

Person-to-Person (P2P) Payments

Zelle® creates an amazing money-movement experience for millions of people by sending billions of dollars annually.

Zelle® experienced phenomenal growth in 2023, with over 2100 banks and credit unions connected in the network and counting. Why? Because consumers want a fast, safe, and easy payment option to send and receive money with people they know and trust. And Zelle® delivers.



Zelle® — A Fast, Safe and Easy Way to Send Money with Family and Friends

Zelle® enables your customers or members to send money directly from one U.S. deposit account to another, using only the recipient's email address or U.S. mobile number. Money is available to the recipient within minutes.¹ Financial institutions (Fis) offer the solution directly through their online and mobile banking experiences, so consumers benefit from your significant expertise and investment in security. And since customers access the network directly through your financial institution, you maintain a central role in payments and the broader financial lives of your customers or members.

Enhanced Insights to Support Your Risk Strategy

Used in conjunction with Zelle®, Risk Insights for Zelle® is a predictive data service that provides your FI the ability to conduct real-time assessment to help mitigate the risk of fraud and scams. The additional information Risk Insight for Zelle® offers helps to reduce misdirected payments and protect consumers while balancing your risk mitigation with creating seamless experiences for good customers.



2023 Zelle Highlights

- 120 million consumer and small business user accounts leveraged Zelle® through their FI in 2023
- 2100+ FIs are connected in the Zelle Network®
- Users transacted more than \$219 billion across the Zelle Network® in Q4 2023, the largest to date
- Consumers and small businesses sent 2.9 billion transactions totaling \$806 billion in 2023, a 28% YoY increase

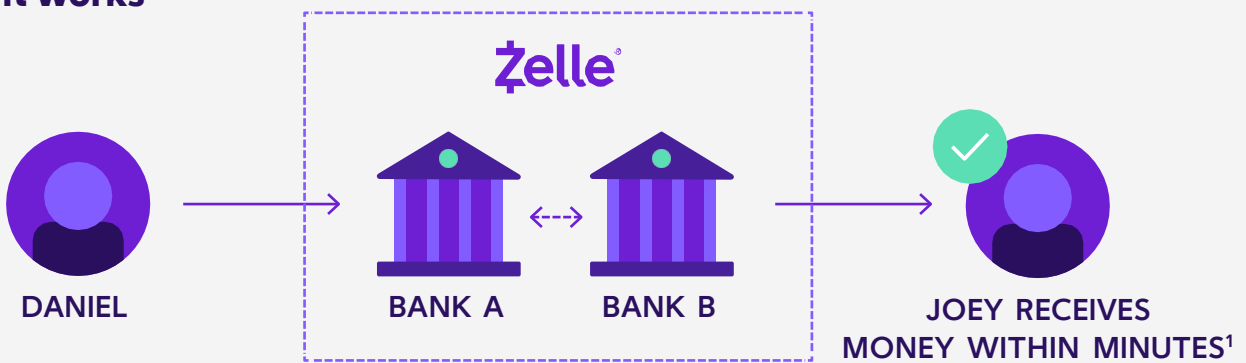
P2P BENEFITS TO FIS

- Win new customers or members and strengthen relationships with existing ones
- Improve customer experience through your mobile banking platform
- Increase engagement and positive sentiment around your FI while creating more cross-sell opportunities
- Decrease check and cash management expenses

P2P BENEFITS TO FI CUSTOMERS/MEMBERS

- Access to funds typically within minutes
- Ability to send payments directly to people they know and trust confidently through their existing banking app
- Convenient, seamless user experience — very similar to handing off cash
- Reduced sharing of sensitive account details with third-party service providers and peers

How it works*



Zelle® is transforming how money moves, with more than five billion digital payments sent since its launch in 2017. The Zelle Network® connects more than 2,100 bank and credit union brands of all sizes, enabling consumers and businesses to send digital payments to people and businesses they know and trust with an eligible bank account in the U.S. Money is available directly in bank accounts generally within minutes when the recipient is already enrolled with Zelle®. To learn more about Zelle® and participating financial institutions in the Zelle Network®, visit www.zellepay.com. Zelle® is brought to you by Early Warning Services, LLC, an innovator in payment and risk management solutions.

Sources:

* Diagram depicts in-network to in-network experience.

¹ Transactions typically occur in minutes when the recipient’s email address or U.S. mobile number is already enrolled in Zelle®