



Insights from TransferTo



TransferTo operates a B2B Cross-Border Mobile Payments Network for emerging markets, processing real-time transactions for money transfer operators, mobile operators, digital wallet providers, banks, NGO's and merchants. Leading companies around the world rely on TransferTo's mobile payment solutions to perform digital payments.

Key Messages:

- ✓ **SEND:** Competition is high and major players (i.e Western Union & MoneyGram) are being forced to transform to to compete with new digital players.
- ✓ **RECEIVE:** Guidelines and compliance standards are necessary to avoid being disrupted by players with poor capabilities who are creating illegal routes to mobile money players.
- ✓ The rise of mobile and mobile money has the potential to support a cashless economy with lower fees, easy transfers and better tracking – challenging traditional money transfer providers.
- ✓ **Education for Central Banks is key.** Challenges in regulations are apparent with extremely long approval processes and reluctance from Central Banks. Non-enabling regulations and de-risking will encourage use of unregulated channels, potentially increasing risks and informal transfers.