

EMEA INNOVATION CENTRE: INVESTED IN PARTNERING WITH CLIENTS AND FINTECHS TO EXPLORE THE FUTURE

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November 2015

Michael Cole-Fontayn: The EMEA Innovation Centre is a place where we can think in an agile way, use some of the latest technologies that we're developing, meet and greet clients and fintech, and really inject a sense of urgency and creativity in to all we're doing in the digital space.

Mark Gibbons: Here in EMEA, we specialise in client co-creation and fintech integration.

Emily Shepperd: So London is an important centre, it is fizzing with fintech companies.

Jamie Green: We're building up that network of fintech connections, we are partnering with fintech firms with our clients, and we're creating real and new products on the back of what we see the new generation bringing to the table.

Leda Glyptis: Within EMEA, the Innovation Centre is dedicated on taking all these new capabilities, all these new ideas and taking them directly to our clients, to fintechs, to thinkers and ecosystem creators and saying, if all of this was possible, what would you like to do with us.

Mark: The way the Innovation Centres work is to bring clients into the room, and to bring our own experts into the room and to explore the future. It's not about presentations, it's not about documents – it's about doing.

Leda: Our centre is dedicated 100% to collaboration: across our businesses, within and across our teams, with our clients and with fintechs. The overriding question we need to answer on a daily basis is: what can we do together?



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