

NFC Forum Press Briefing

BART San Francisco NFC Trial

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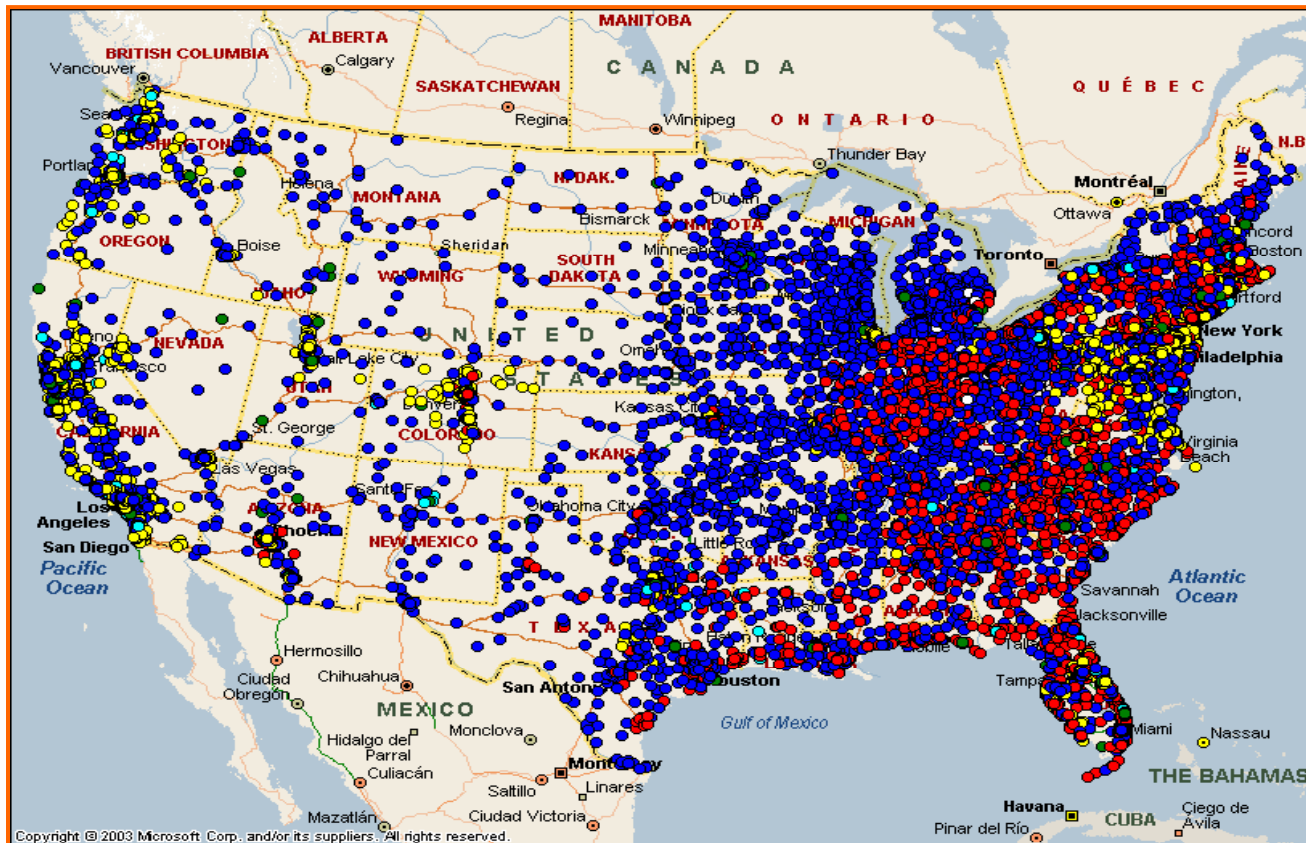
February 13, 2008
GSMA Barcelona



Contactless Card Payments Growing Fast – Setting Up NFC Opportunity

40+ M Branded Cards Issued

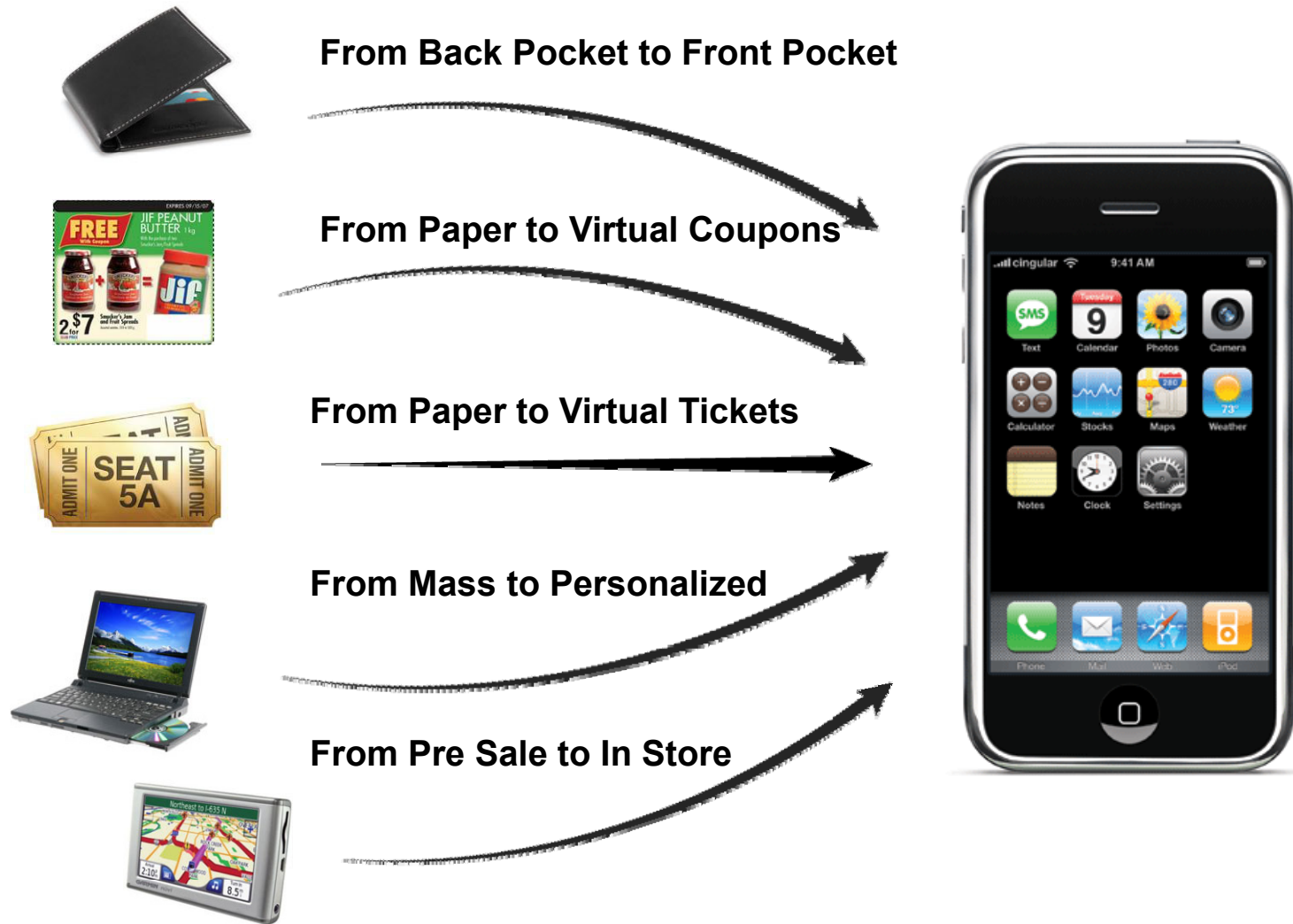
100,000 Locations



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Through NFC The Mobile is Becoming a Payment and Promotions Device



Bay Area Rapid Transit (BART) NFC Mobile Trial

Spread Sheeting the NFC Revenue Opportunity

Provisioning

\$40

4 Cards Per Year @ \$3.00 Per Card

6 Single Event And 1 Recurring Tickets Per Year @ \$2.00

6 Merchant Cards Per Year @ \$2.00

Card Services

\$10

➤ 20 Transactions Per Year @ \$0.50 Per Data Airtime

One-to-One Marketing

\$5

➤ 8 Rewards/Promos @ \$0.25; 6 Coupons Per Year @ \$0.50

Smart Posters

\$5

➤ 24 Online Taps Per Year @ \$0.25 Per Session

TOTAL ARPU:

\$60

YEARLY REVENUE per 5M NFC USERS:

\$300M