

# Enabling Mobile Money Policies in Sri Lanka

## The Rise of eZ Cash

July 2013

ez Cash  
MOBILE MONEY

POLICY

ez Pay  
MOBILE BANKING



Payments and Settlements Systems Act

National Development Bank and Dialog launch eZ Pay, a mobile banking product

CBSL issues Service Providers of Payment Cards Regulations No.1 of 2009

CBSL issues draft Mobile Payments Guidelines No. 1 for public review

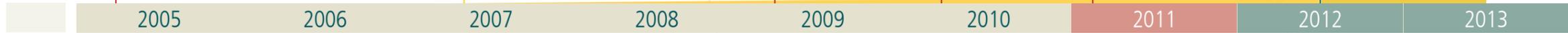
CBSL issues two distinct guidelines for regulating bank-led and telco-led models of mobile payment systems:

- Mobile Payments Guidelines No. 1 of 2011 for Bank-led Mobile Payment Services
- Mobile Payments Guidelines No. 2 of 2011 for Custodian Account Based Mobile Payment Services

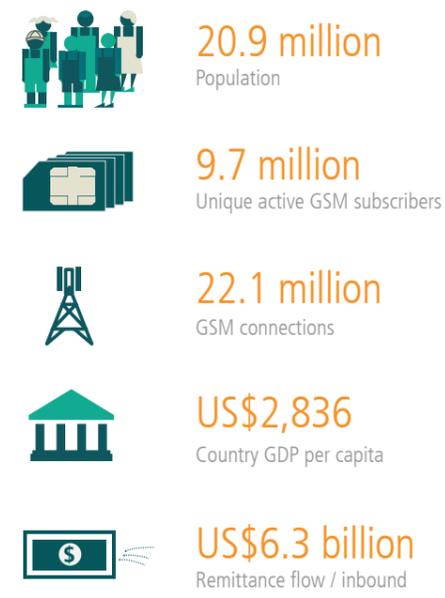
CBSL grants a licence to Dialog and agrees on proportional risk-based KYC requirements

In June 2012, Dialog launches its mobile money service, eZ Cash

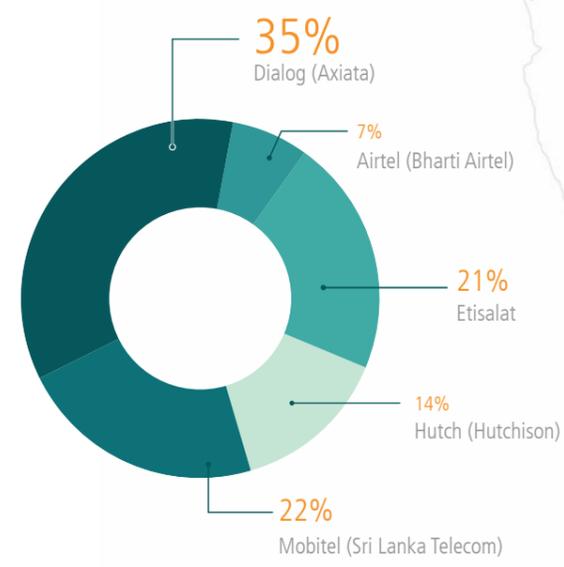
In June 2013, one year after launch, Dialog reaches 1m registered eZ Cash users, 20% of which are active



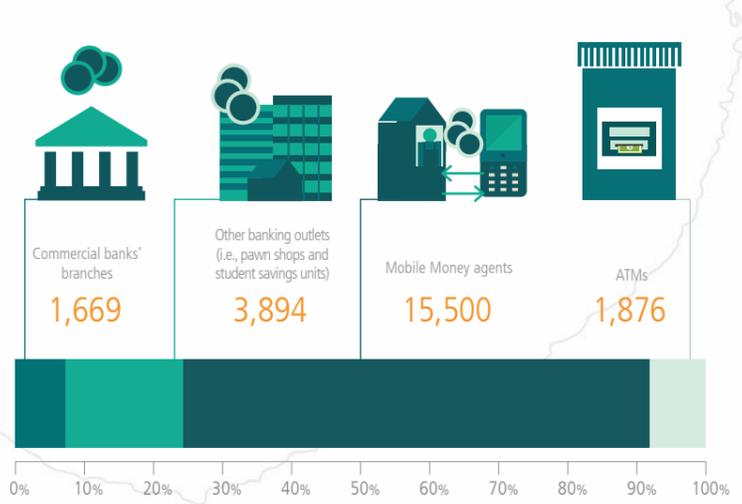
### Sri Lanka at a glance



### Telecom market share



### Financial sector touchpoints



### The Sri Lankan custodian bank account model

