

Survivor's 2012 Mobile Banking *scorCard*

Toronto, ON – October 30, 2012 – Canadians are relying more and more on mobile devices to access banking services, and **CIBC** is leading the charge according to Survivor Inc. Among the big six banks in Canada, **CIBC ranked #1 in Survivor's inaugural Mobile Banking *scorCard*[™]**, a comprehensive and objective assessment of features and functionality in the fastest growing delivery channel for e-banking. CIBC was closely followed by Scotiabank in second place, with National Bank rounding out the top three.

The **Mobile Banking *scorCard*** is a simulated-usage study that examines hundreds of objective criteria, within four main service categories (Getting Connected, Application Design, Mobile Transactions, Customer Support). Each category is weighted according to industry-defined importance.

Multiple smartphone and tablet devices were assessed for each banking institution, including iPhone, iPad, Android and BlackBerry. The design, analysis and execution of the study were powered by CorbinPartners Inc., a leading provider of business intelligence and forensic market research in Canada.

“It is forecasted that in the next two years, almost half of all Canadian smartphone users will use their mobile device to check on their bank account”, said Glenn LaCoste, President of Survivor Inc. “The more effectively a banking institution allows one to setup, monitor and transact business on their mobile device of choice, the more likely that institution will attract and keep customers.”

CIBC secured the top spot in the study with top scores for mobile banking on both iPhone and iPad devices, and had consistently high scores in all four service measurement categories. Scotiabank was a category winner in “Customer Support” and scored highest for mobile banking on both Android and BlackBerry devices.

While each bank in the study had their strengths, the **Mobile Banking *scorCard*** highlights numerous opportunities to improve the mobile customer experience. This includes a customized application for tablet devices, mobile cheque deposits, mobile wallet for cash/credit payments, adding payees for bill payment, and mobile investment transactions. “New and improved services like these”, LaCoste added, “will be essential to the evolution of mobile banking.”

The **Mobile Banking *scorCard*** was conducted between August and September 2012. The full results are available at <http://www.survivor.com/ScorView/Reviews/MobileBanking/2012/>. Survivor is in the midst of preparing a complementary study, its 5th annual edition of the Online Banking *scorCard*. Results are expected in late November.

About Survivor Inc.

Survivor Inc. is a Canadian leader in the analysis and ranking of Canadian online services offered to retail consumers. Survivor produces seasonal feature and functionality *scorCards*, including its prominent Online *Banking scorCard* and *Online Brokerage scorCard*. All studies and analyses serve as industry benchmarks for consumers and industry participants by identifying online offerings considered to be leading-edge as compared to the industry standard.

About CorbinPartners Inc.

CorbinPartners Inc. is an established provider of corporate business intelligence and forensic market research. It has Canada's leading specialty practice in research support for intellectual property matters, including risk analysis, regulatory assessment, mediation and litigation. It is a Gold Seal member of the Marketing Research and Intelligence Association (MRIA).

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