

### Spending on digital customer experience shows the UK behind global peers

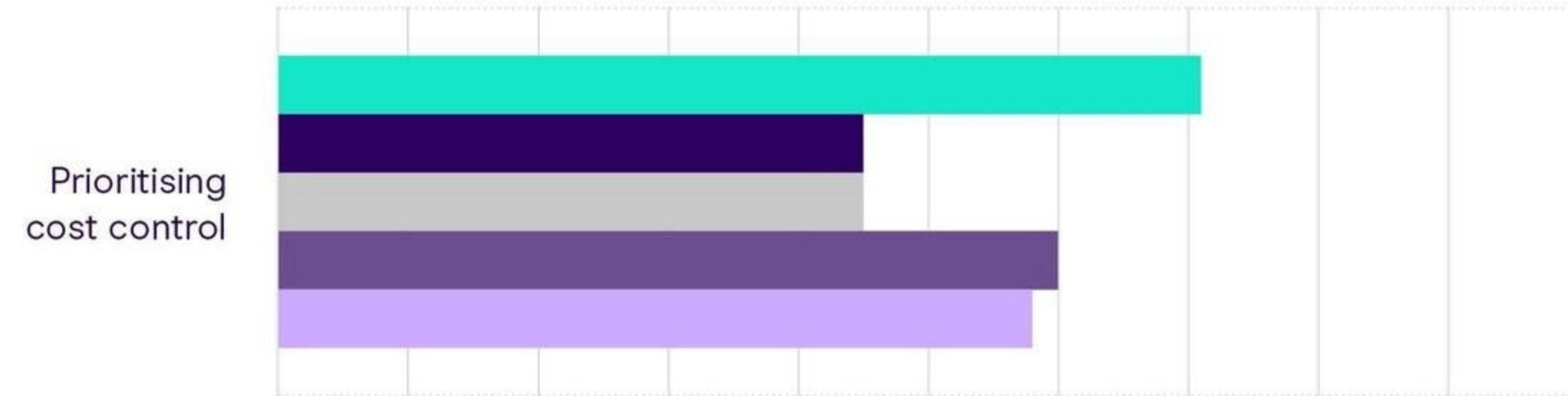
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



UK traditional FS firms UK fintech RoW traditional FS firms RoW fintech

### UK financial service firms are prioritising cost control over the next 12 months more so than other markets

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



UK Australia Singapore China USA