



Mobile Money  
for the Unbanked

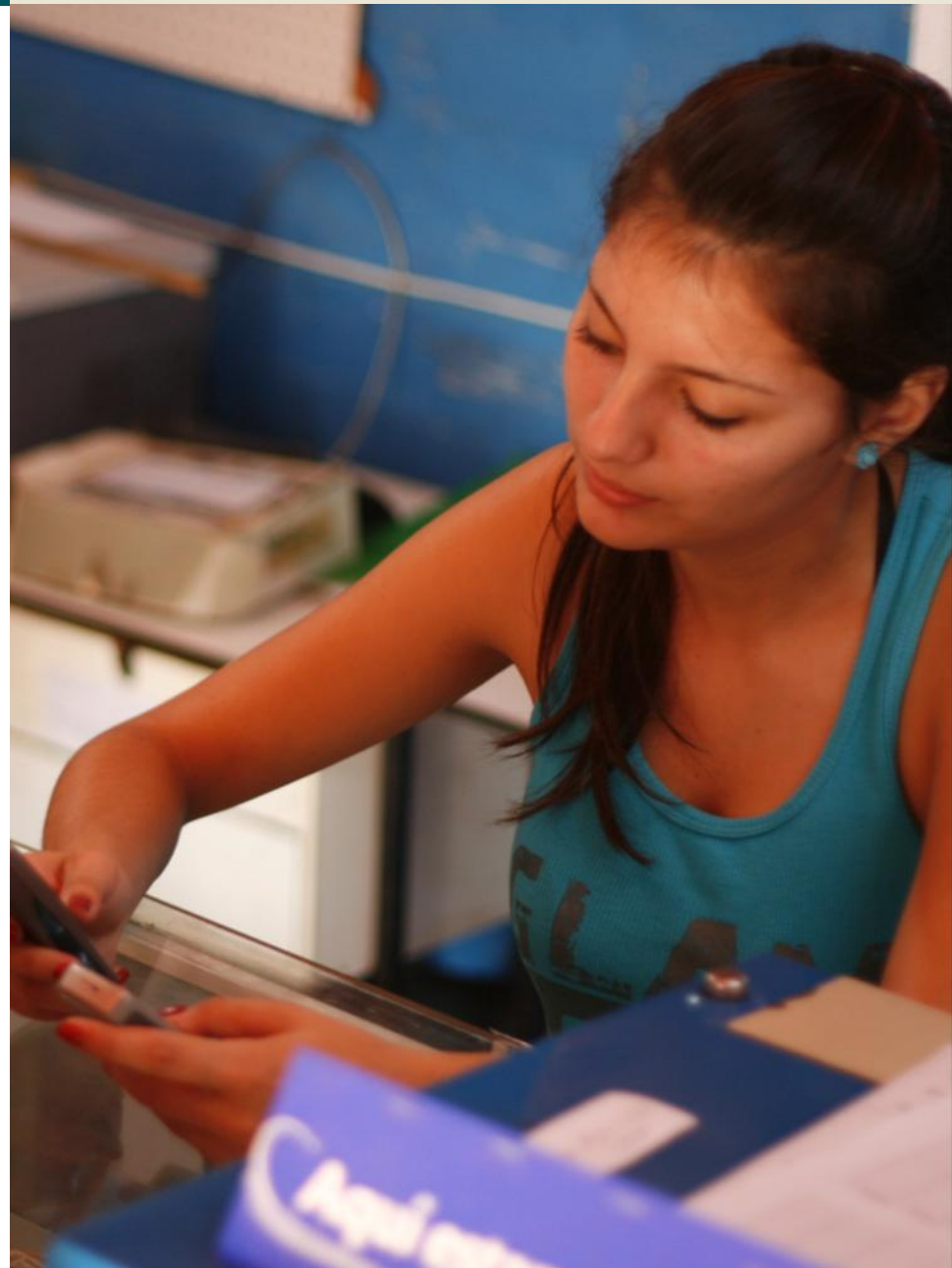
## State of the industry and programme overview

Alexis Arancibia Espinoza

GSMA LA, el 10 de diciembre | 2012

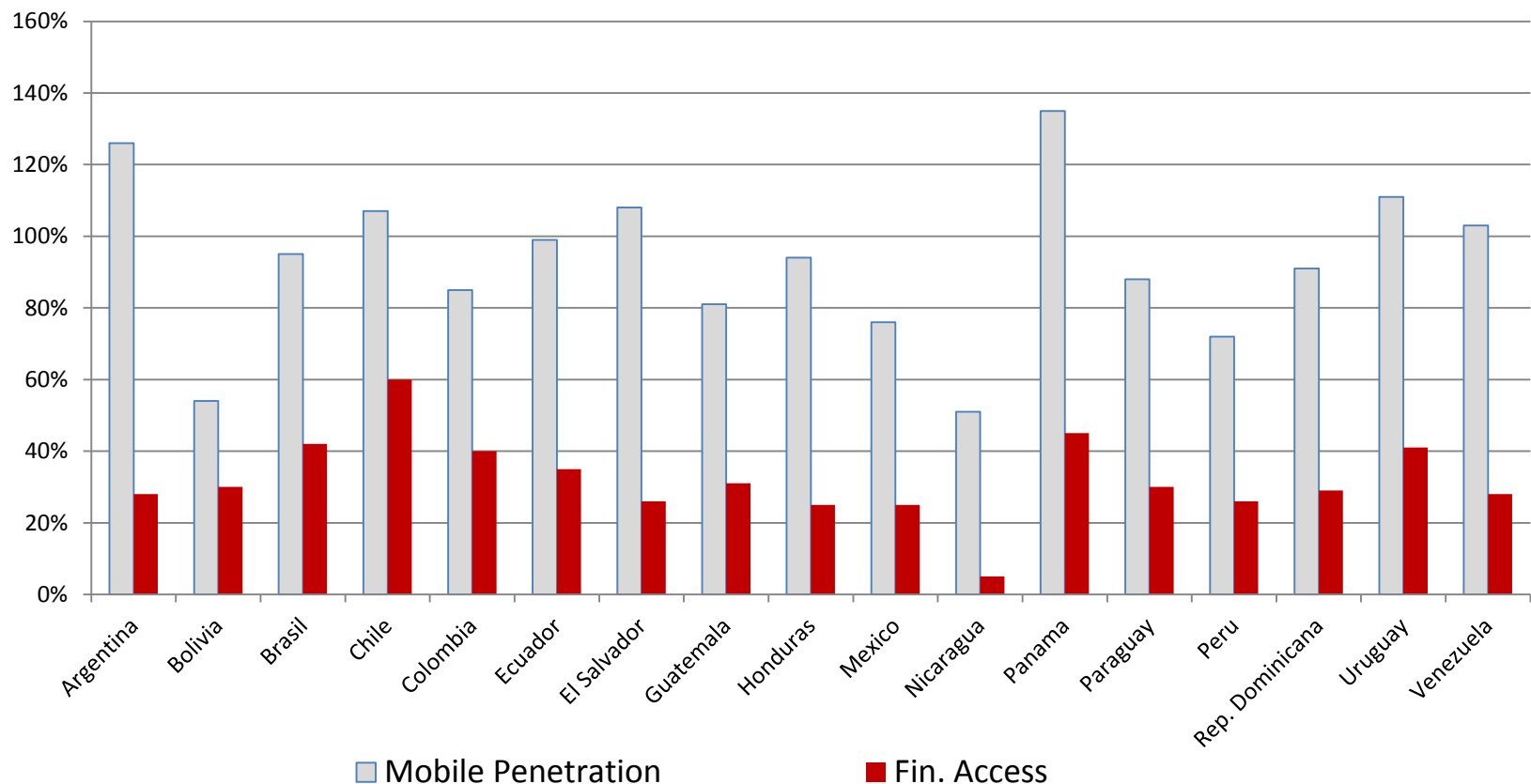
# Agenda

- State of the industry
- Mobile Money in LAC
- Challenges for the industry
- Mobile Money for the Unbanked Programme



# Opportunity for mobile money

Low financial inclusion + high mobile penetration in LAC makes mobile financial services an attractive opportunity



Source: Financial access data World Bank 2009; Mobile penetration data GSMA Wireless Intelligence 2009

## State of the industry

### 2012 Global Mobile Money Adoption Survey preliminary findings

- 140 Mobile Money for the Unbanked services in 68 countries
  - 37 new mobile money services launched in the past 12 months
  - In 37 markets, there is more than one mobile money service
  - There are 104 planned launches of mobile money services
- 11.7m active mobile money customers counted in June 2012, not counting Safaricom's M-PESA active customers
- 186m mobile money transactions were processed by services in our sample in June 2012 for a total value of USD 931m
- Industry has some evidence of scale - three new deployments have crossed the "1 million active customers" threshold in past 12 months

**Note:** Full survey findings will be available from Feb 2013

# Mobile Money in LAC – State of the industry, February 2009





# Mobile money landscape in LAC today



# Telcos have three main assets, making them well placed to offer mobile financial services



## Distribution channel

MNOs can leverage their airtime distribution networks to enable mobile money users to perform cash in and cash out transactions



## Proprietors of the mobile channel

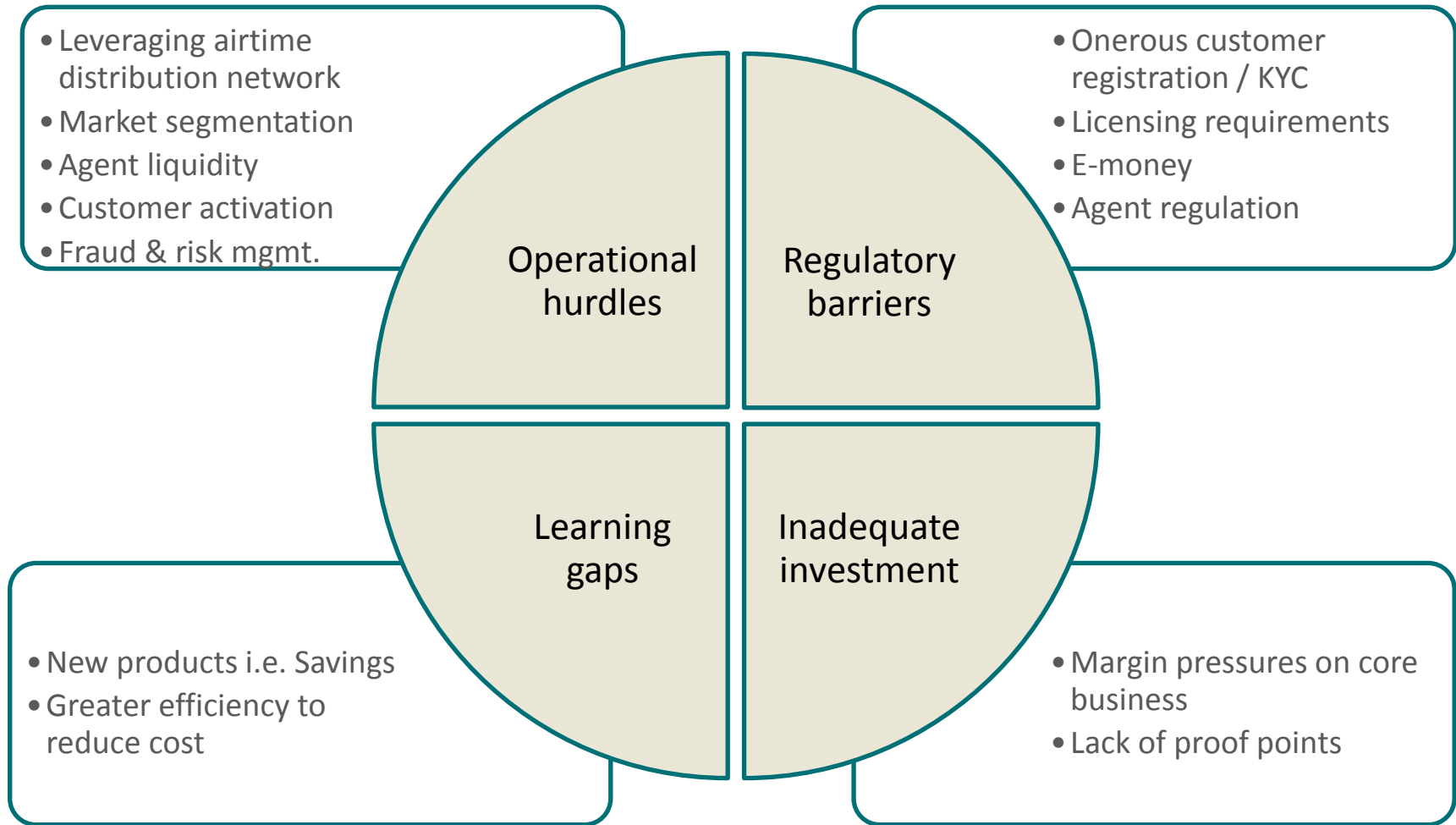
MNOs can put secure mobile money applications on customers' SIM or use their USSD channel to enable customers to perform transactions directly from their handset



## Trusted brands

The prevalence of mobile communication even in the most rural areas has meant that mobile operators possess brands that customers are familiar with and trust – a huge asset for the introduction of financial services

# Four principle barriers still facing the growth of mobile money



# Mobile Money for the Unbanked Programme

**MMU Phase 1** launched in 2009 by the GSMA with support from The Bill & Melinda Gates Foundation

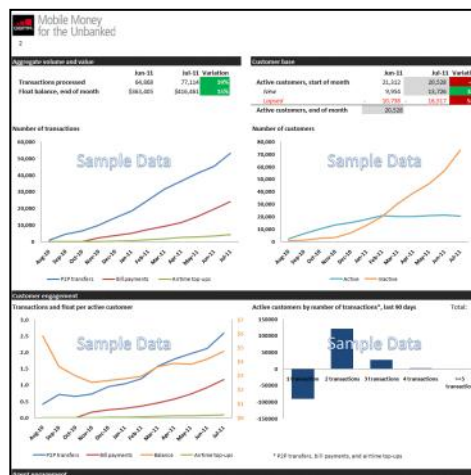
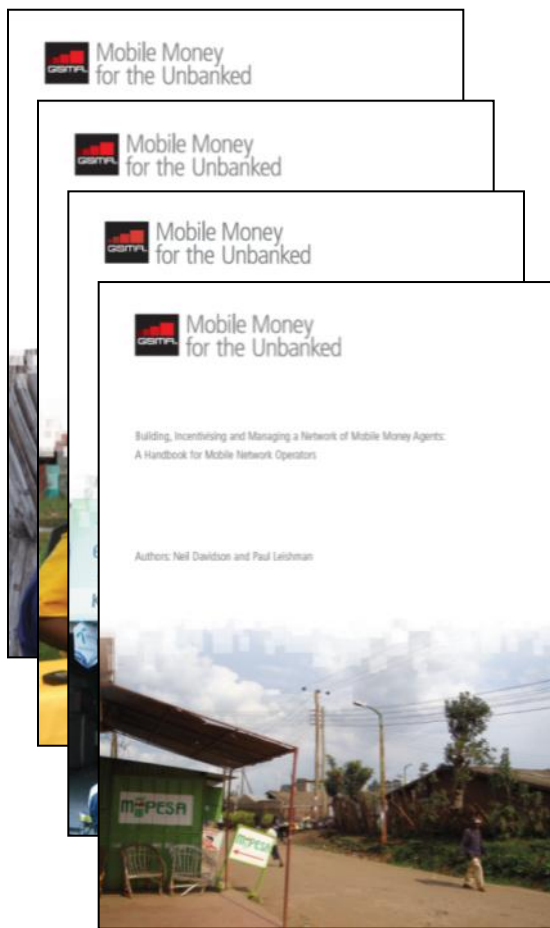
**MMU Phase 2** will support GSMA members through 2015 with the following focus areas:

1. **SCALE** - Identify and implement best practices around how to scale mobile money deployments that sustainably serve poor and unbanked clients
2. **EXTENDING THE DIGITAL ECOSYSTEM** - Understand and promote mechanisms for harnessing economies of scale across multiple mobile money providers
3. **REGULATION** - Equip mobile operators to successfully advocate for and shape regulatory environments that enable them to sustainably contribute to financial inclusion



# How can the GSMA help my deployment?

Best practice resources: MMU publications, toolkits, trainings, events, research papers, image library, etc.



## Best practice resources

- Build, manage and incentive agent network
- Drive customer usage
- Build effective bank-MNO partnerships
- Is there any money in mobile money?
- Blog – [www.mmublog.org](http://www.mmublog.org)
- Toolkits – profitability, customer research, operational dashboard
- Events – Working groups, focus sessions



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[www.gsma.com/mmu](http://www.gsma.com/mmu)