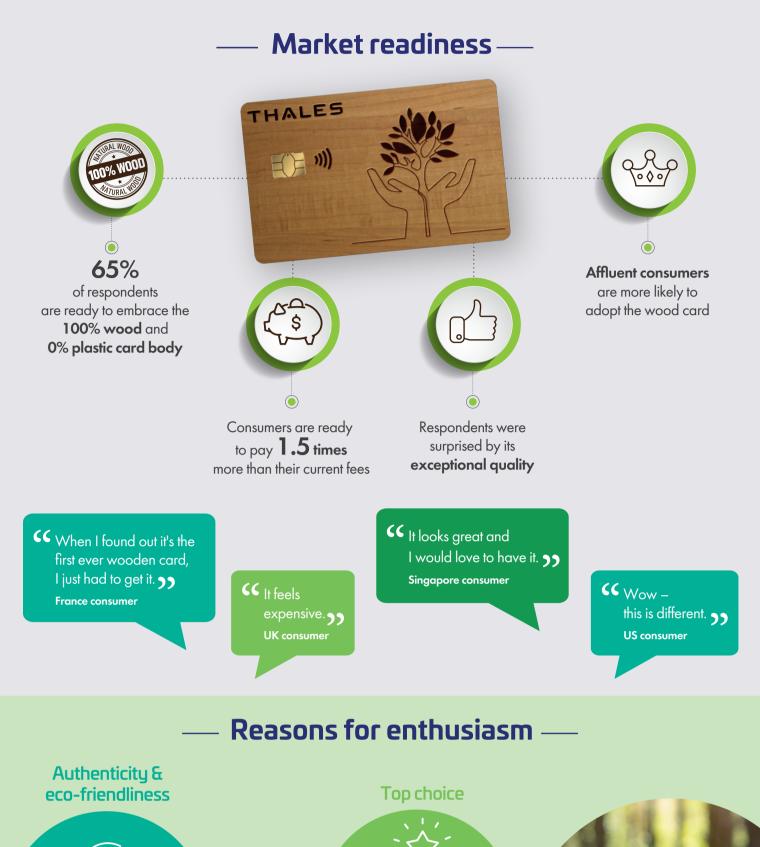


Thales Consumer Study 2023 Embracing the Wood Card The outcome of the survey

Consumers expect additional environmental and social services from banks, going beyond a more sustainable payment card.





Respondents say there's a need for a genuine, eco-friendly product Wood cards are preferred to those made of other bio-sourced and recycled materials (rPET, PLA)

Affluent customers love it for its tactical qualities, unique and natural look, minimalist design and engraving

Premium quality attraction

I like the engraving on it and how that feels.
UK consumer

Wow this is very unique!
 Singapore consumer

— Other significant insights

Participants recognise the **value of sustainability** and are ready to invest in a card that aligns with environmental values

Wood cards are perceived as **exclusive and premium objects**, allowing consumers to easily integrate them into their daily life Consumers expect **additional environmental** and **social services** from banks that go beyond a more sustainable payment card

I think this is a truly eco-friendly product France consumer

It feels quite premium and classic.
UK consumer

Concerns raised –

Some consumers are concerned about the sustainability of the wood card and the raw material used: the wood is sourced from **FSC-certified** and **sustainably managed forests**

Performance and durability of the wood card: technical evidence shows that the Thales Gemalto Wood Card lasts as long as a traditional







For more information, visit www.thalesgroup.com