

Millennials - The Value of Generation Next

Actionable insights for informed decisions

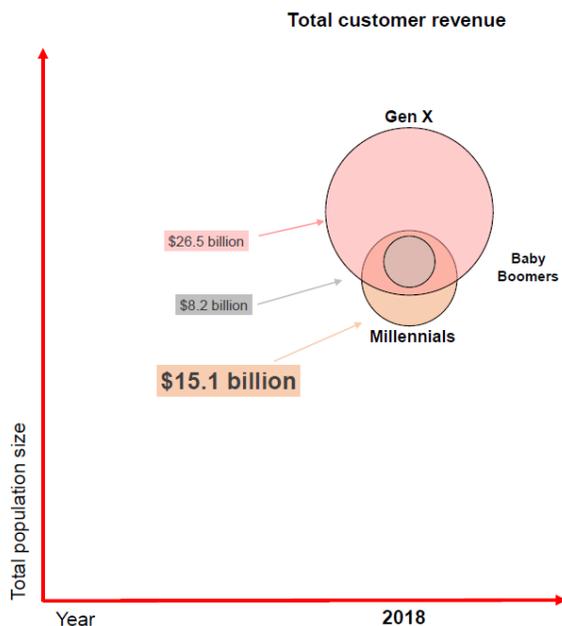


According to RFi Group Research, In 2018 **68%** of millennial's were multi-banked, with **20%** being very interested in using Neo Banks and **19%** having used a FinTech previously.

By 2025, this generation will represent the most significant contribution to banking revenue and as their banking needs mature, the number of products and relationships they have is increasing. Their brand experiences are varied and their consumption and influences are very non-traditional.

Using our extensive proprietary data set, RFi Group has launched a brand new research project, focused on the current and future value of millennials to Australian financial services. Key insights include:

- Current value of millennial customers
- Growth trajectory for millennials - bank revenue opportunity in 2025
- The changing nature of millennial banking behaviours and product holdings
- Winning strategies to attract and retain millennials
- Communicating with millennials - mobile, online and in-branch



1. RFi Group internal data

For further information on the research project, please contact:

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