

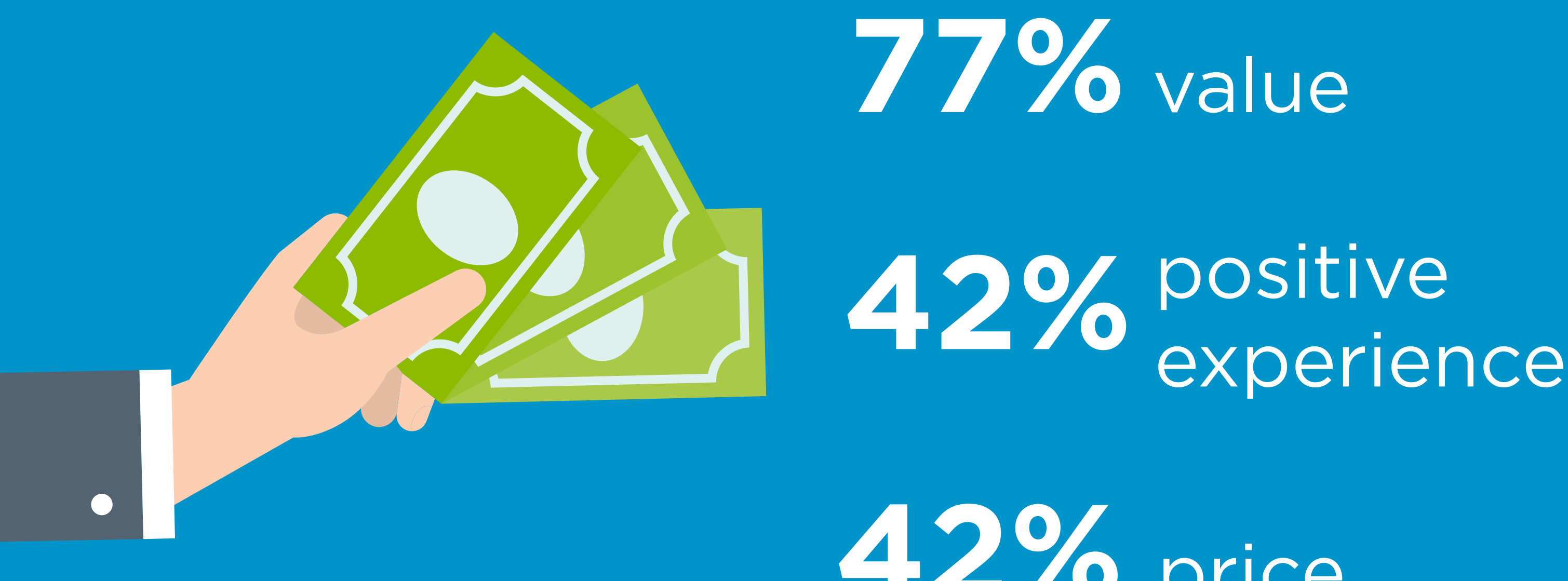
Connecting with the Baby Boomers

Who are the Baby Boomers?

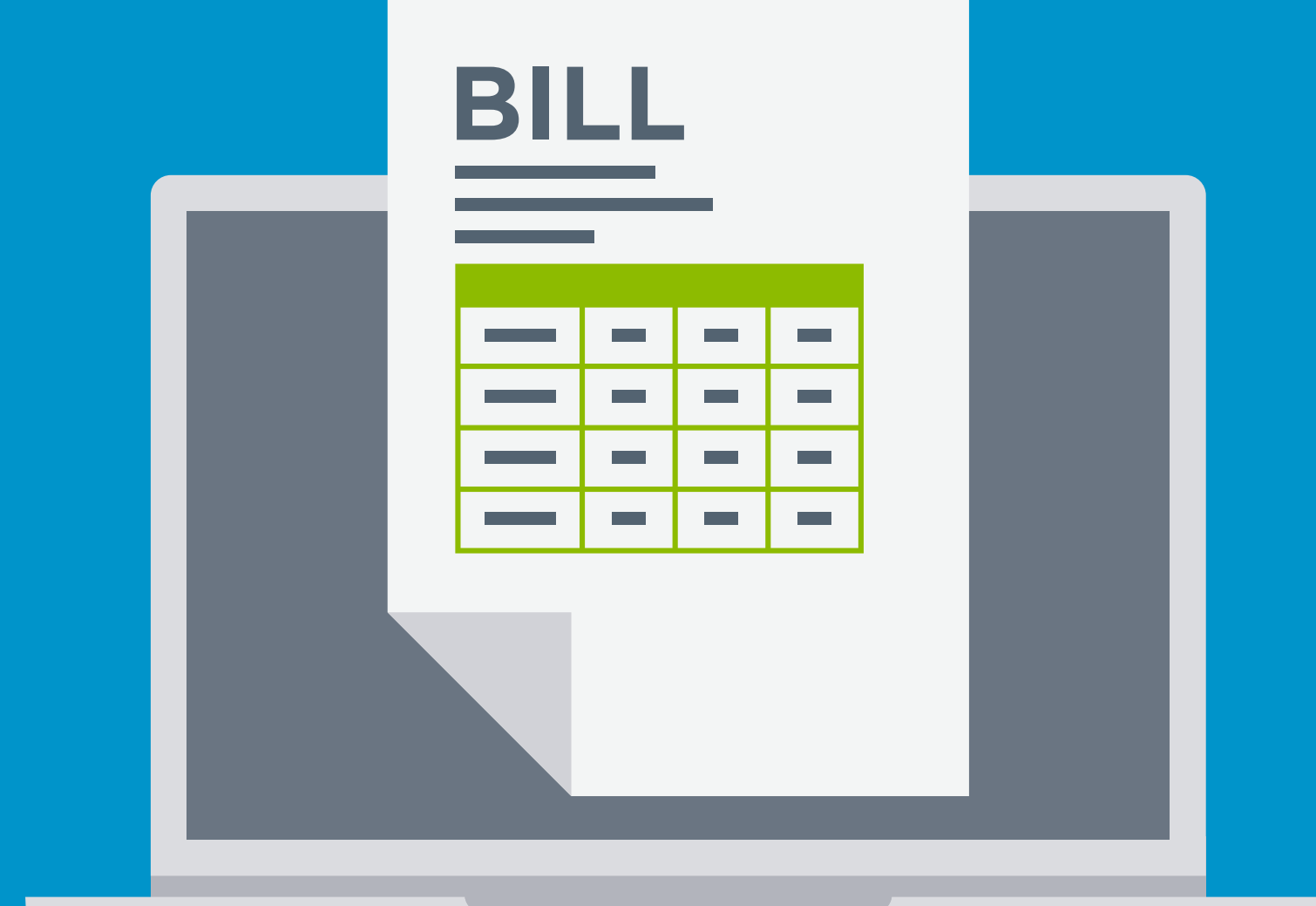
- Born between 1943-1964
- 76 million people
- 44% of the U.S. population



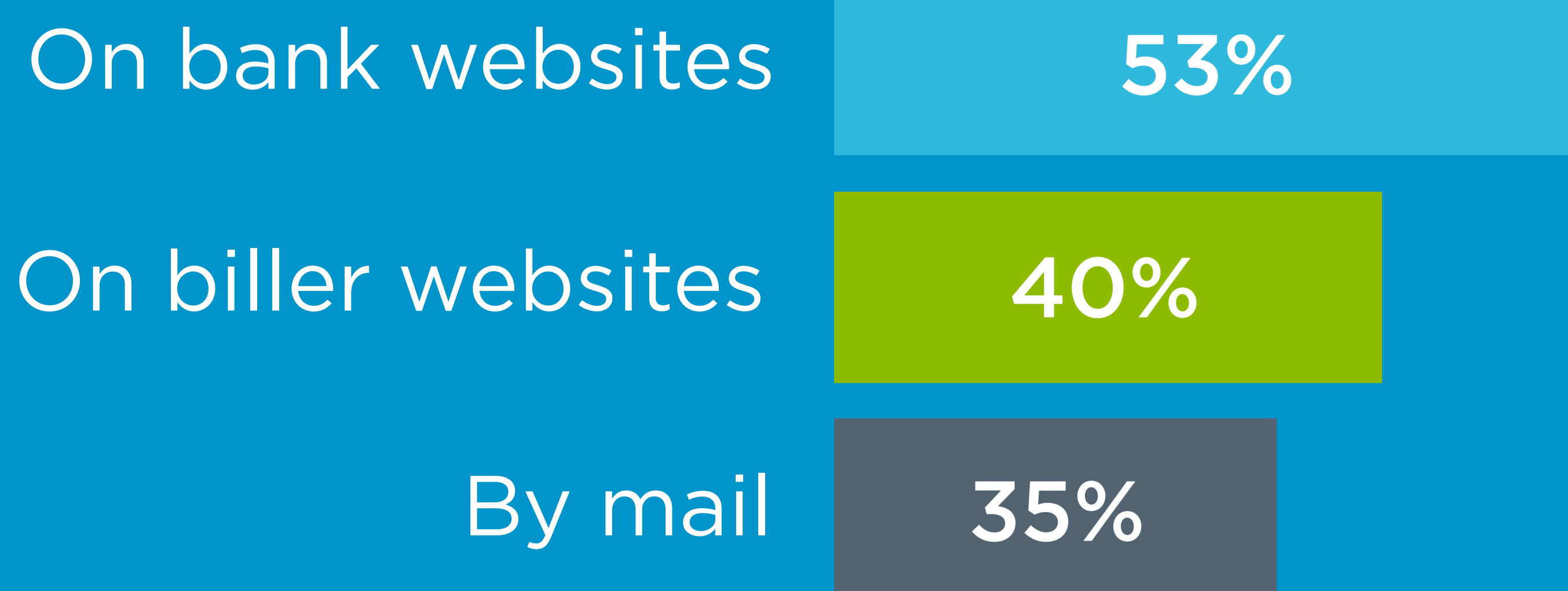
Baby Boomers make purchases based on:



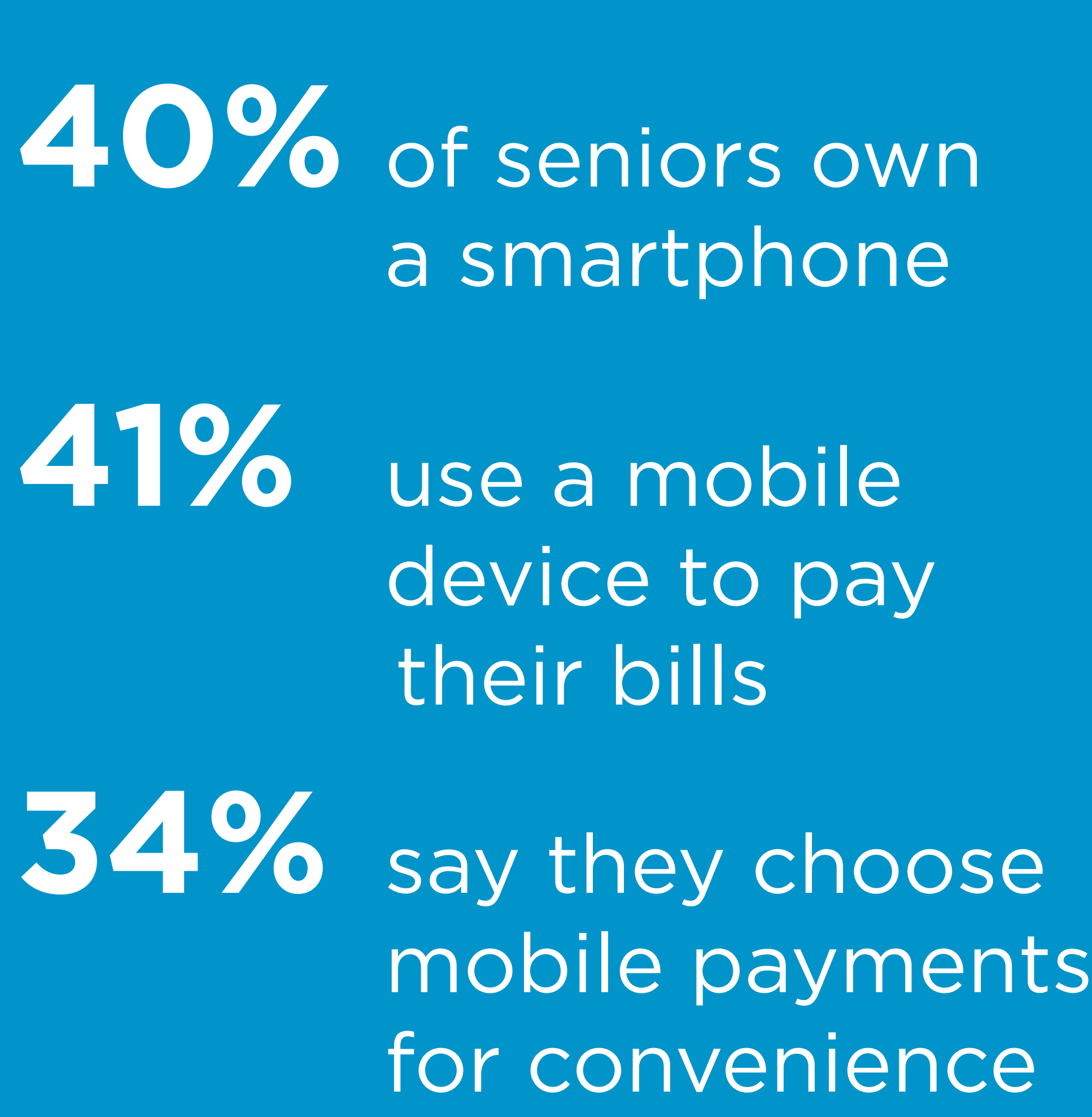
Baby Boomers prefer to receive bills by:



Baby Boomers prefer to make bill payments:



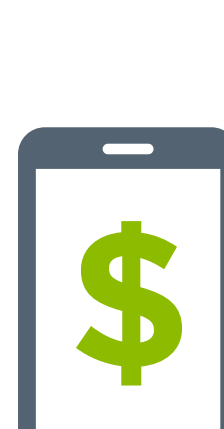
Baby Boomers are mobile users:



Reach Baby Boomers with solutions such as:



KUBRA IQ™
Artificial Intelligence



KUBRA EZ-PAY®
On-Demand Payments



KUBRA iMobile™
Apps



1. Schawbel, Dan. 53 Of The Most Interesting Facts About Baby Boomers. February 3, 2017.
2. KUBRA. KUBRA Utility Consumer Billing Report 2018. November 2018.
3. Anderson, Monica, Perrin, Andrew. Tech Adoption Climbs Among Older Adults. 1. Technology use among seniors. May 17, 2017.
4. Anderson, Monica, Perrin, Andrew. Tech Adoption Climbs Among Older Adults. 2. Barriers to adoption and attitudes towards technology. May 17, 2017.