



CONDENSED AGENDA: 1-DAY EXECUTIVE BRIEFING on SEPA and PSD

The major challenges of SEPA and PSD based around a Porter's "Five Forces" analysis:

- Power of Suppliers
- Power of Customers
- New Entrants
- Substitutes
- Existing competitors

Major milestones 2000 – 2012:

- introduction of SCT
- Cards Framework
- passage of PSD/introduction of SDD and revised EU Regulation 2560
- Cash Framework
- migration to SEPA instruments/de-commissioning of the legacy
- Reduction to D+1 execution time

Headlines of the SEPA project, and disconnections/issues

- new Schemes and their value
- comparison of new Schemes with legacy, and need for Additional Optional Services ("AOS")
- collaborative space vs competitive space
- infrastructures and reachability
- IBAN+BIC

Headlines of PSD

- timescale and scope
- customer-bank relationship
- impact on current business
- "Payment Institutions"

Customer perspective

- retail customers
- small business
- public sector
- big business

Revenue and cost implications

- fees
- float
- interchange
- Value Added Services ("VAS")
- interfaces to infrastructures