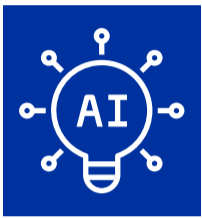


6 Game-changing Financial Trends Shaping the Industry



Generative AI

Generative AI, a 2024 breakthrough, reshapes finance. Integrated with fintech, banking, and chatbots, it spawns new revenue streams. Enabling personalized planning and investment management, it transforms insurance with tailored products and precise risk assessments.

Open Banking

Open banking empowers modern systems, fostering seamless integration. Emerging tech drives the shift to Open Finance, democratizing services globally. Companies like Adyen facilitate diverse payment integration for retailers.



DeFi

DeFi disrupts traditional finance by removing intermediaries like banks. It includes:

Stablecoins

Cryptocurrencies tied to established currencies, providing stability in volatile markets.

01

CBDCs

Central Bank Digital Currencies issued and regulated by central banks, gaining global traction.

02

Social Payments

Chat-based payments facilitate social media platform transactions.

03

Staking

Earn passive income through cryptocurrency investments, facing regulatory scrutiny.

04

Green Crypto

Addressing blockchain's energy intensity for sustainable solutions.

05

Cybersecurity Risk Management

AI's emergence poses challenges in cyber risk management. Evolving threats demand effective tools and investments. As financial institutions adopt generative AI, a heightened focus on fraud detection is essential.



Digital Currencies

Digital currencies, overshadowed briefly by Generative AI, set for 2024 resurgence. Finance shifts to online banking and digital asset management. Blockchain's shared record system is vital for data and transactions.

Biometric Authentication Advances

Biometric authentication rises in fintech amid cyber threats. Facial recognition, fingerprints, behavioral biometrics verify users. Fingerprint scanning and facial recognition are favored for accuracy; GDPR is crucial for data security and privacy.

