



**Aamir Ibrahim**  
**CEO - JAZZ**







# JAZZ – The Digital Journey





## Mobile Growth in Pakistan



3 in 2003

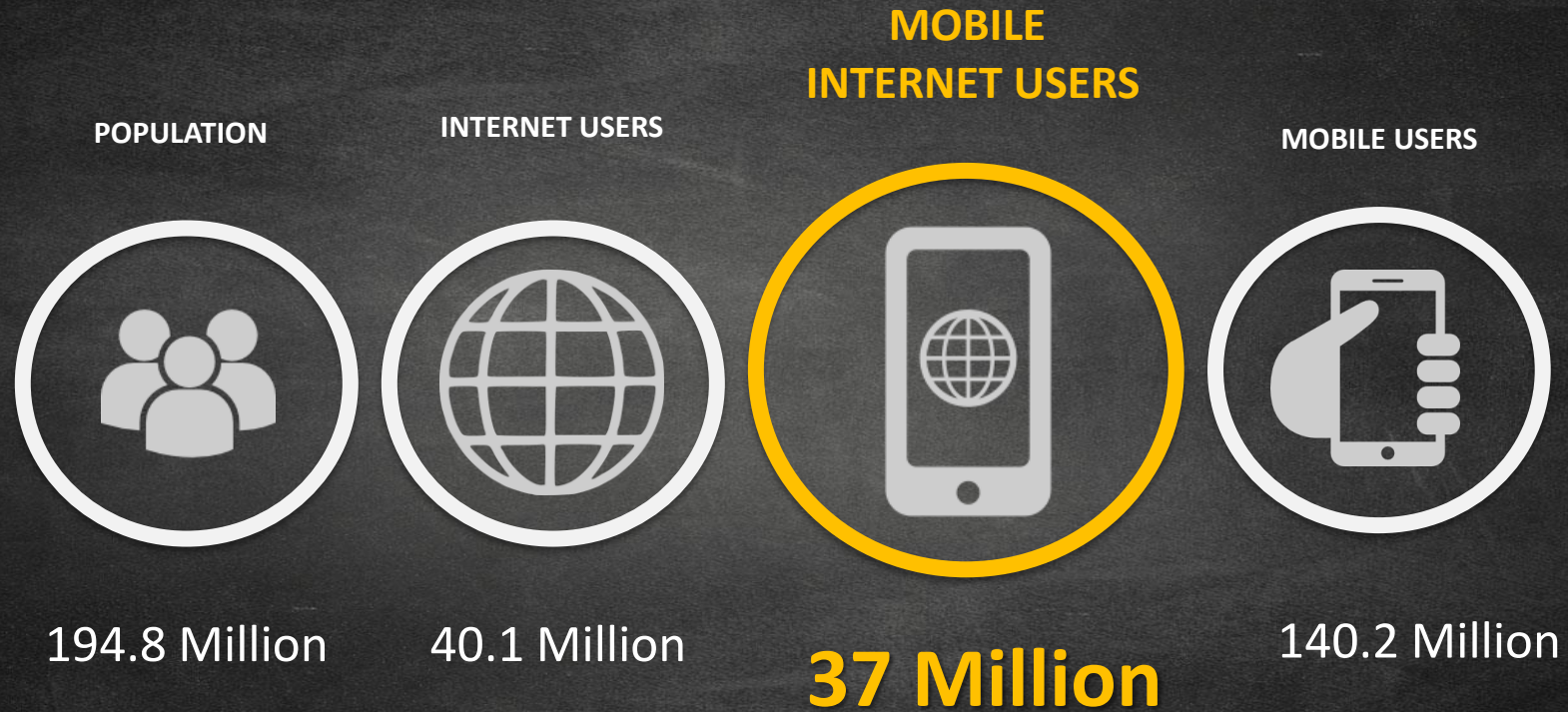
39 in 2007

72 in 2016

Average mobile subscribers per 100 people

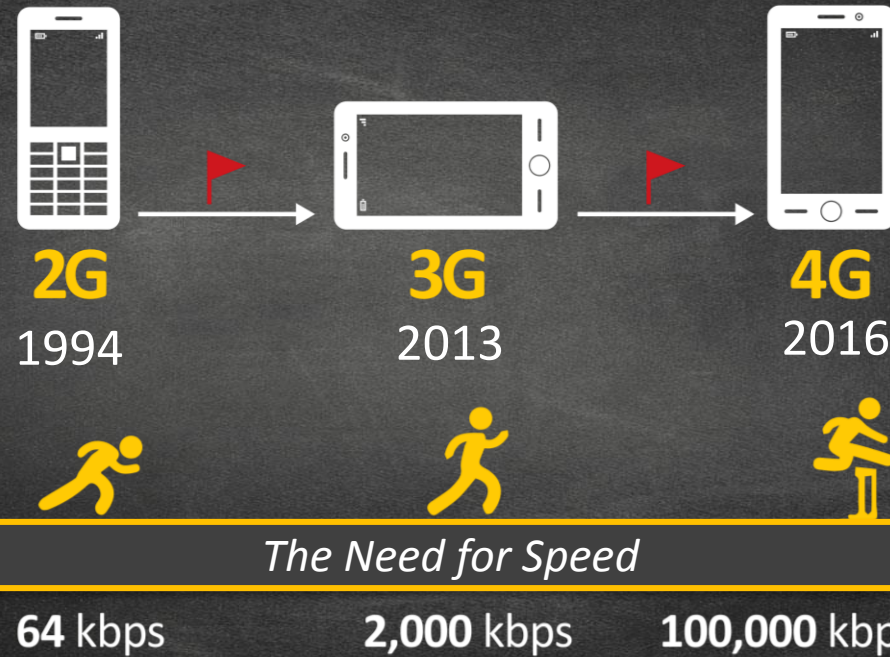


## Internet Goes Mobile

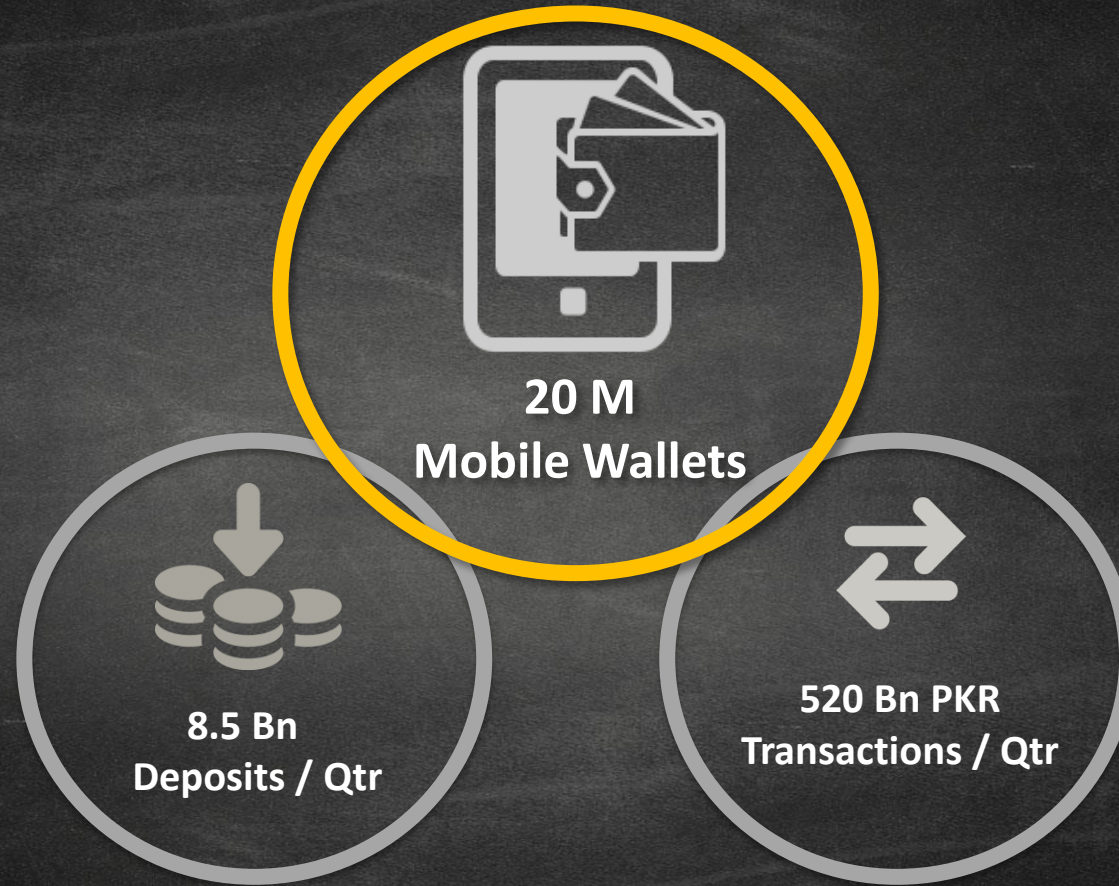




## Our Road to Connectivity











## Digital Mobile Financial Services





## Biometric Verified





## Challenges in Emerging Markets

- Low Literacy Rates
- Unconnected Population
- Difficult On-Boarding
- Mobile Centric Security







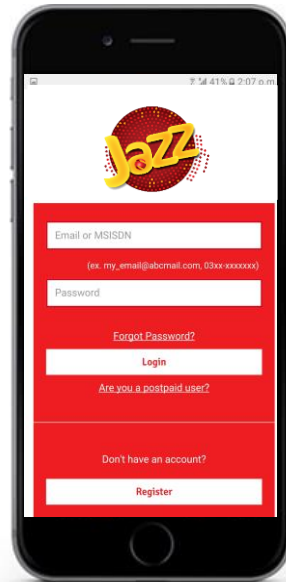
# The Need for **Mobile Digital Identity**



## GSMA Mobile Connect

Live in 2016 | 80%+ Market Readiness | 5 SPs Enabled





**Register**

In order to register you need to provide the information below:

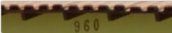
CNIC or Passport ID \*   
(ex. 1234512345671, AA1234567)

Mobilink number \*   
(ex: 03062210013)

Email \*   
(must be a valid email address)

Password \*   
(password must be at least 6 characters)

Retype password \*



Enter the words above:

☐ I agree to Mobilink [Terms and Conditions](#)

**Register**

**Confirm registration**

In order to confirm your registration you need to provide the information below:

A text message has been sent to \*\*\*\* \* 4152.  
Please enter the received PIN code.

Phone PIN code \*   
(ex. k-j-67543658)

An email has been sent to user@domain.th.  
Please enter the received PIN code.

Email PIN code \*   
(ex. k-j-67543658)

**\* Required information**

Invited by a friend? Win a free offer for you and your friend by entering the PIN code included in the invitation.

Invitation PIN code   
(ex. k-j-67543658)

**Confirm registration**

9 Input Fields for Secure Sign Up – 3 Steps

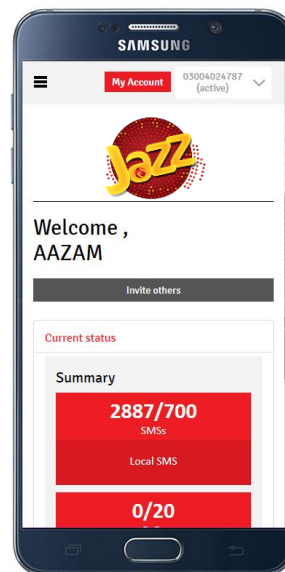
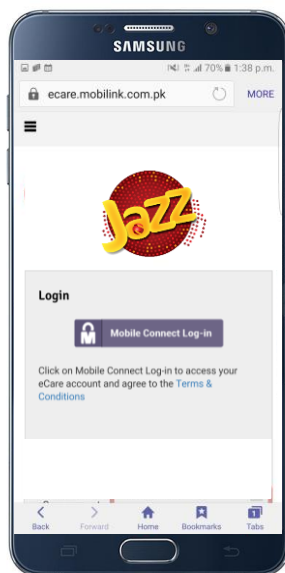
# The Jazz Story





Improvement in Avg.  
Conversion Rate

146.8%



Improvement in Avg.  
Sign Ups / Month

79.6%

Max 2 Inputs – 1 to 2 Steps for Sign Up

# The Jazz Story

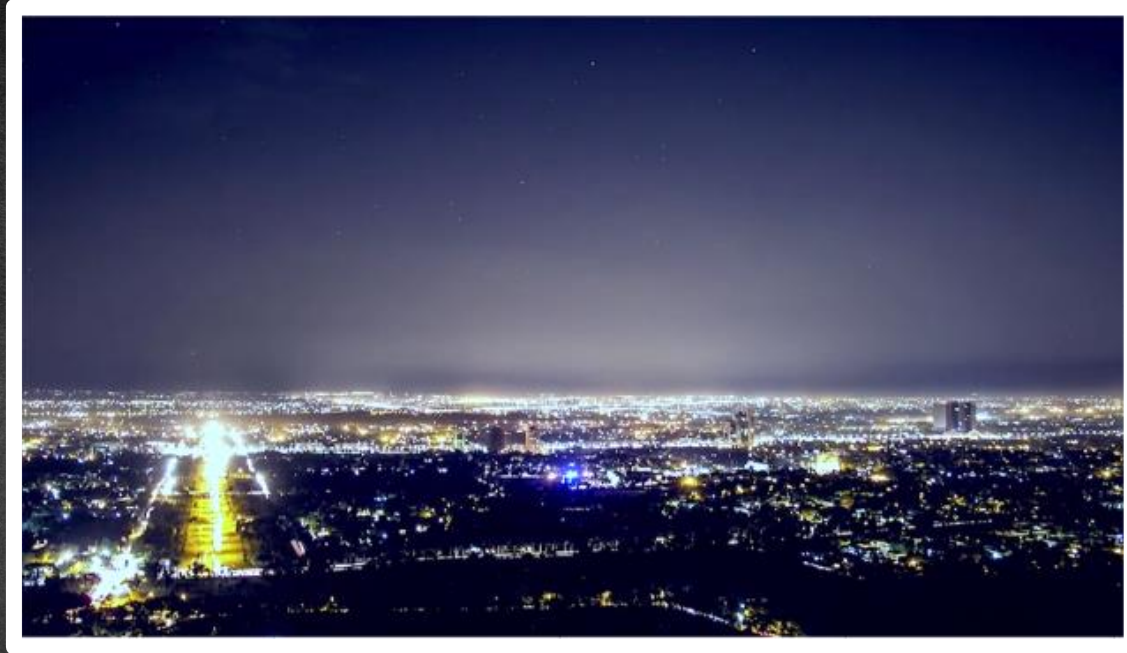






**Authentication | Attribution | Authorization**





# Going Forward



# Thank You

