

What is the Future of Mobile Commerce, Mobile Wallet?

Wedbush Decision Metrics Poll of Leading Retailers and Consumers Reveals Key Drivers for Investors

- *Market intelligence survey offers retailer and consumer sentiment on mobile commerce growth throughout eBay, PayPal, Amazon, and more*
- *Wedbush Equity Research provides detailed investment analysis and recommendations on a wide array of industries, companies, and market trends*

Los Angeles, CA – November 28, 2012 – [Wedbush Decisions Metrics](#), an on-demand primary market intelligence service of Wedbush Securities, today announced survey results highlighting retailer and consumer sentiment on the adoption of mobile commerce (shopping on a phone or tablet) and mobile wallet (using a mobile device to pay in a physical setting) platforms. The results indicate that mobile will act as a short- and long-term growth driver for technology marketplace leaders such as eBay, Amazon, and others.

“Mobile commerce and mobile wallet are the natural progression from e-commerce, and are two areas where the investment community should pay attention,” said Gil Luria, Managing Director, Research, covering financial technology stocks at Wedbush Securities. “Our survey was constructed to gauge current and future levels of interest in mobile commerce as well as mobile wallet acceptance. The results indicate that mobile commerce and mobile wallet are not only similar secular trends to e-commerce, they are extensions of the secular shift to e-commerce which is quite exciting.”

Wedbush Decision Metrics’ survey highlights include:

- Frequent online shoppers are three times as likely to shop on their mobile device and people that shop on their mobile device are eight times more likely to use a mobile wallet.
- A typical consumer has three commerce apps on their mobile device and two of them are usually the Amazon and eBay apps.
- We believe PayPal has a significant lead in the mobile wallet race as the top choice for retailers and one of the most trusted brands for consumers. 85% of consumers trust PayPal vs. less than 30% for competitor Square.
- Mobile wallets are already being used by 8% of consumers and 35% more indicated a propensity to use a mobile wallet.

To view a complete copy of the survey results please contact the [Wedbush Equity Research](#) team at (213) 688-4529.

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About Wedbush Decision Metrics

The Wedbush Decision Metrics service delivers customized, quantitative, survey-based research to facilitate analysis of products and industries. We provide our clients with direct access to specific target audiences via a global panel of survey respondents. Wedbush Decision Metrics serves leading institutional investment, venture capital, private equity, and corporate entities, providing real-time knowledge and insights in the healthcare, technology, and consumer industries.

About Wedbush Securities

Founded in 1955, Wedbush Securities is a leading investment firm that provides brokerage, clearing, investment banking, equity research, public finance, fixed income sales and trading, and asset management to individual, institutional and issuing clients. Headquartered in Los Angeles, with over 100 offices, the firm focuses on relentless service, client financial safety, continuity, and advanced technology. Wedbush Securities is the largest subsidiary of holding company [WEDBUSH, Inc.](#), which also includes affiliated firms [Wedbush Bank](#), [Wedbush Capital Partners](#), [Wedbush Opportunity Partners](#), and [Lime Brokerage LLC](#). Follow us on Twitter [@Wedbush](#).