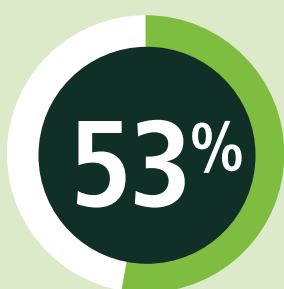


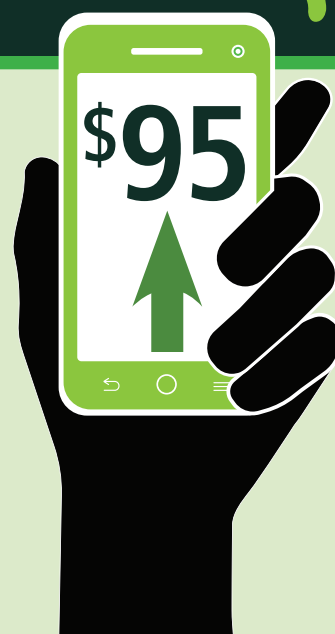


MOBILE PAYMENT – *in the palm of your hand!*



of Canadians are VERY or SOMEWHAT COMFORTABLE using a phone to make everyday purchases

Those comfortable with mobile purchases will spend up to \$95 per transaction on average



3 OUT OF 4

are comfortable paying for the following with their smartphones



79%

LUNCH



79%

MOVIES



78%

GROCERIES



75%

GAS



72%

COFFEE

FRUSTRATING BEHAVIOURS EXPERIENCED WHILE WAITING IN LINE:

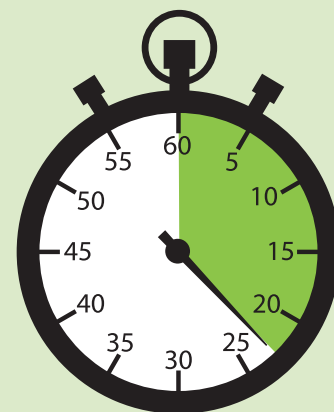


76% Trying multiple credit/debit cards

71% Looking for credit/debit cards

64% Looking for loyalty cards

63% Digging for exact change



23%

feel it's important to be able to PAY QUICKLY, wherever they go

For more information on how to make payments with your smartphone visit:

www.tdcanadatrust.com/products-services/banking/electronic-banking/ways-to-pay/mobile-payment.jsp

ANGUS REID FORUM METHODOLOGY: From March 28th to March 31st, 2014, an online survey was conducted among a sample of 1007 Canadian adults age 18+ who are also Angus Reid Forum panel members. The margin of error – which measures sampling variability – is +/-3.09%, 19 times out of 20. The sample was balanced by age, gender, region and education (and in Quebec language) according to the most recent census data. Discrepancies in or between totals are due to rounding.