

# **Discover Financial Services in Consumer Finance**

September 2022

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#### SCOPE OF THE REPORT

Scope

#### STRATEGIC EVALUATION

Key company facts Financial assessment: Income statement analysis Financial assessment: Revenue analysis Discover partnerships and agreements Expanding products and services SWOT: Discover Financial Services Inc Key opportunities and challenges

#### COMPETITIVE POSITIONING

Global operator landscape Global issuing landscape Strong ongoing growth temporarily suppressed in 2020 under COVID-19 International network product breakdown

#### MARKET ASSESSMENT

International assessment Product mix

#### GEOGRAPHIC AND CATEGORY OPPORTUNITIES

Commercial payments remain a major avenue for expansion Opportunities and challenges exist in buy now pay later Unifying the Discover and Diners Club experience to leverage strengths

#### BRAND STRATEGY

2021-2022 brings a brand refresh and new campaigns Comparative brand investment

#### RECOMMENDATIONS

Recommendations Data parameters and report definitions

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finance/report.