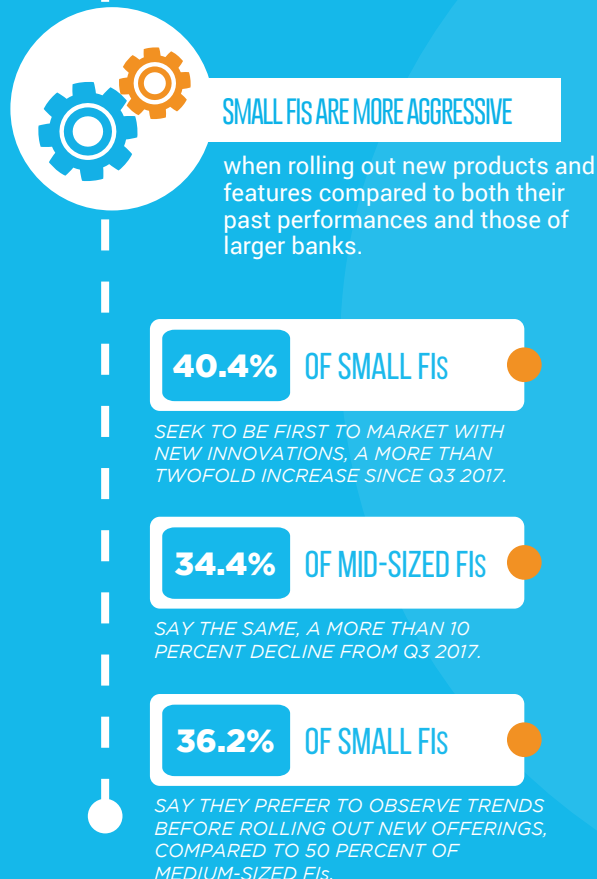
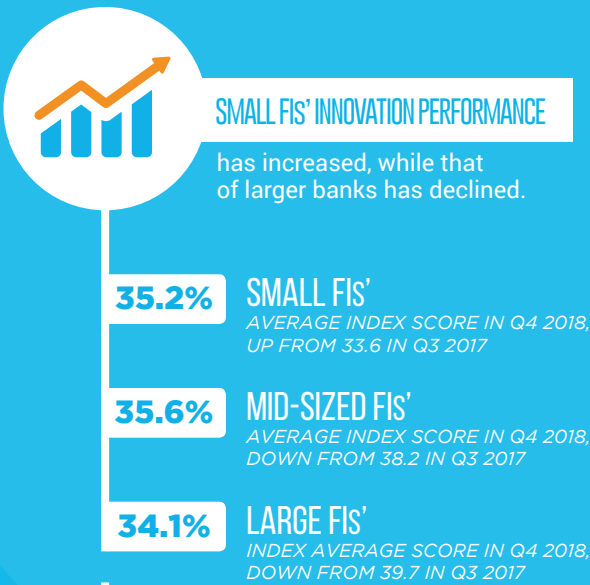


HOW SMALL BANKS ARE UPPING THEIR INNOVATION GAME



PYMNTS surveyed more than 200 financial institution (FI) decision-makers to reveal how banks with assets under \$500 million are becoming bolder in their innovation plans. We learned that:



SMALL FIS ARE EAGERER to roll out new products than to enhance existing features.

40.4% OF SMALL FIS PLAN TO FOCUS MAINLY ON NEW PRODUCTS IN THE NEXT THREE YEARS, A NEARLY FOURFOLD INCREASE OVER THE PAST THREE.

8% OF LARGE FIS PLAN TO FOCUS MAINLY ON NEW PRODUCTS, A MORE THAN TWOFOLD DECLINE FROM THE PAST THREE YEARS.

66.4% OF MIDSIZED FIS PLAN TO DEVELOP A MIX OF NEW FEATURES AND PRODUCTS OVER THE NEXT THREE YEARS, COMPARED TO JUST 34 PERCENT OF SMALL FIS.