,3

Top 10 strongest brands



Name	Trend	Current Period		Comparison Period		Change	
		Rank ▲	Score	Rank	Score	Rank	Score
REMA 1000 (DK) Retail - Supermarkets/Fastfood		1	47,5	1	46,3	0	1,2
Matas (DK) Retail - Non-food		2	41,5	3	40,2	1	1,3
<b>MobilePay (DK)</b> Finance	↓	3	38,9	2	44	-1	-5,1
Lurpak (DK) Consumer Goods II		4	38,8	5	37,7	1	1

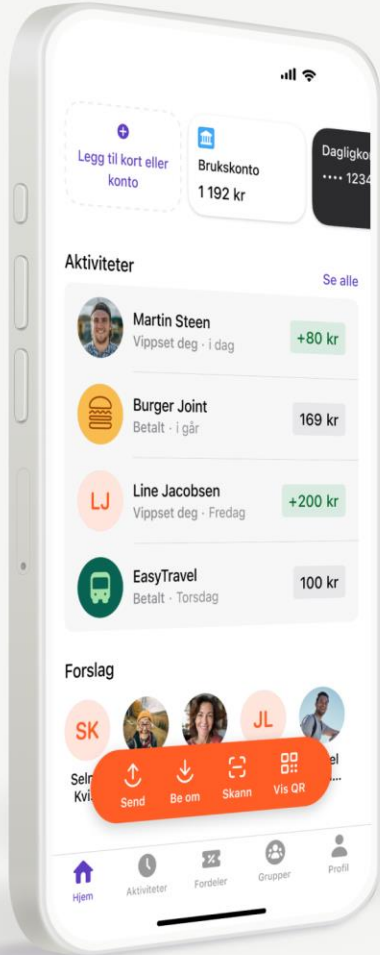
Top 10 strongest brands



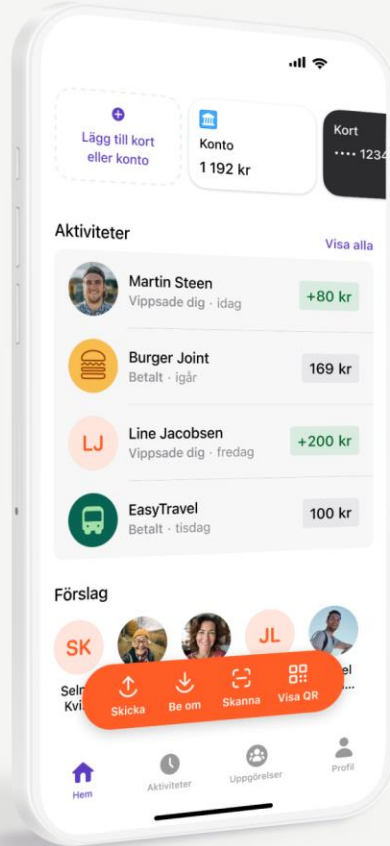
Name	Trend	Current Period		Comparison Period		Change	
		Rank ▲	Score	Rank	Score	Rank	Score
S-Pankki (FI) Finance	↑	1	43,6	1	38,8	0	4,7
<b>MobilePay (FI)</b> Finance		2	27,8	2	28,8	0	-1
OP (FI) Finance	↑	3	27,6	3	25,4	0	2,3
Visa (FI) Finance		4	24,7	4	24,7	0	-0

Top 10 strongest brands in financial sector

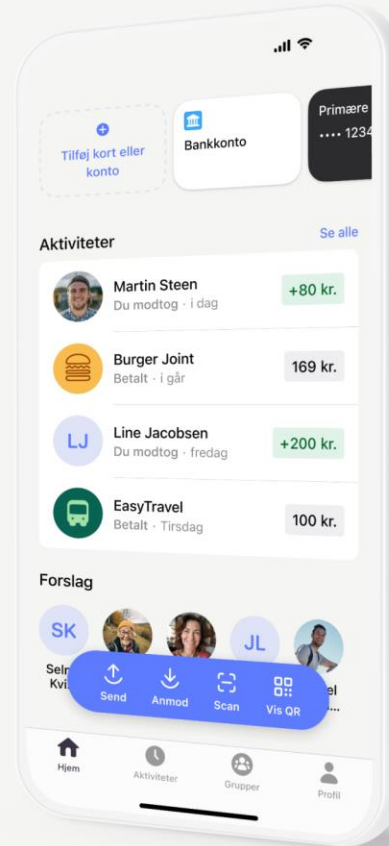
vippss



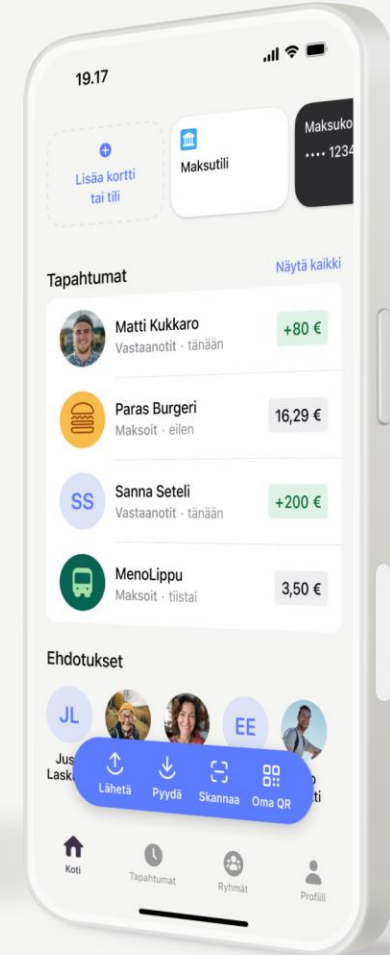
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MobilePay



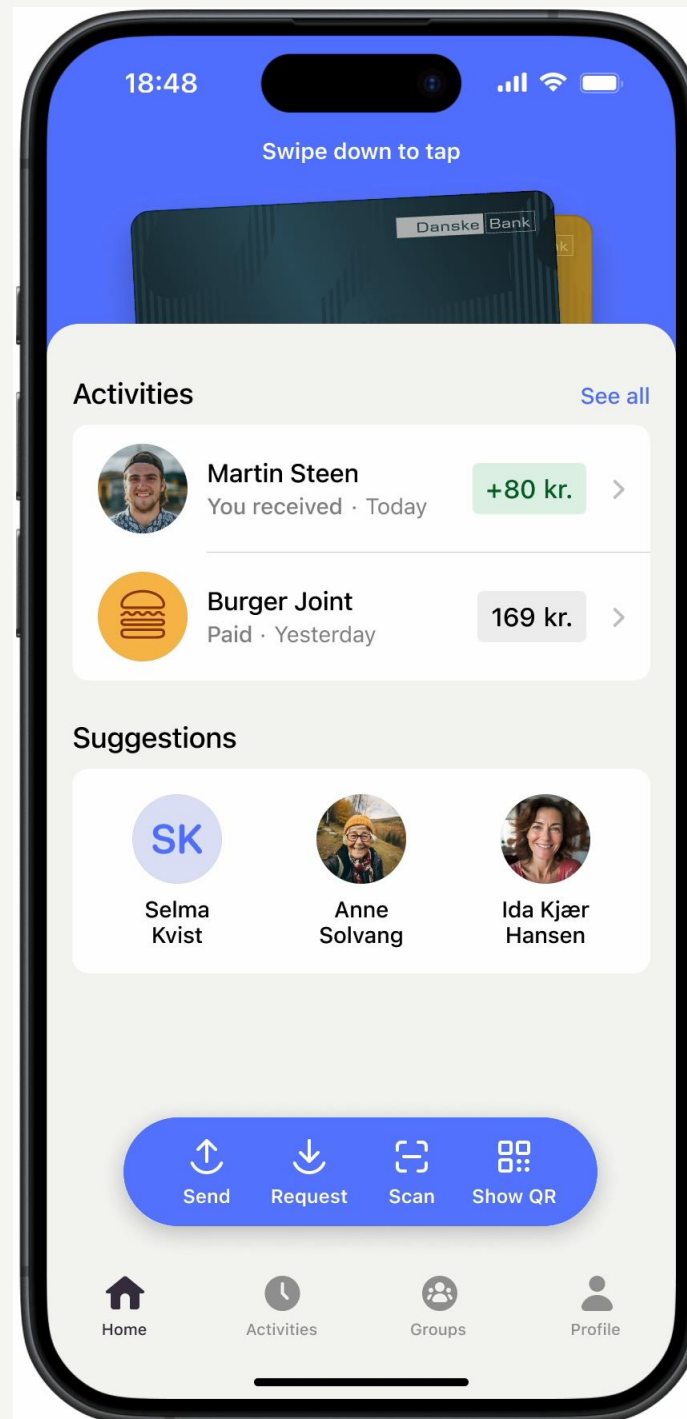
MobilePay



# In-store payments

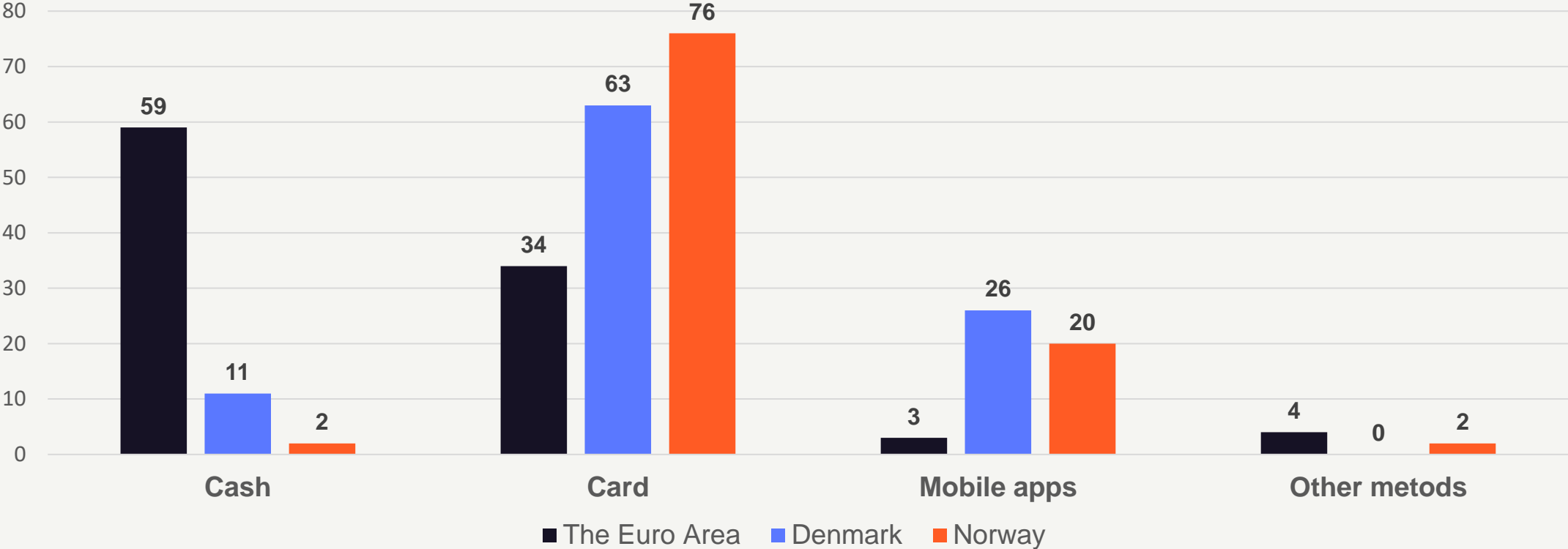
Tap to pay – also very, very easy

Vipps MobilePay



# Operating in the most digitalized region in the world gives us a huge comparative advantage

Percentage of payment methods in-store



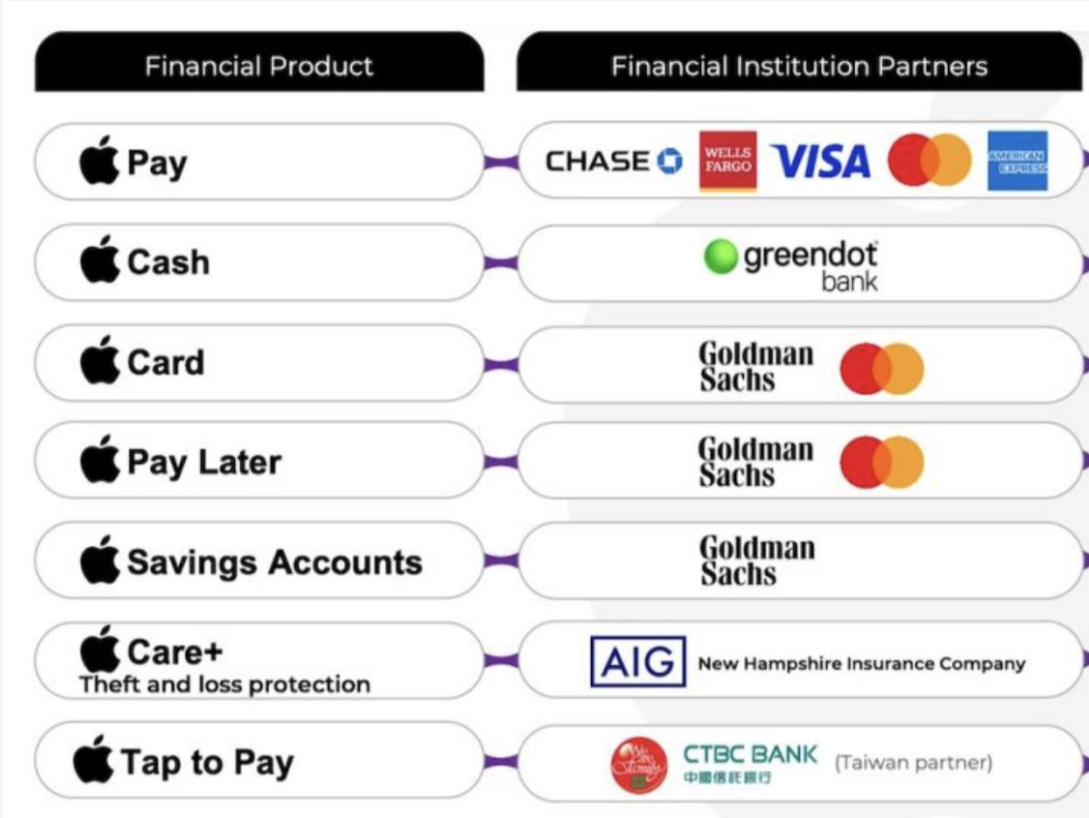
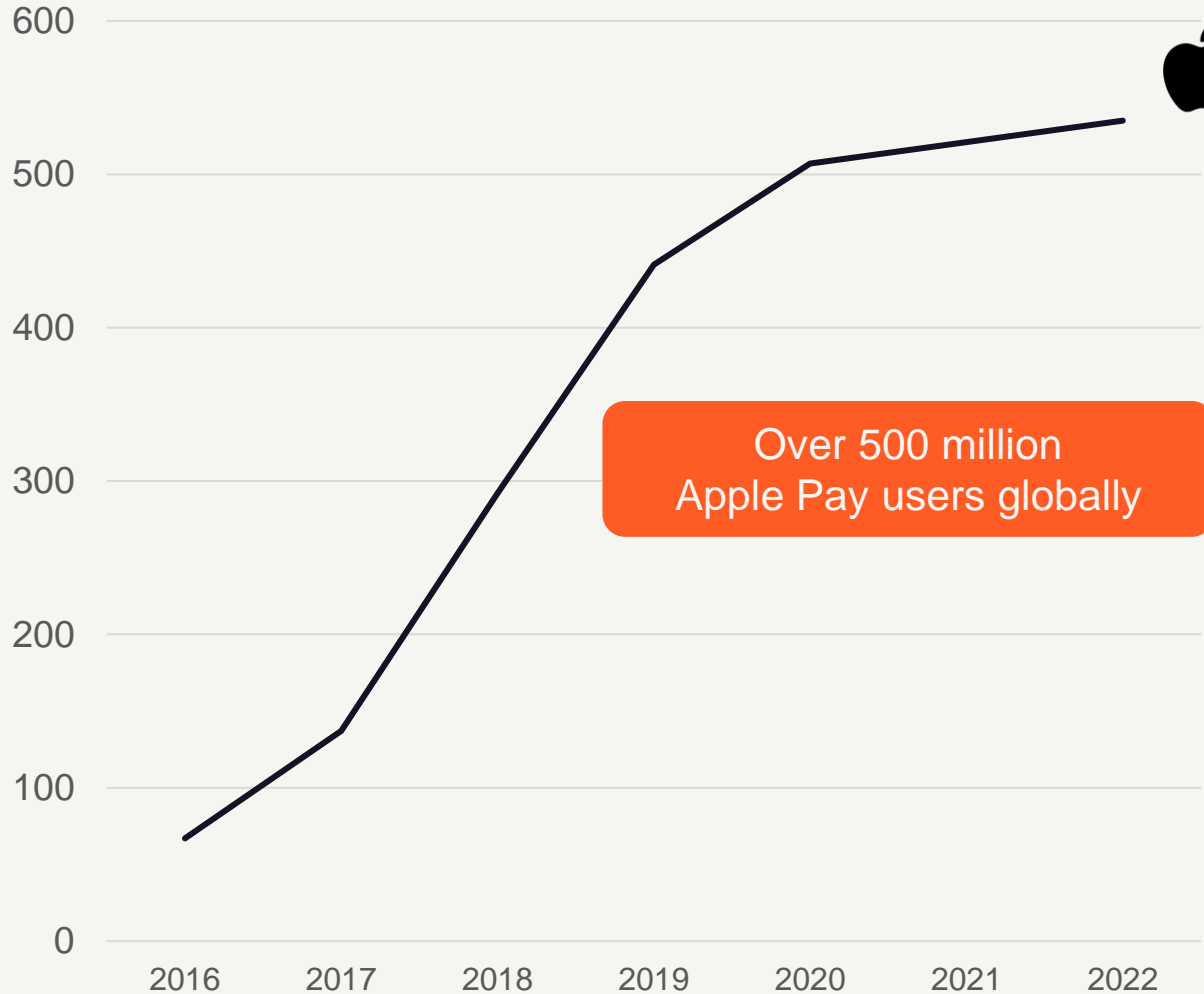
Source: Nationalbanken, Norges Bank og ECB

# The big brands have entered the payment scene





# Apple's financial services





THE BIG QUESTION:

**«How to win the battle  
against the giants?»**



# Our three AI game-changers

- **Improve security for our users**
- **Increase speed and lower costs**
- **Creating customer value at another level ✨**

# #1 Improve security for our users

We have 3 million transactions daily. All of them are monitored, increasingly with AI.

- Fraud prevention
- Criminals using Vipps MobilePay as a payment service



# Our three AI game-changers

- Improve security for our users
- Increase speed and lower costs
- Creating customer value at another level ✨

## #2 Increase speed and lower costs

- **Coding**
  - Increase productivity and convert it into speed
- **Customer support**
- **Marketing and translations**

POV: When you ask AI to make a jazz song to promote your new product



**MobilePay**

Meget, meget nemt



# Our three AI game-changers

- **Improve security for our users**
- **Increase speed and lower costs**
- **Creating customer value at another level ✨**



Popular on Netflix



Trending Now



Watchlist for James



Akurei Clockwork • Saba Abraha Ea\$tside Story •  
Christina Brennan I Hope You Understand • Nally  
Number One • Brave Holiday Fight For It

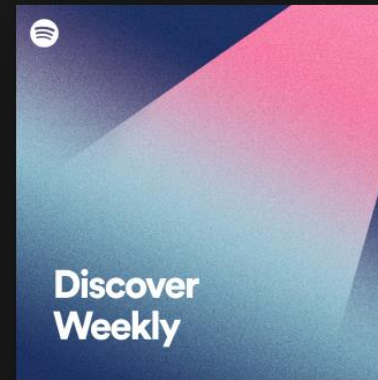
## Liked Songs

5 liked songs



### The Get Up

A Brand new morning show from Spotify. G...



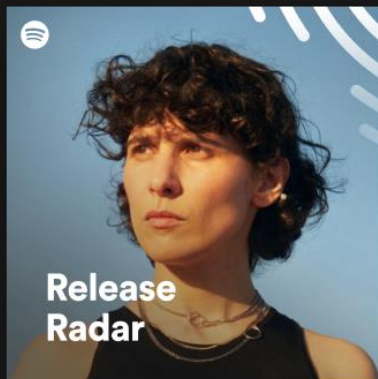
### Discover Weekly

Your weekly mixtape of fresh music. Enjoy new...



### Indie Mix

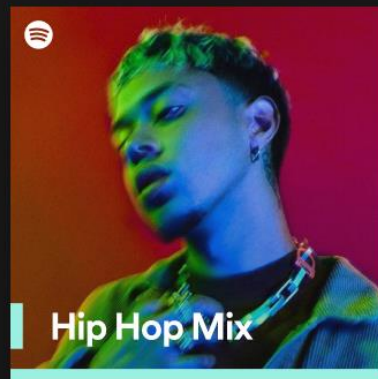
girl in red, Oscar Anton, Adrian Bello and more



### Release Radar

### Release Radar

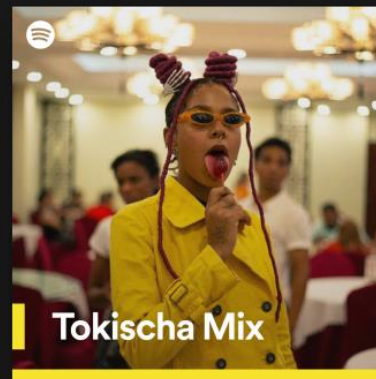
Catch all the latest music from artists you follow...



### Hip Hop Mix

### Hip Hop Mix

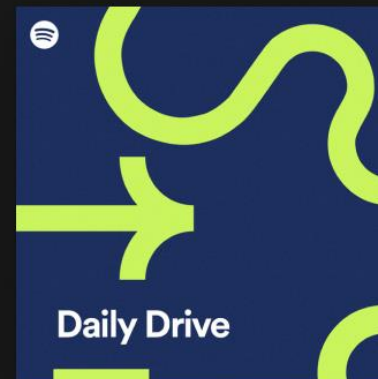
Teto, CHAI, Meryl and more



### Tokischa Mix

### Tokischa Mix

Meryl, Dekko, Lo Blanquito and more



### Daily Drive

### Daily Drive

A mix of news and music made for you



### Time Capsule

### Time Capsule

We made you a personalized playlist...

# Our data will be increasingly important



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TRANSACTIONS

# Creativity

– what if?

# Personalize the app

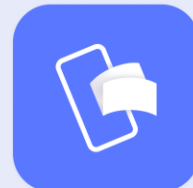
12:00



**MobilePay**

Hey, lunch time? 🥗🍔🍷 Click here to pay 55 DKK at Smagsløget!

Now



**MobilePay**

We can see you're collecting money from friends and family ✨ Start a box!

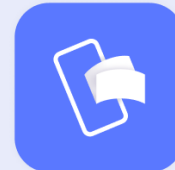
# From generic to customized communication with merchants



## MobilePay

We see you're expanding 🌍 Need help? We are just one swipe away.

Now

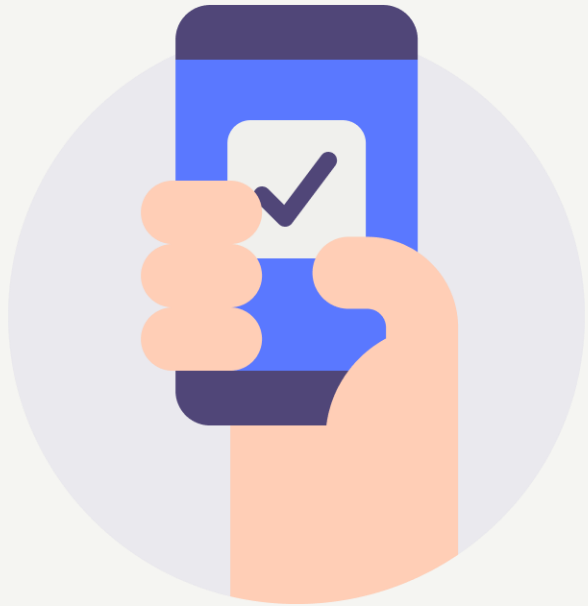


## MobilePay

You are selling less this month compared to your competitors. Let us help 🤝

Now

# Create a customized personal shopper



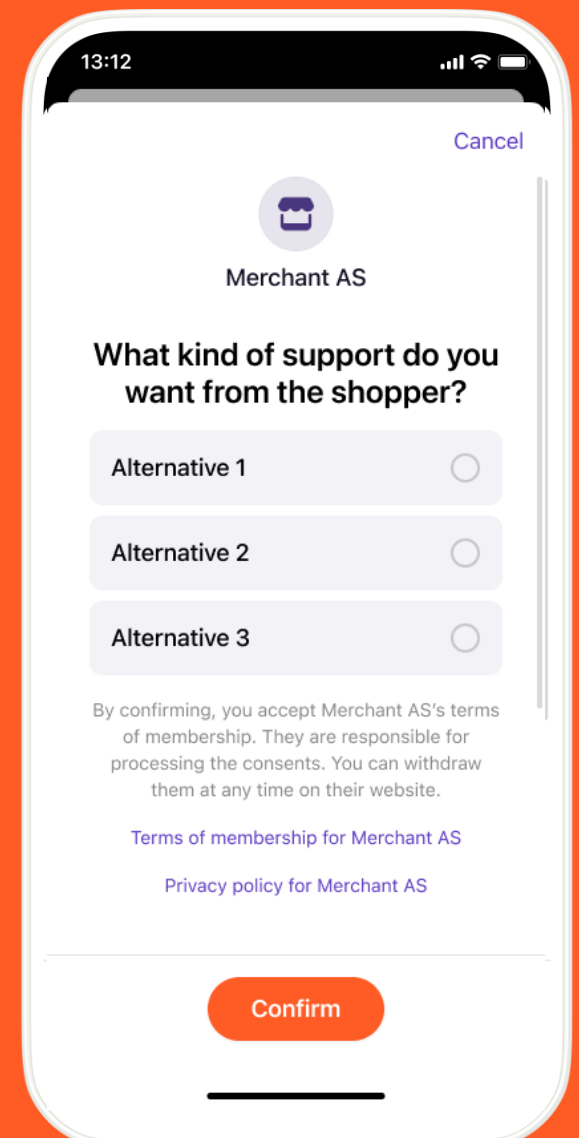
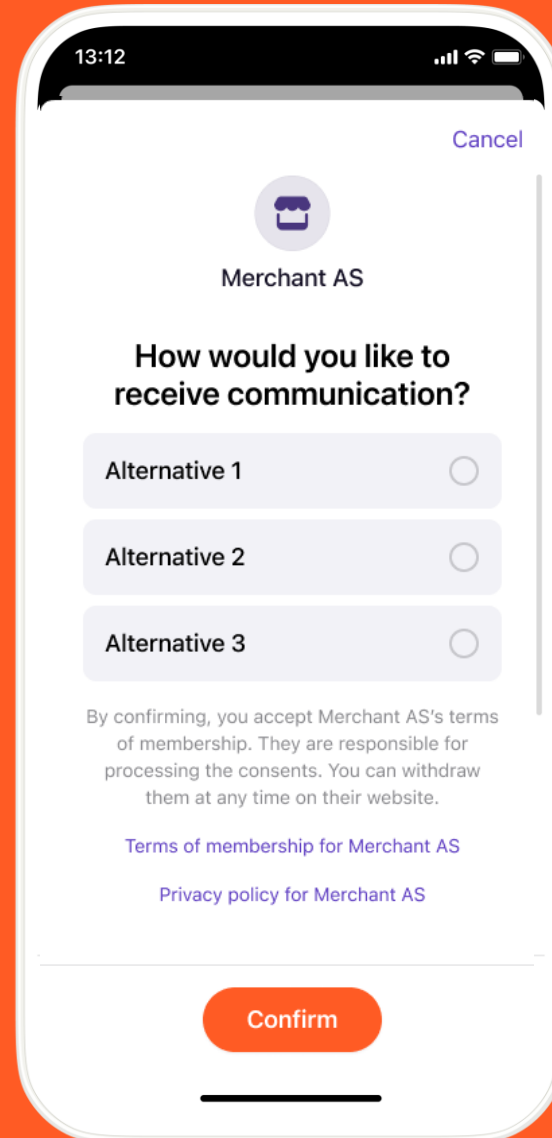
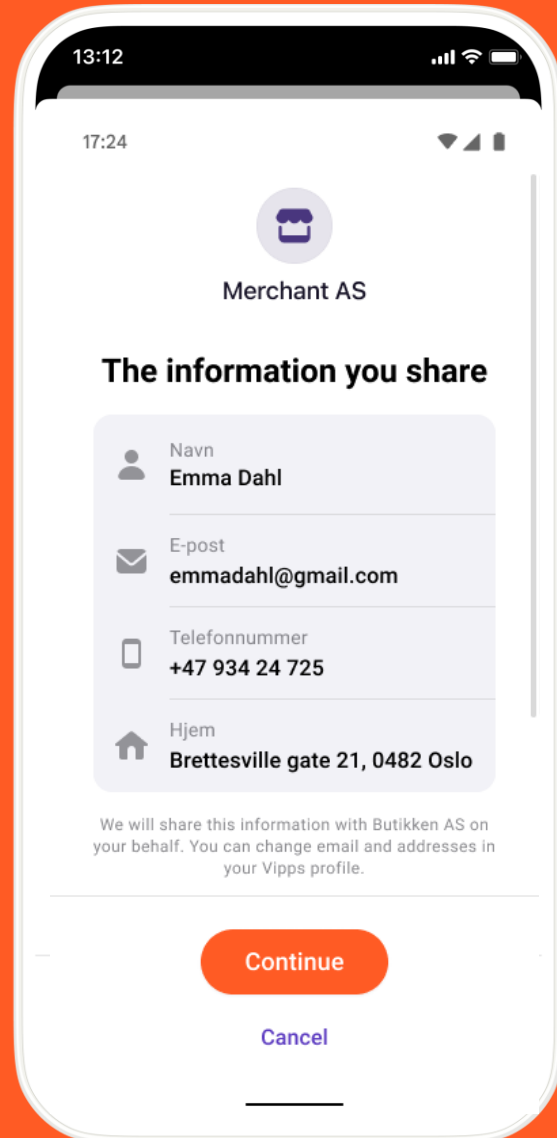
“Hi, If you’d like us to send your weekly shopping basket home at a lower cost than today, just let us know”





"Hi, we see you are spending a lot of time at the golf course, here you'll find the best price on golf equipment"

# The user is in control



THE NEXT BIG QUESTION:

**«Is AI a fundamental  
part of your company's  
strategy?»**



That's all  
Thanks for your time

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