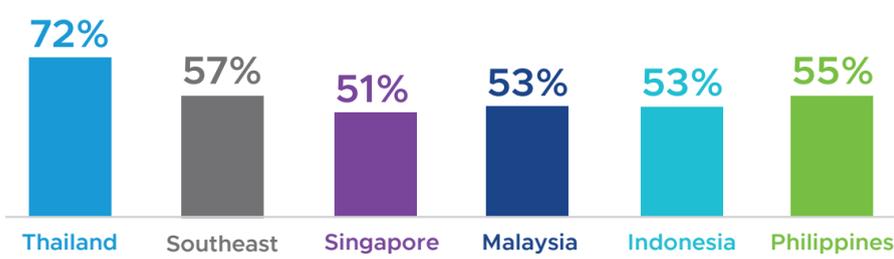
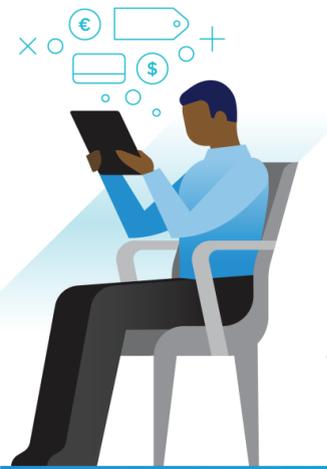


# Trust, Security and Digital Experience-Led Innovations Critical for Growth of Thailand's Financial Services Industry

*Innovative digital services drive competitiveness and outcomes for faster post-pandemic recovery*

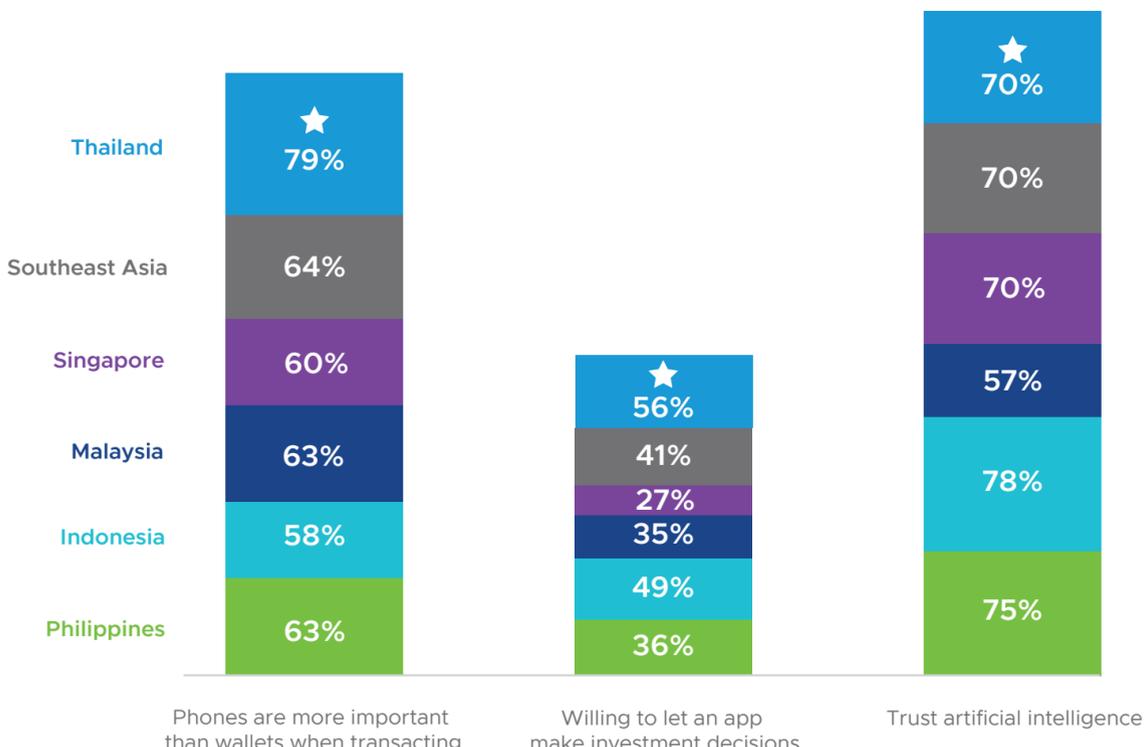
## The customer battleground for Thailand's financial ecosystem has gone virtual

Thai consumers prefer to engage digitally via apps rather than visiting in-person at a branch



## Next-generation technologies will shape Thailand's cashless future

Thais have gained a better appreciation of technology's role in creating value over the past year

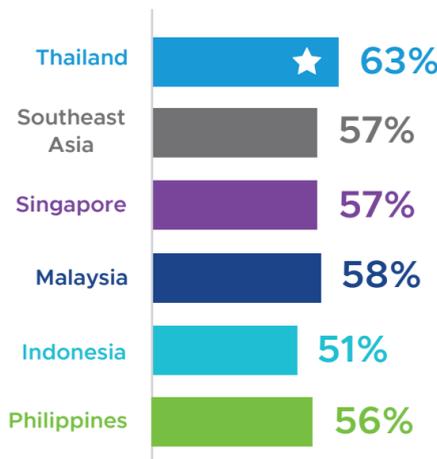
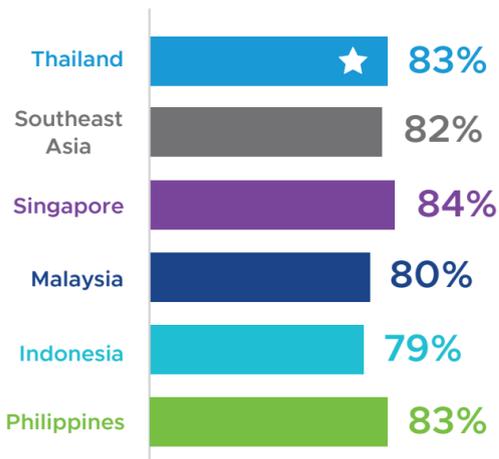


## Personalized, secure and privacy-focused digital experiences as growth enablers

Trust and privacy are key drivers to building a trusted and inclusive financial ecosystem in Thailand

Security is number one priority when choosing a financial services provider

Consumers are paranoid over the tracking and monitoring of personal data by organizations



## Technology and innovation key to accelerating Thailand's economic growth and recovery



01

Prioritize a multi-cloud and app-led ecosystem



02

Drive connectivity and innovation in a distributed work environment



03

Ensure Intrinsic Security across platforms

## A Trusted Digital Foundation

For full survey results and insights, visit [vmware.com/asean/company/news.html](https://www.vmware.com/asean/company/news.html)