

WHY BANKS SHOULD

FIGHT EXPLOITATION OF THEIR MOST VALUABLE CUSTOMERS

THE 50+ ARE VALUABLE BANK CUSTOMERS



67%

The 50+ own 67% of bank deposits.



30M

The 50+ will grow by 30 million people over the next 20 years.



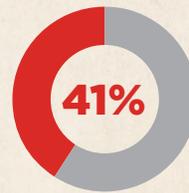
50%

The 50+ are loyal: 50% have been with the same bank for 20+ years.

BUILD TRUST WITH CUSTOMERS



81% prefer to establish their accounts at banks that **protect them from exploitation** (or provide an Age-Friendly Service).



41% of the 50+ say they are more likely to **trust** their bank because of how the **bank resolved an exploitation** situation.

THE FINANCIAL IMPACT OF EXPLOITATION



Older Americans lose at least \$3 billion per year because of exploitation.



— **\$1B**

Banks lose \$1 billion a year from exploitation.

CONSUMERS WANT BANKS THAT PROTECT THEM AGAINST EXPLOITATION



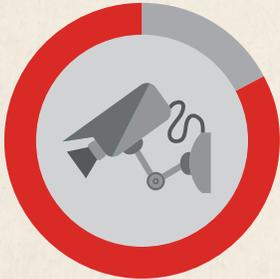
85%

prefer their bank's employees to be **highly trained** to detect and prevent exploitation.
26% are willing to pay for it.



87%

want their bank to **notify** them of unusual account activity.
23% are willing to pay for it.



83%

want extra **monitoring** to prevent unauthorized withdrawals.
28% are willing to pay for it.

SMALL STEPS TO PROTECT YOUR BANK'S CUSTOMERS

1 TRAIN EMPLOYEES

to detect and prevent exploitation.

2 EDUCATE CUSTOMERS

about the programs you have in place to safeguard their money and ways they can protect themselves from exploitation.

3 PARTNER WITH AARP

to learn about promising practices at banks worldwide who are successfully fighting exploitation.

AARP is dedicated to helping banks and other institutions safeguard consumers from financial exploitation.

To further understand the wants and needs of this valuable population, read the full report at www.aarp.org/ppi/.

AARP[®]
Real Possibilities