

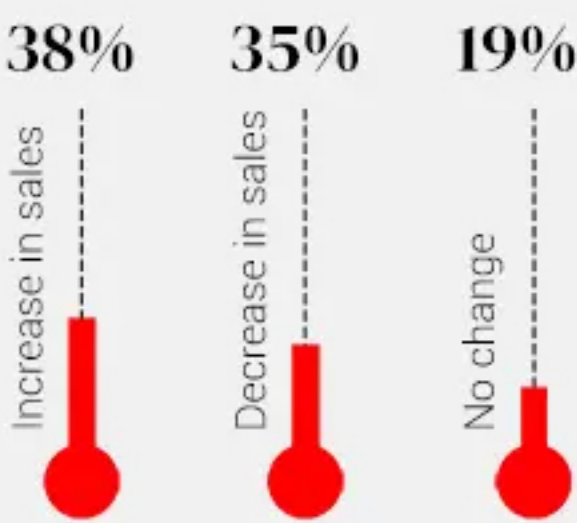


E-commerce & Payments Health Check



FOLLOWING THE UNPRECEDENTED HEALTH AND ECONOMIC CRISES CAUSED BY THE COVID-19. GLOBAL PANDEMIC, NEXWAY REACHED OUT TO OUR CUSTOMERS, PROSPECTS AND PARTNERS TO CONDUCT A "HEALTH CHECK" OF THE MARKET.

HOW ARE BUSINESSES IMPACTED BY THE CRISIS SO FAR?



Mixed Impact

Most companies saw an **impact on sales**, either negative or positive, while some others experienced little change in customer purchasing during the crisis.

Those companies with a strong online presence saw little need to change their strategic objectives, while companies dependent on in-store traffic or a single sector are having to pivot.

Did the crisis cause a change to their strategic objectives?

HOW OBJECTIVES HAVE CHANGED:



REASON THERE WAS NO CHANGE:



Sales Model Rethink

While the immediate impact on sales has been mixed, depending on the company and industry, overwhelmingly the crisis has been a clarion call to re-evaluate the sales model.



Future Proofing

Businesses are grappling with myriad issues with how they sell and distribute products to customers today. Technology plays a key role in helping tackle key challenges.

CHALLENGES WITH CURRENT SALES MODEL

- "Addressing customer safety concerns"
- "Final customer facing financial issues"
- "Not automated enough"
- "An emphasis on improving a digital presence"
- "No in-person meetings"

KEY CONCERNS

- "Create the same online experience as in-store"
- "Balancing ease of use with safety and risk"
- "Product delivery and customer support"
- "How to be best in class"
- "Finding new software and IT solutions"

ABOUT OUR GLOBAL SURVEY

Analysis is based on 37 responses to Nexway proprietary research from June 2020. Survey participants comprised a mix of service providers, game publishers, software providers, SaaS and retailers. They were based predominantly in Europe (54%), AsiaPac (27%) and North America (11%). Look for our full research report on *E-commerce & Payment Priorities in September 2020*.