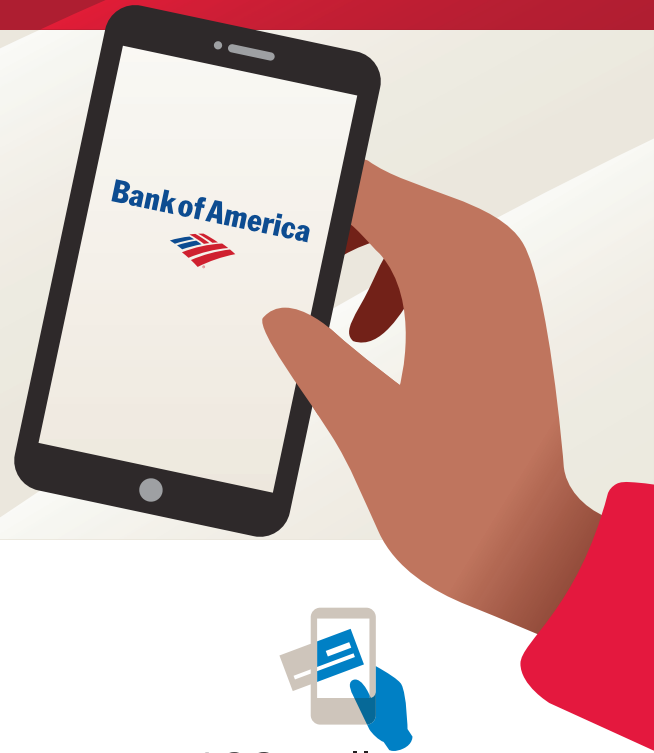


# Bank of America

## Trends in Digital Banking

With **34.9 million** digital customers, including **24.2 million** mobile users, here's a closer look at how our customers used digital to bank in 2017.



4.6 billion  
mobile log-ins

↑ 21% year over year



550 million  
bill payments



123 million  
checks deposited via mobile

Representing 22% of total deposits.  
Overall, 73% of total deposits were  
made via mobile or ATM



3 million  
accounts opened

↑ 17% year over year



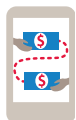
1.5 million  
appointments booked

↑ 26% year over year



13.9 million  
BankAmeriDeals redeemed

Saving \$31.9 million



67.8 million  
Zelle® P2P transactions

↑ 84% year over year



\$21.2 billion  
Zelle® P2P transfers

↑ 81% year over year



2.9 million  
Zelle® P2P active users

↑ 67% year over year

### Features added in 2017 include:

A mobile car shopping service that seamlessly integrates the buying and financing experience through digital.

Zelle® - a revolutionary P2P service available within the Bank of America app that provides consumers a fast, safe and easy way to send and receive money.

The ability for customers to start a cash withdrawal from their smartphone using the app, and then pick up their cash at any Bank of America ATM.

A redesigned home page that provides a personalized and engaging experience, with a more modern look and feel.



Bank of America's mobile banking app is certified by J.D. Power for providing **"An Outstanding Mobile Banking Customer Experience"**

Bank of America earned "Best In Class" award in Javelin's **2017 Mobile Banking** and **2017 Online Banking** Scorecards

To learn more, visit [bankofamerica.com](http://bankofamerica.com)

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J.D. Power 2018 Mobile App Certification Program<sup>SM</sup> recognition is based on successful completion of an audit and exceeding a customer experience benchmark through a survey of recent servicing interactions.

For more information, visit [jdpower.com](http://jdpower.com)

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