

“Cash Is Secure & Universal... ...or is it?”

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THE CASH LANDSCAPE

- 90% of global transactions are still made in cash
- Industry forecasts predict that cash will still account for 63% of European retail payments in 2014
- The circulation of Euro banknotes increased by 6% in 2009
- Cash represents national and regional identity
- Cash is still the topic of songs the world over!

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CASH – A FREEDOM OF CHOICE

- Many people use cash as it comes with no APR
- Research also proves it helps you budget
- It is a vital payment option – many people don't want or cannot get cards.
- And the right to use it is part of our civil liberties – our right to our freedom of choice.

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THREATS TO THIS FREEDOM

- Aggressive marketing from card issuers
 - Maestro: Cash Is Dead
 - VISA: attempt at cashless Olympics / “Cash Is The Enemy” speaker slot
 - Chip & Pin sponsoring market traders in the UK, though no traders accept cards

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THREATS TO THIS FREEDOM

- Big budget hyped “innovations”
 - Pay & wave
 - Mobile technology
- The stats show they will take decades to catch on
- And not many people will want to use them
- But the marketing hype claims otherwise...

CASH IS BEING PUT AT AN UNFAIR DISADVANTAGE

WE HAVE TO FIGHT!

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THREATS TO THIS FREEDOM

- On Bank Machine's travels we have uncovered
 - Surcharges for using cash
 - Retail outlets that no longer accept cash
 - Retailers refusing to accept certain notes
- As an industry we have to recognise these threats and work together to overcome them

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A SECURE FUTURE FOR CASH

Commitment to a Charter for Cash

- 1) Payment by cash must **ALWAYS** be possible and convenient, for any product or service, whether assisted or self-serve
- 2) NO extra charge should ever be made for cash acceptance
- 3) NO discount should ever be offered for non-cash use.
- 4) The consumers payment preference - OUR RIGHT TO CHOOSE - must always be the paramount
- 5) Financial Institutions MUST circulate ALL denominations of cash in appropriate quantities to ensure the ease and convenience of cash transactions

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