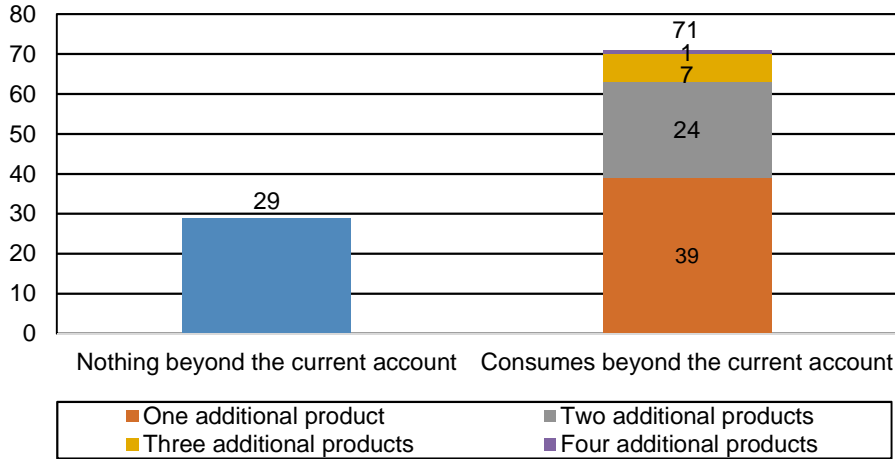


About 70 percent of customers who move their current accounts to another bank consumes additional financial products.

Figure 1
Distribution of Transferring Customers by Quantity of Products Consumed^a in Addition to the Current Account at the Time the Account is Opened, Total Banking System, 2016 Average to 2018 (percent)



^a The products examined in this analysis are: housing loan, nonhousing loan, deposit, and securities portfolio.

SOURCE: Based on reports to the Banking Supervision Department.