

AUSTRALIAN PRESS RELEASE

Creepy or convenient? Digitally savvy Australians willing to share personal data for relevant offers, says Infosys Digital Consumer Study

Melbourne, Australia – June 25, 2013: Are today's targeted retail promotions creepy and unwelcome, or worth the trade-off of personal data for better, more relevant deals?

The answers from Australian consumers may surprise some retailers, according to an independent study commissioned by [Infosys](#), a global leader in business consulting and technology solutions.

About half (51%) of Australia's digitally savvy shoppers say they are willing to have their online or mobile behaviour shared with retailers in exchange for targeted promotions, and a whopping 83% revealed they would be more likely to purchase again from a retailer that provided them with tailored promotional offers.

However, retailers appear to be missing this digital opportunity. Most consumers said current ads and promotions don't speak to them, with ads received on mobile devices (77%), online (74%) and email (71%) deemed the least relevant.

The global research polled 5,000 digitally savvy consumers in five countries (including 1,000 in Australia) about how they trade personal data in the retail, banking, and healthcare sectors. The study shows the key challenge facing business is to navigate the complex behaviors consumers display when sharing their personal data.

Key Australian findings:

- **Big data targeting breeds consumer loyalty.** 83% of online shoppers said they'd be motivated to make repeat purchases if they received offers tailored to their interests. 78% would make a repeat purchase if they received offers targeted to their location.
- **Social media helps too.** 68% would shop with a retailer again based on social media interactions, whether with friends, family, fans, or with the retailer itself.
- **What data will shoppers share?** Though consumers are willing to share email addresses (81%) and postcodes (67%) in exchange for more customised experiences or offers, there is a big drop after that. Less than a third (32%) would share a date of birth, and only 9% would divulge their income (9%).
- **Catch 22 for retailers?** While in principle shoppers say they want to receive ads or promotions targeted to their interests, only 30% are actually willing to reveal vital information such as their use of smart devices, and just 14% are willing to share social media profile information. Could lacking these details make it difficult for retailers to deliver tailored digital offers?
- **Consumers value online customer service.** 82% would be more likely to purchase from a retailer again if the retailer helps them resolve customer service issues online, for example, through an online form, email, or a chat program.
- **Does it fit?** Australians were the least likely shoppers to feel comfortable purchasing clothing, shoes or jewellery online (57% of Australians and only 45% of Australian

women aged 50-69, compared to an average of 70% for shoppers in the US and Europe).

- **Reviews important to young shoppers.** Reviews and ratings from other consumers are of particular appeal to 18 – 29 year olds, with 83% of young shoppers indicating this would motivate them to make a repeat purchase.
- **Shoppers are ‘app’ happy.** 62% are more likely to make a purchase from a retailer again if it has a mobile application that’s easy to use (this rises to 70% among 18 to 29 year olds).

Quote:

Sumit Madan, Retail Client Manager at Infosys;

“Australians are clearly willing to trade some useful personal information with retailers if they can extract real value from it. When it comes to their personal data, there’s a line shoppers are willing to cross. Smart retailers must figure out how to persuade them to cross it to leverage the wave of opportunity that the online shopping revolution and big data present.”

Engaging the Digital Consumer – Research Methodology

This comprehensive global research project studied consumer sentiment on big data issues in the retail, financial services, and health care industries in the United States, United Kingdom, France, Germany and Australia. The study polled 1,000 consumers in each country via an online survey for a total global sample of 5,000 adults between the ages of 18 and 69. Independent research firms KRC and Vanson Bourne conducted the study; KRC surveyed the United States between May 3rd and 7th, 2013 and Vanson Bourne surveyed the remaining countries between May 8th and 22nd, 2013. To qualify for the survey, respondents had to be active Internet users and indicate that they have made an online purchase during the previous six weeks. The majority of respondents also had to indicate they owned a smartphone or tablet computer.

About Infosys

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Ranked in the top tier of Forbes’ 100 most innovative companies, Infosys – with \$7.4B in annual revenues and 150,000+ employees – provides enterprises with strategic insights on what lies ahead. We help enterprises transform and thrive in a changing world through strategic consulting, operational leadership and the co-creation of breakthrough solutions, including those in mobility, sustainability, big data and cloud computing.

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wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2013 and on Form 6-K for the quarter ended June 30, 2012 September 30, 2012 and December 31, 2012. These filings are available at www.sec.gov. Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company unless it is required by law.

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