



Adoption of Mobile Transactions by the Global Consumer: Does Protection Matter?

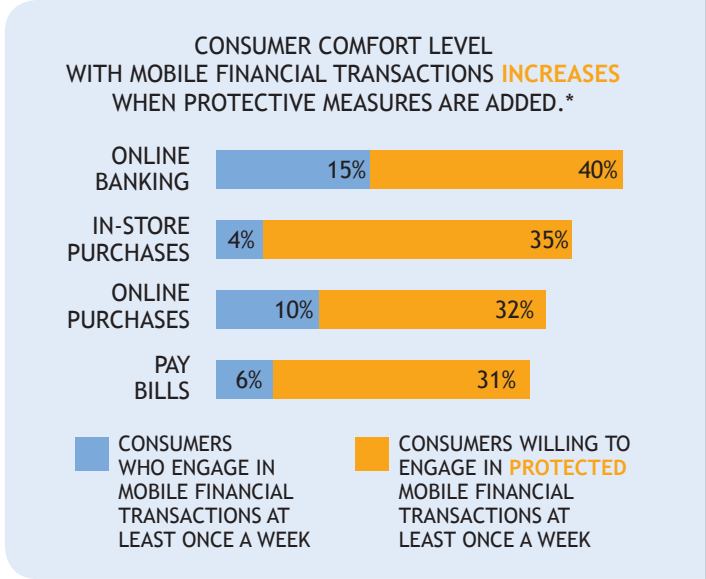
Assurant Solutions is dedicated to obtaining consumer insights that help industry leaders prepare for the future. Our recent study on consumer adoption of mobile financial transactions in five key international markets reveals valuable insights about how you can unlock the potential of the mobile wallet.

The study indicates that although mobile transactions are still relatively early in the adoption life cycle, offers of protection significantly increase willingness to engage in mobile financial transactions across a wide variety of international markets. We interviewed a total of 5000 individuals in China, Argentina, Spain, Germany and the United States, asking them about their experience with financial transactions through a mobile device. While only a small percentage were comfortable engaging in these transactions, willingness increased dramatically with the promise of protection ... across all five markets.

Assurant Solutions offers one of the most comprehensive suites of mobile service offerings available today. Our decades of experience, global reach, solid financial backing and close ties to market leaders give us a deep understanding of the protection industry and a passion for the real value these programs bring to leading carriers and the customers they serve.

For more information about our study, contact us at mobileprotection@assurant.com

Assurant Solutions' businesses develop, underwrite, market and administer mobile device protection, extended service contracts, specialty insurance, preneed insurance and other risk management solutions through collaborative relationships with client partners around the world. Assurant Solutions Mobile Services offers unparalleled support for mobile industry leaders, world-class service for mobile consumers and the ability to recognize, adopt and leverage mobile trends. We perform as a trusted advisor to our clients, exploring every avenue to help you grow stronger, build revenue and nurture loyal, lifelong relationships with your subscribers.



*Results based on a December 2011 international study conducted by Assurant Solutions.

