



Mobile Money
for the Unbanked

MOBILE INSURANCE | MOBILE MONEY | MOBILE CREDIT AND SAVINGS

2013 STATE OF THE INDUSTRY

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MMU 2013 State of the Industry Report



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- MMU's annual State of the Industry Report quantifies the state of the mobile financial services industry and enables service providers to benchmark their performance.
- It covers mobile money, mobile insurance as well as mobile credit and savings.



Agenda



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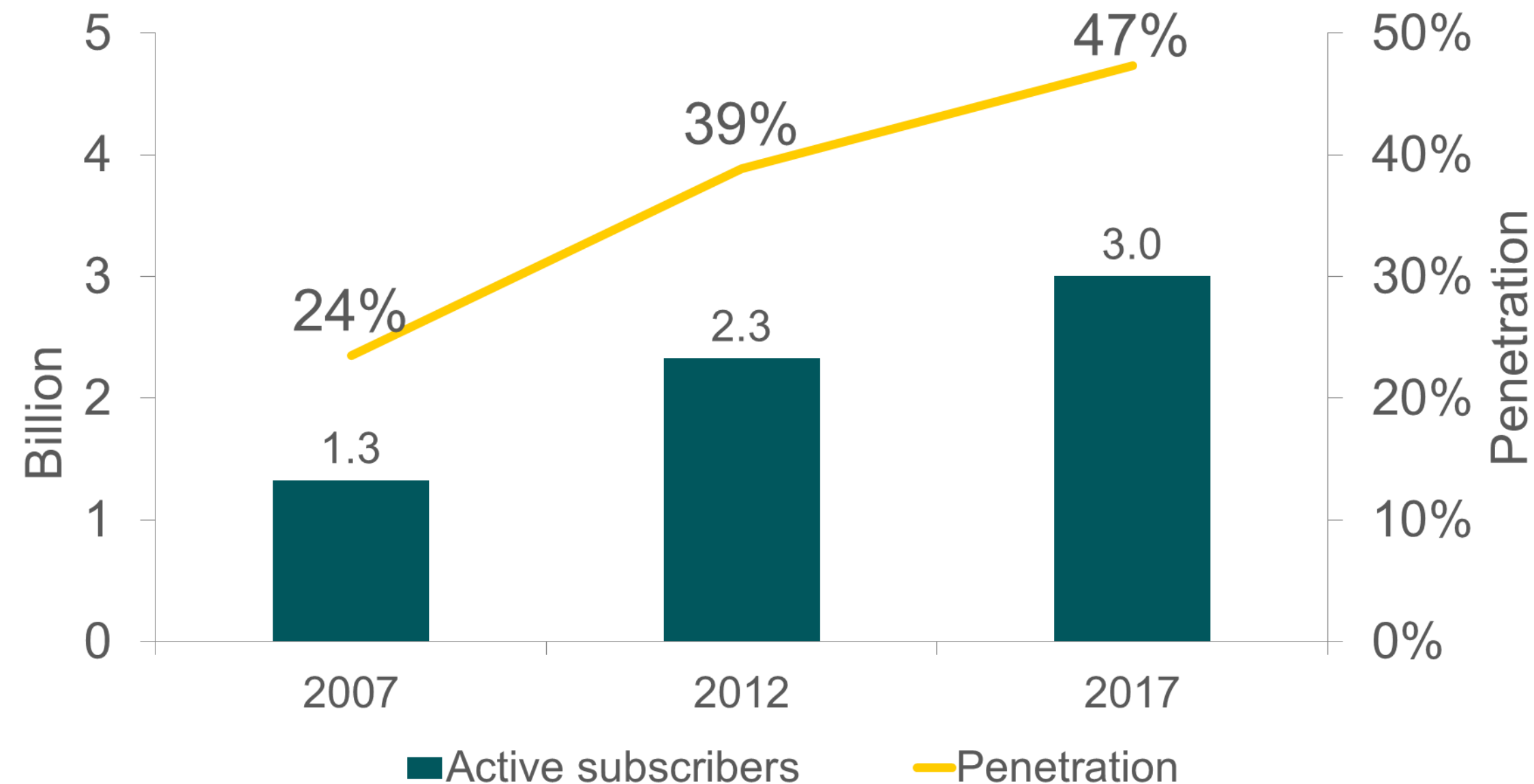
- Availability
- Access
- Usage
- Product offering
- Ecosystem development
- Revenues



The rapid growth of mobile creates new opportunities for financial inclusion



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Of the **2.5** billion people in the world who still lack access to the financial system, **1.7** billion already have a mobile phone

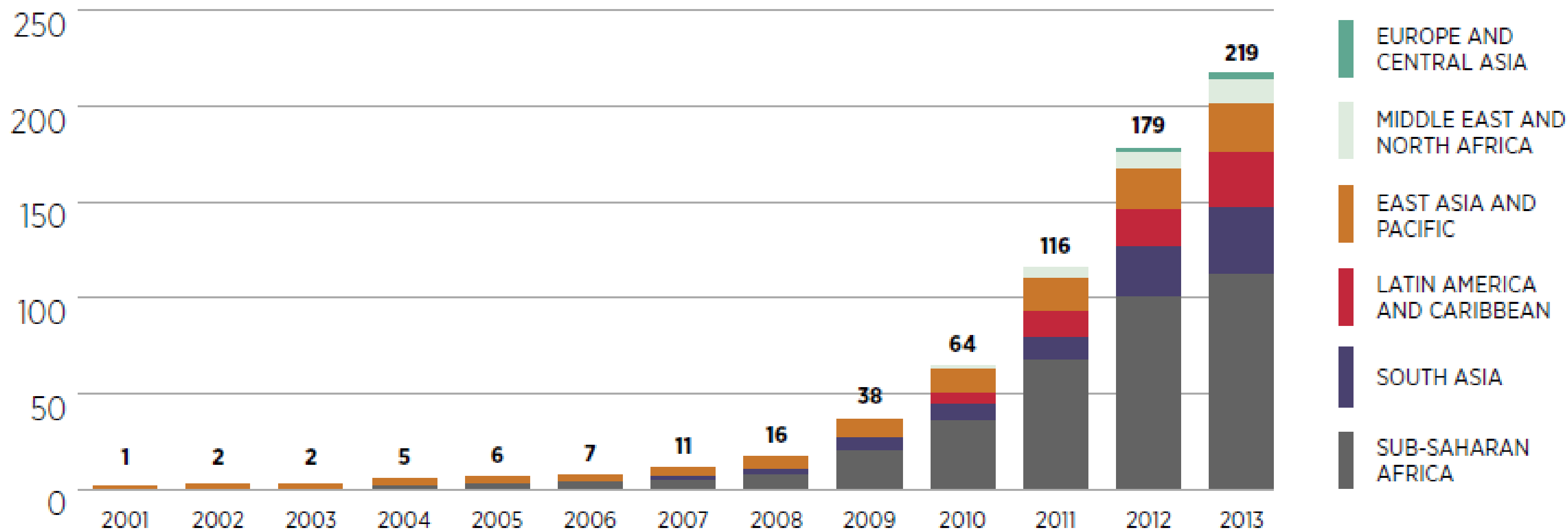
Mobile in emerging markets and developing countries

Mobile money is expanding to more regions but growth in new launches slowing down



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219 mobile money services in 84 countries

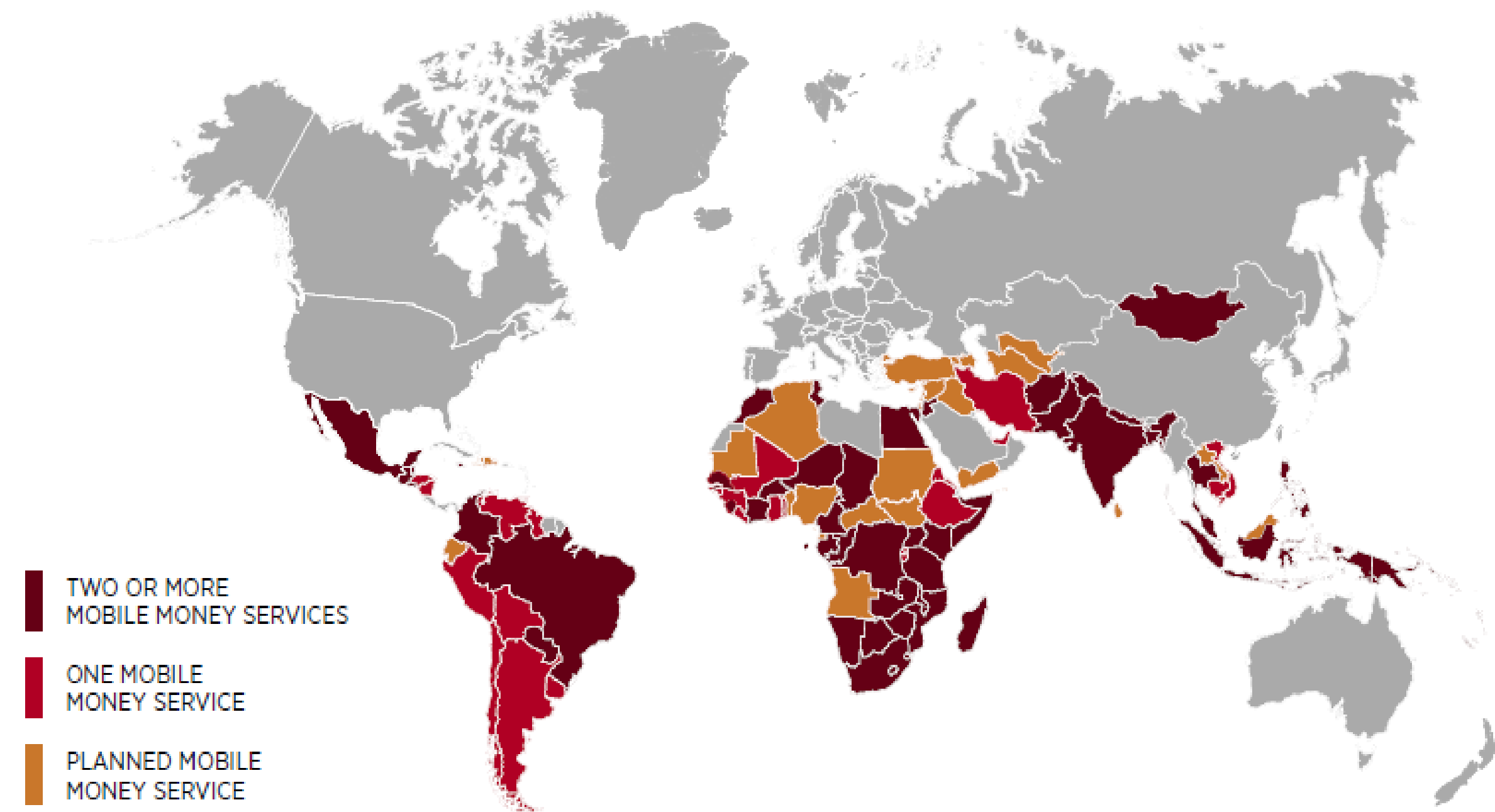


Number of live mobile money services for the unbanked by region (year end)

Competition is increasing, highlighting the need for interoperability



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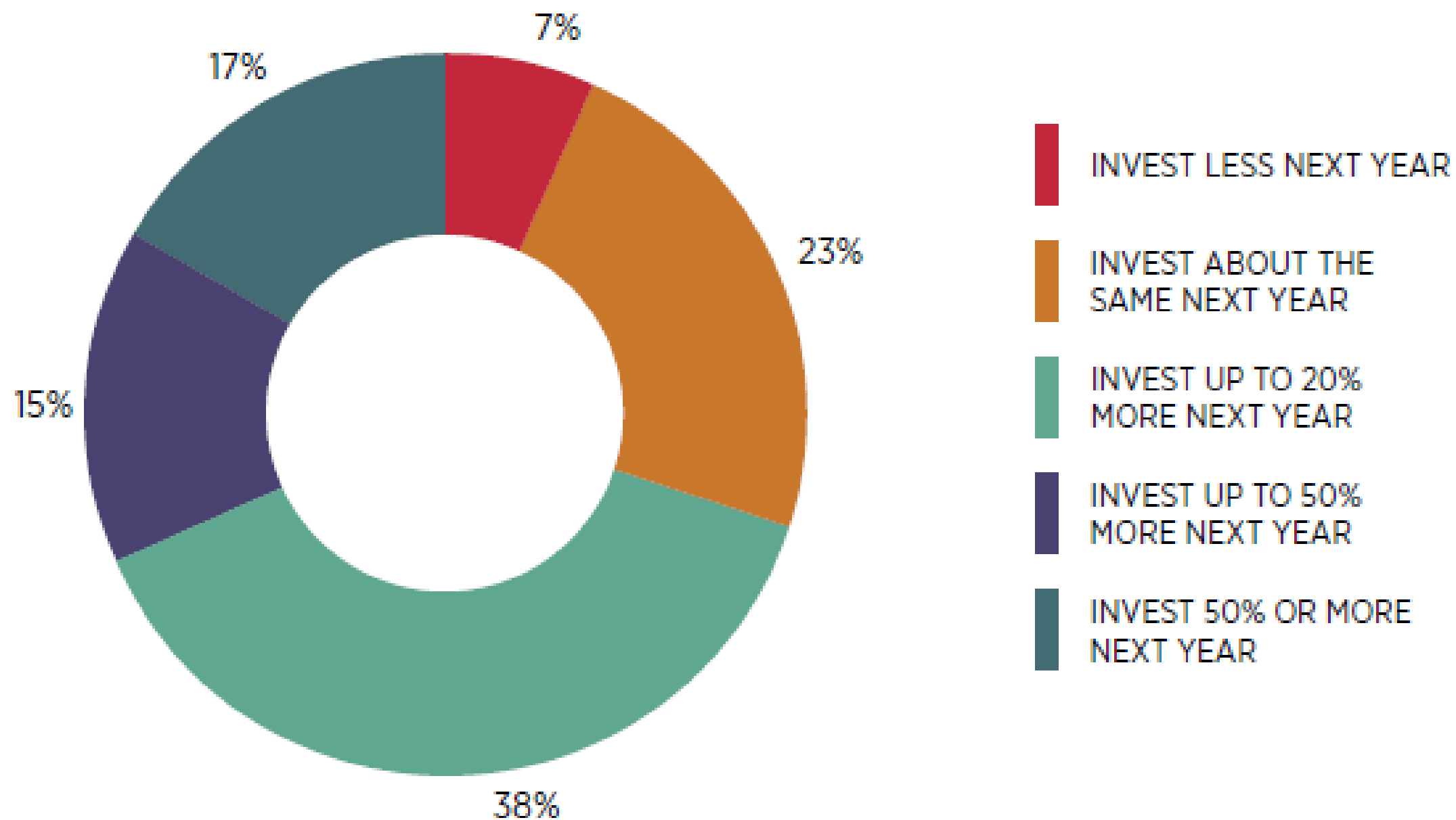
52 markets have at least 2 mobile money services, highlighting the need for interoperability.

Number of mobile money services by country (Dec. 2013)

Mobile money is becoming a strategic service for a growing number of providers



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70% of providers planning to increase investments in mobile money in 2014.

Planned investments in mobile money for 2014

Mobile money distribution continues to expand and gets sophisticated

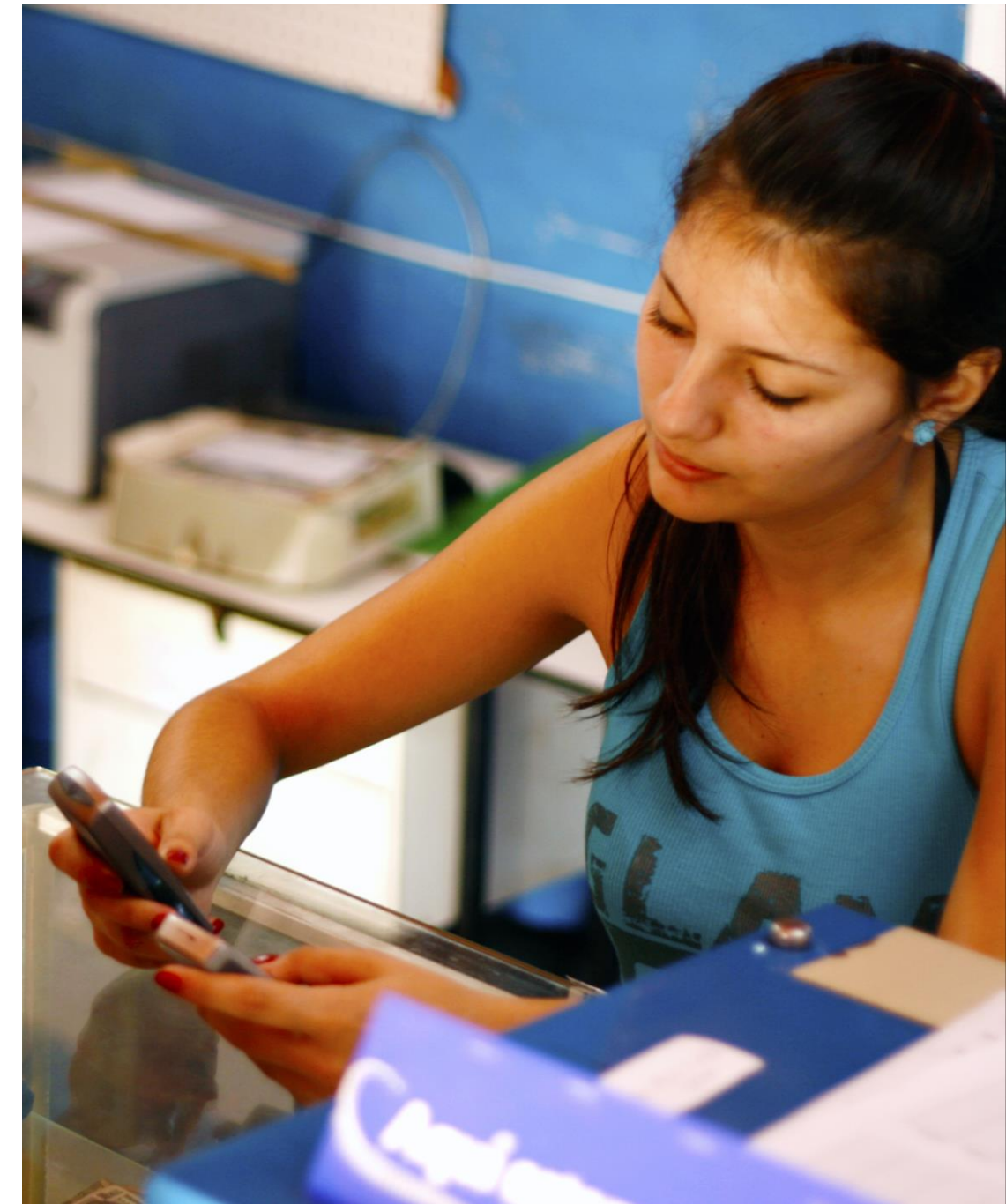


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- **886,000** mobile money agents; 464,000 are active (June 2013)
- In **44** countries there are now more mobile money outlets than bank branches

Trends in mobile money distribution:

- 23% of survey respondents also use **ATMs** for cash-in/cash-out
- **Agent sharing** becoming formalized; examples in Nepal, Nigeria, Zambia



Over 200m people have already opened mobile money accounts

- **203m** registered accounts globally in June 2013 compared to **108m** in June 2012
- **9** markets have more MM accounts than bank accounts:
Cameroon, the Democratic Republic of Congo, Gabon, Kenya, Madagascar, Tanzania, Uganda, Zambia and Zimbabwe



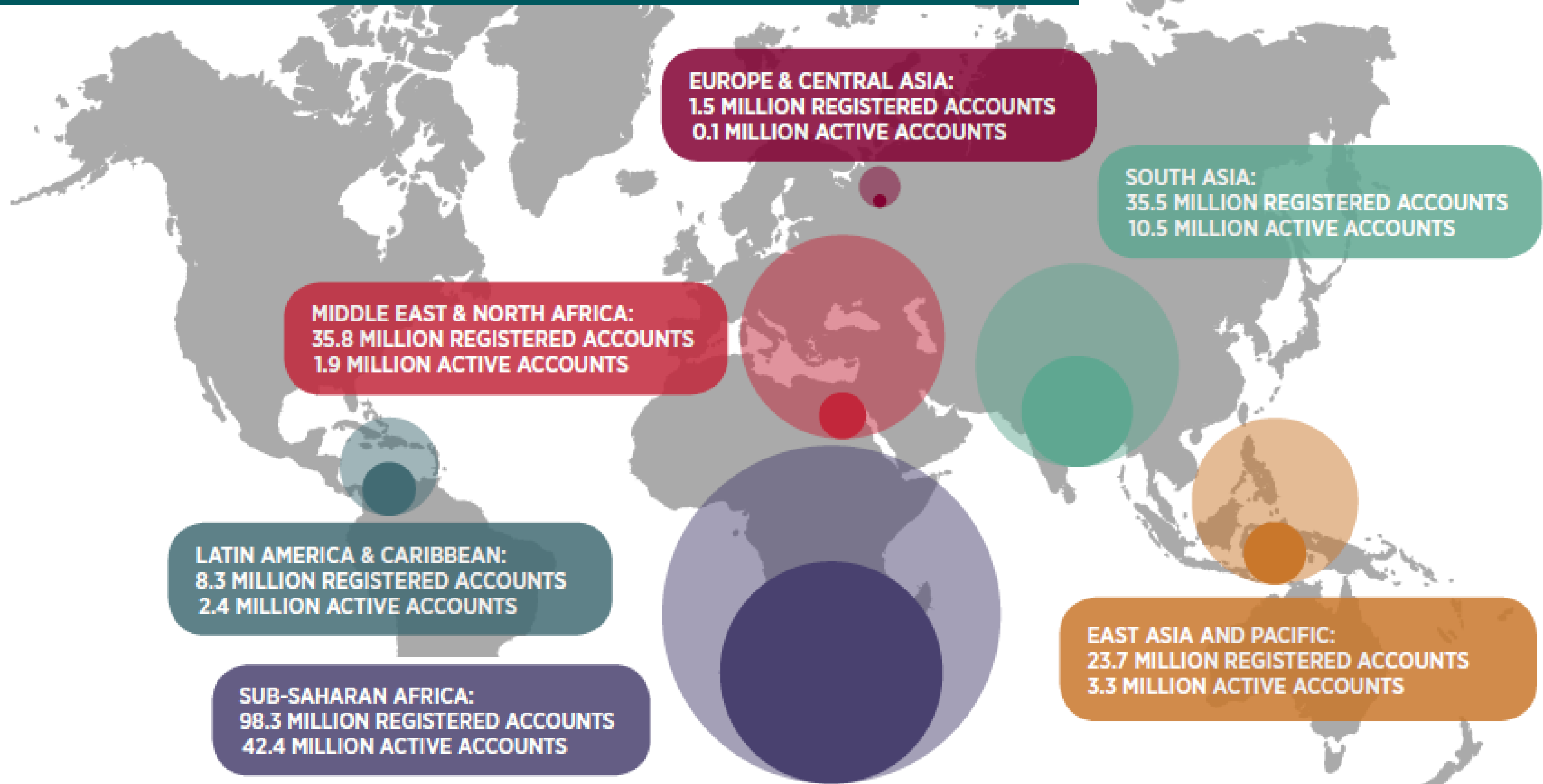
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The number of active mobile money accounts is growing fast to reach 61m in June 2013



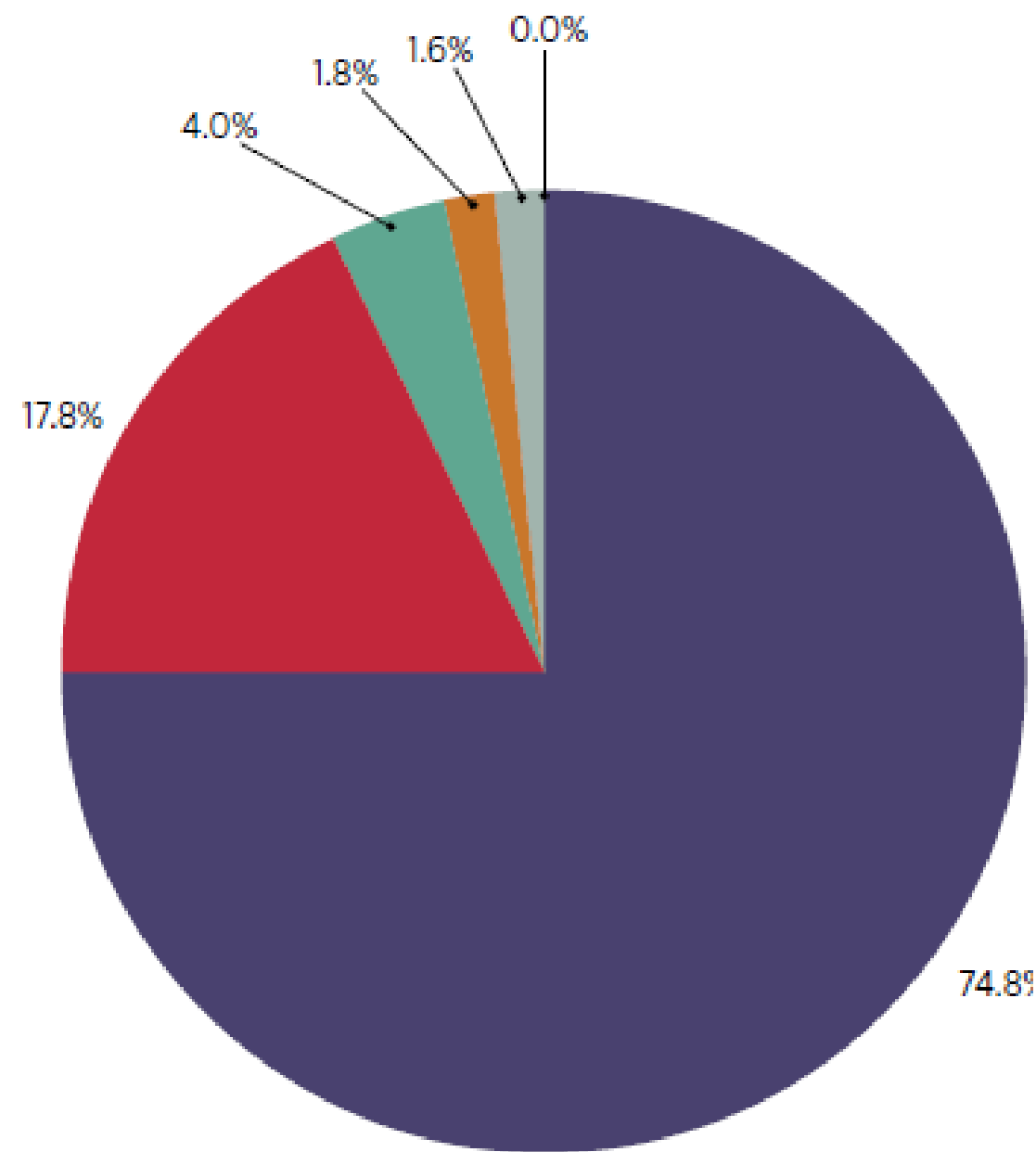
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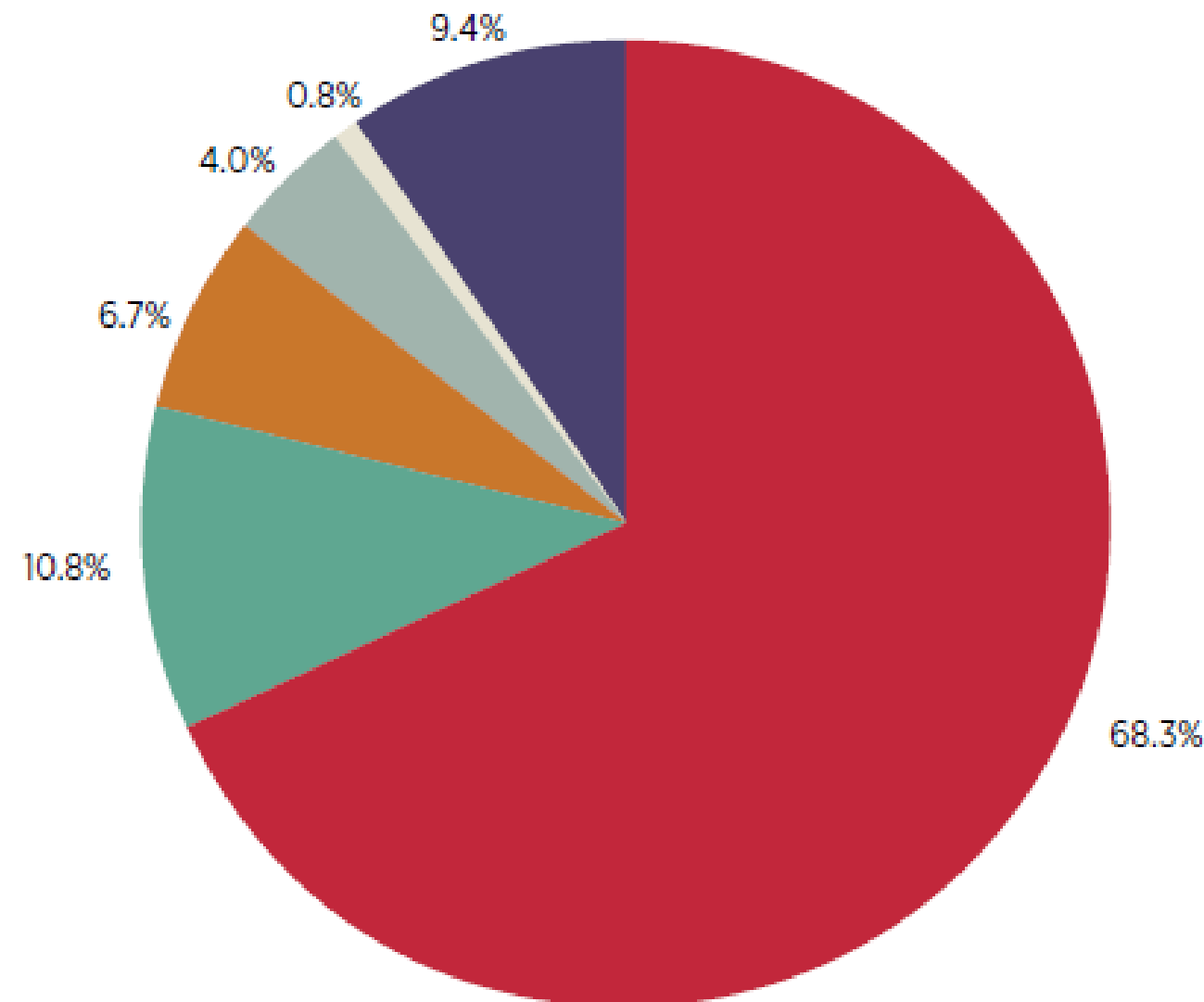
Airtime top-up, P2P transfers & bill payments remain most popular products; bulk payments are on the rise



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Global product mix by volume



and by value (June 2013)

- AIRTIME TOP-UP
- BILL PAYMENT
- BULK PAYMENT
- INTERNATIONAL REMITTANCE
- MERCHANT PAYMENT
- P2P TRANSFER

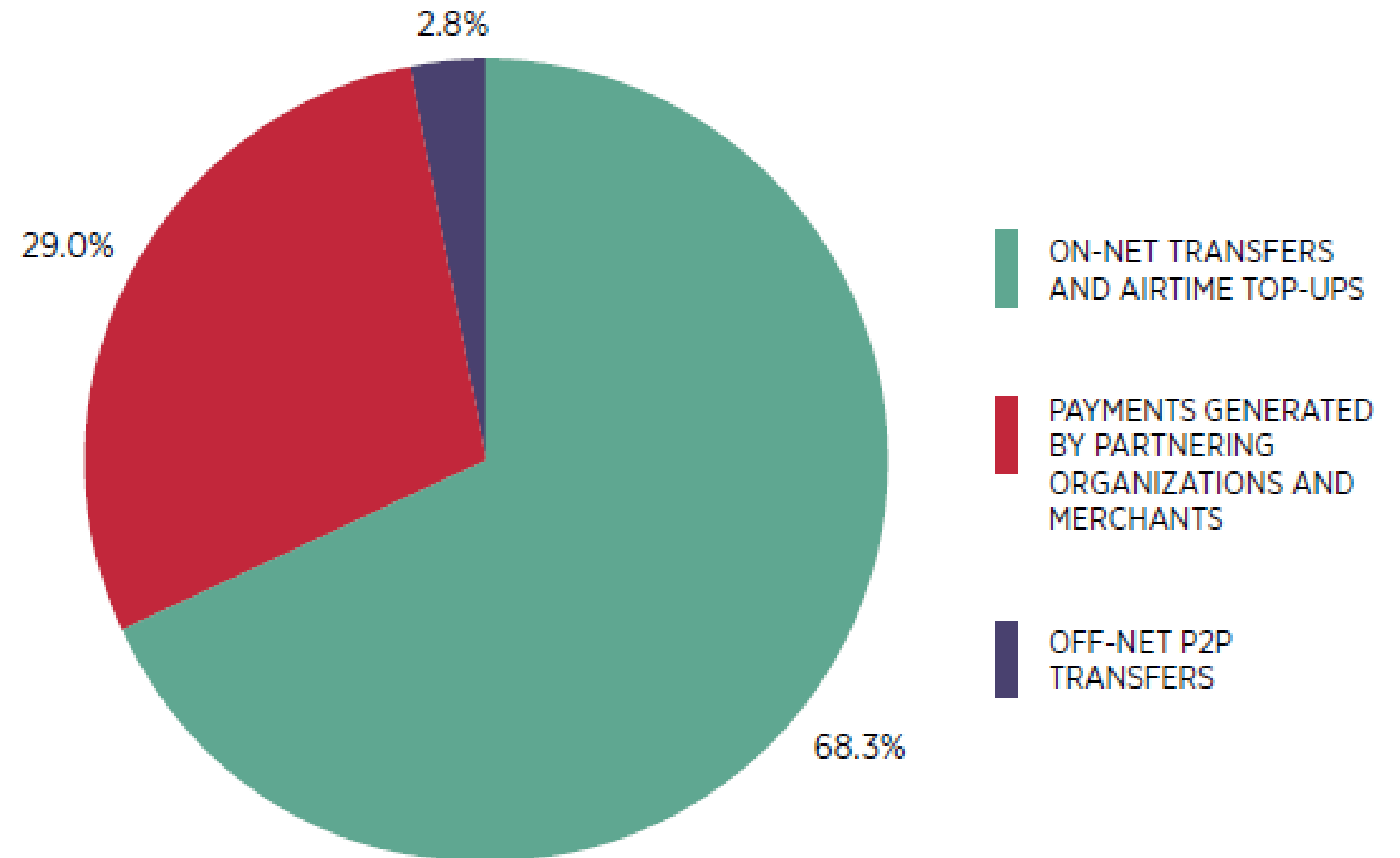
More operators are recognising the ecosystem opportunity



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Companies are driving the growth of mobile money –

- Transactions involving external companies growing faster than airtime top-up & on-net P2P transfers
- 53,000 merchants accept payments via mobile money
- 16,000 organisations use mobile money for accepting bill payment or making salary payments



Percentage of transaction values driven by the ecosystem globally (June 2013)

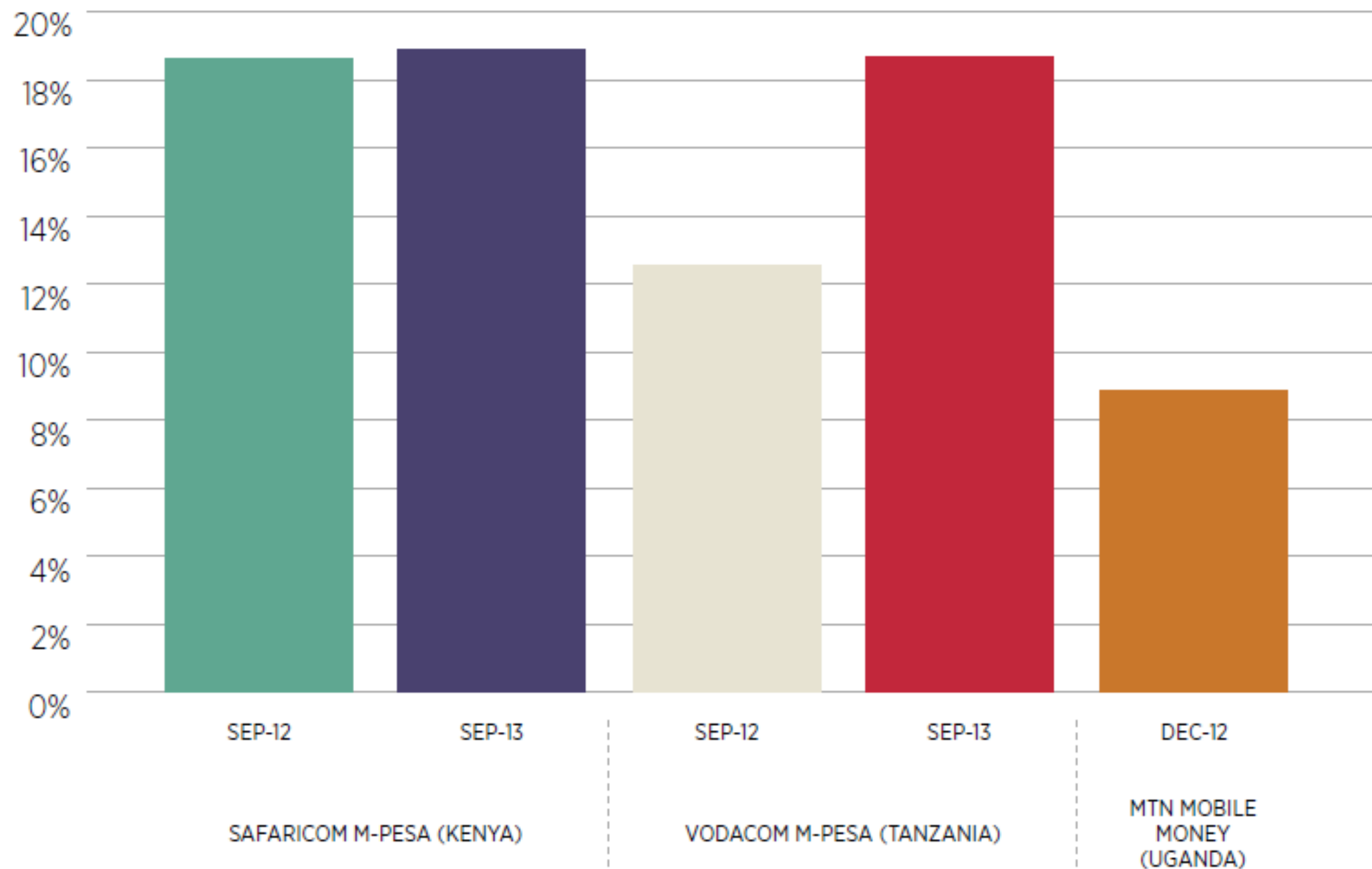
Mobile money is driving significant revenues for a growing number of MNOs



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Mobile money has proven to be rewarding for deployments that have reached scale –

- 8 services generated >USD1m in June 2013
- 10 deployments reported that they sell >10% of their airtime over mobile money



% of total revenues generated by mobile money

Future trends in 2014:



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Going forward, we believe that the industry will continue to evolve in the following areas:

- More examples of **account-to-account interoperability**, among mobile wallets and also with banks
- Strong push on **ecosystem development**, particularly for mature services
- Growing numbers of **mobile insurance, credit and savings services**