



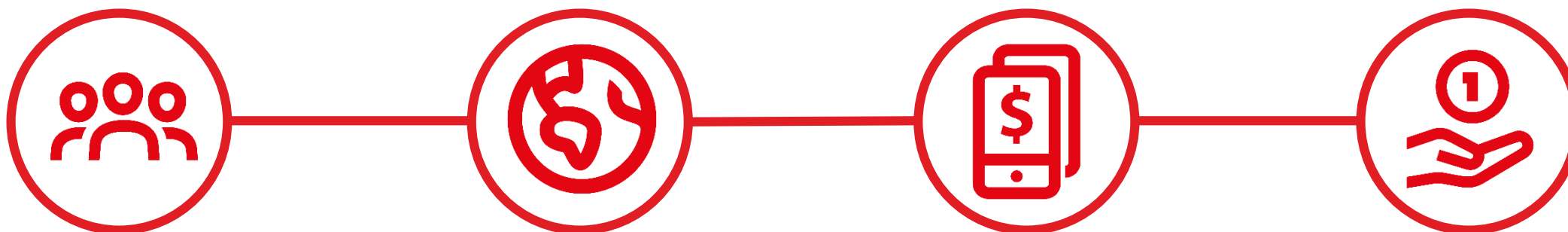
Mobile Money Benchmarking Report – Key Findings

Produced for: Group X
2018

Introduction to your custom Benchmark Report

This Benchmark Report was produced by the GSMA Mobile Money Programme for **Group X**.

Based on findings from the **2017 Global Adoption Survey of Mobile Financial Services**, this report compares your performance across a selection of metrics against regional and global values. This report is split into the following sections:



ADOPTION

EXAMPLE KPIs:

- Active 90 day customers
- Customer base composition
- Unregistered customers transacting over the counter

ACCESSIBILITY

EXAMPLE KPIs:

- Number of active agents per 1,000 adults
- Agent activity rate
- Transactions per active agent per day

USAGE

EXAMPLE KPIs:

- Product mix – transaction volumes and values
- Average number of transactions per active customer
- Average value of transactions per customer

REVENUES & INVESTMENT

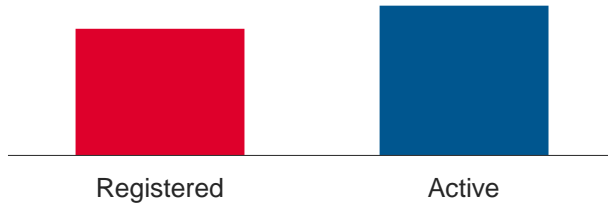
EXAMPLE KPIs:

- Revenues per active customer
- % of revenues paid as agent commission

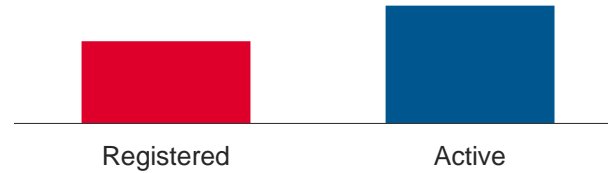


Group X at-a-glance

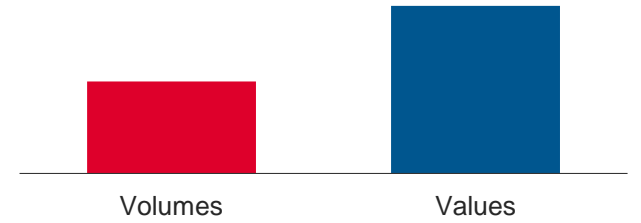
Group X share in region's total registered and active customer (2017)



Group X share in region's total active agents (2017)

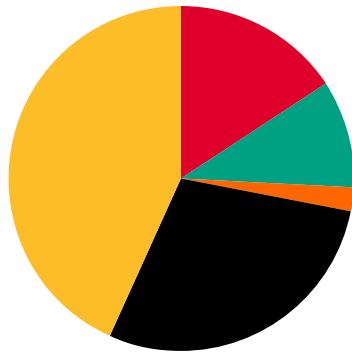


Group X share in region's total transaction volumes and values (2017)

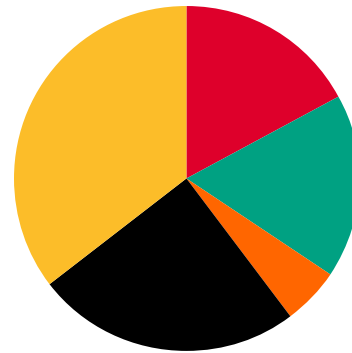


Regional comparison

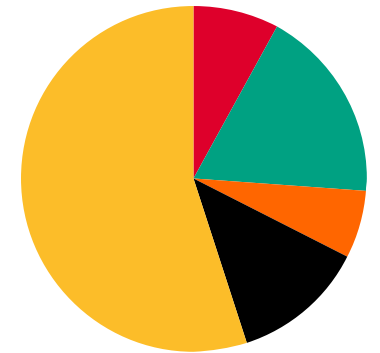
Mix of active customers within Group X (2017)



Group X Mix of Volumes (2017)



Group X Mix of Values (2017)



■ Country A
 ■ Country B
 ■ Country C
 ■ Country D
 ■ Country E





Key Findings

Adoption:

Accessibility:

Usage:

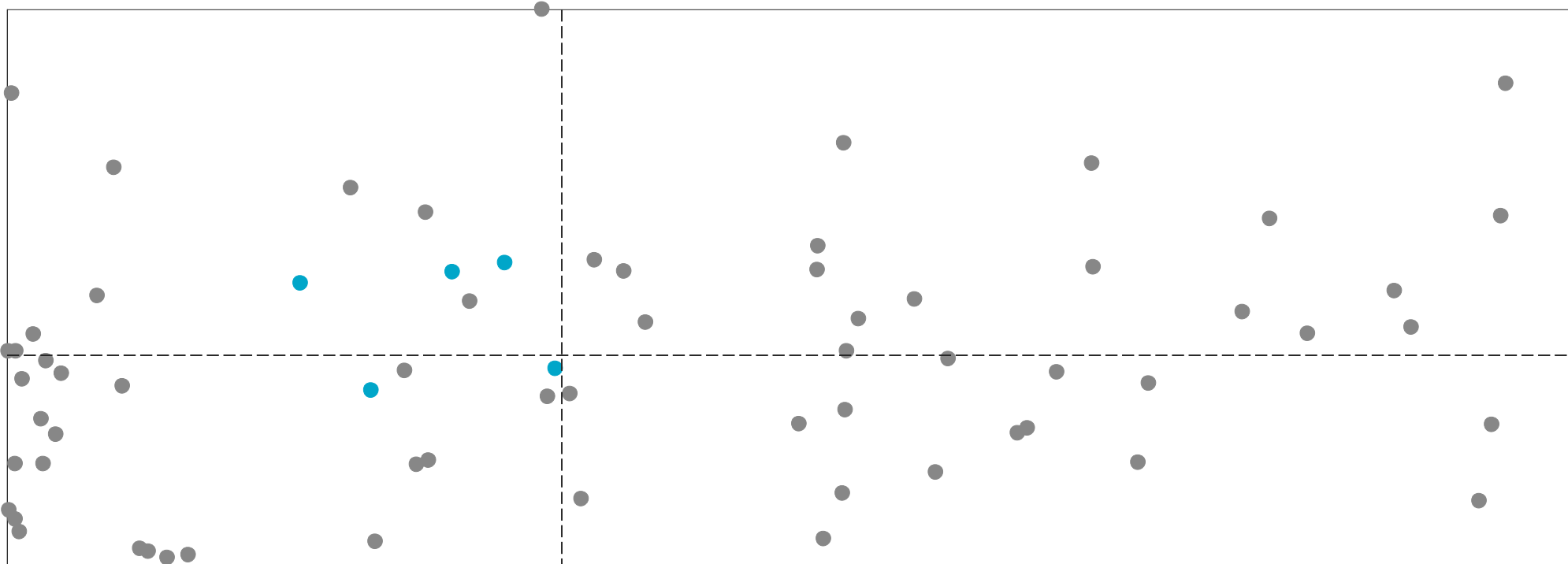
Revenue and Investments:





Group X's mobile money deployments have above-average activity levels, but can increase their registered customer base

Active mobile money accounts on registered mobile money accounts



- Other mobile money Groups
- Group X Deployments

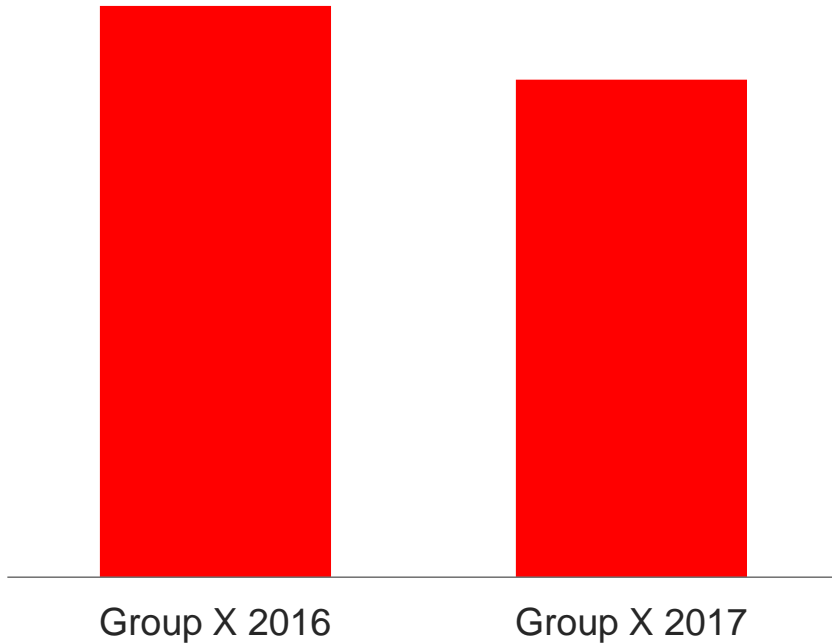
Registered mobile money accounts on total operator connections



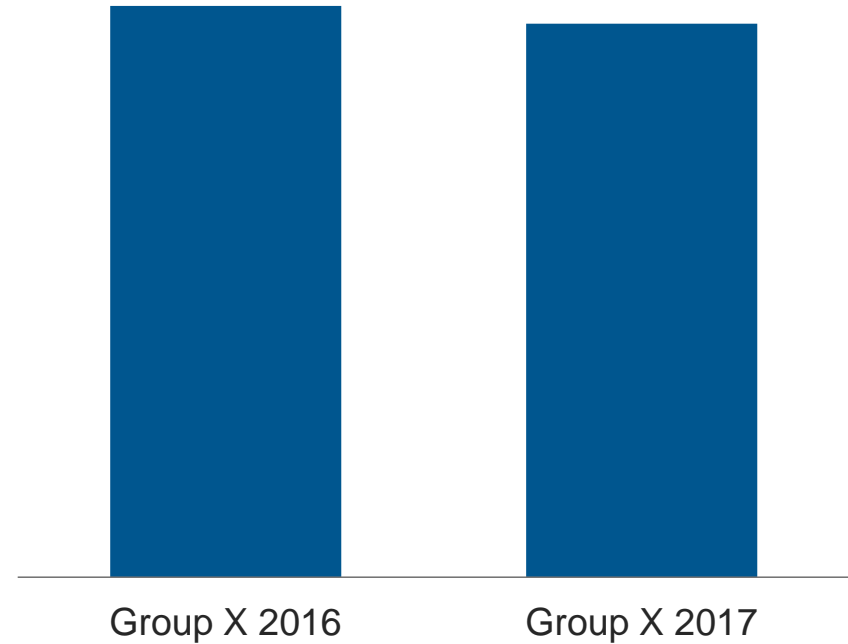


Though Group X's share of registered customers has declined, its share of active customers remains steady

Share in Region of Group X registered MM customers between 2016 and 2017



Share in Region of Group X active MM customers between 2016 and 2017



Total Group X customers:

XM

YM

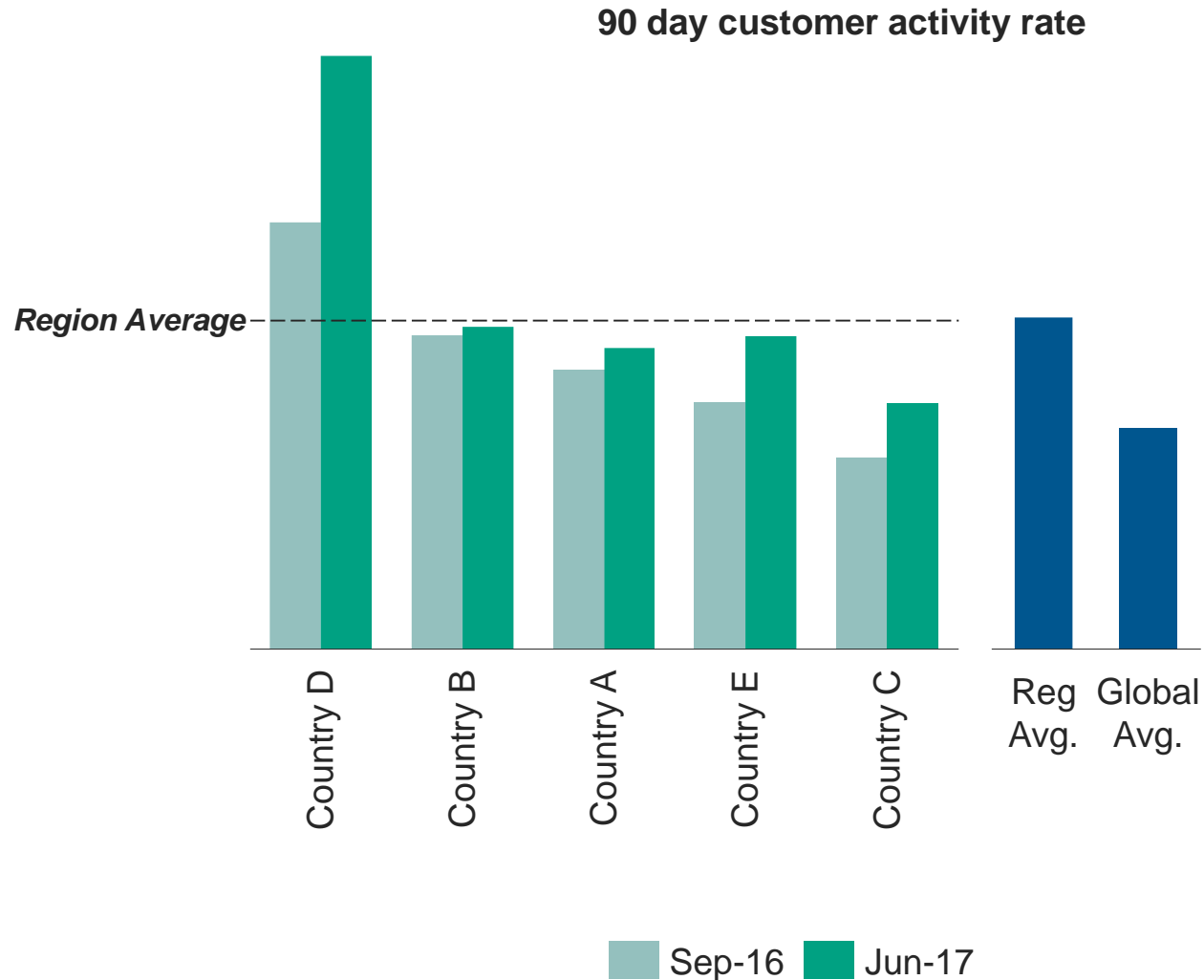
XM

YM





All countries saw a rise in activity rates, though only Country D remains above the regional average





Key Findings

Adoption:

Accessibility:

Usage:

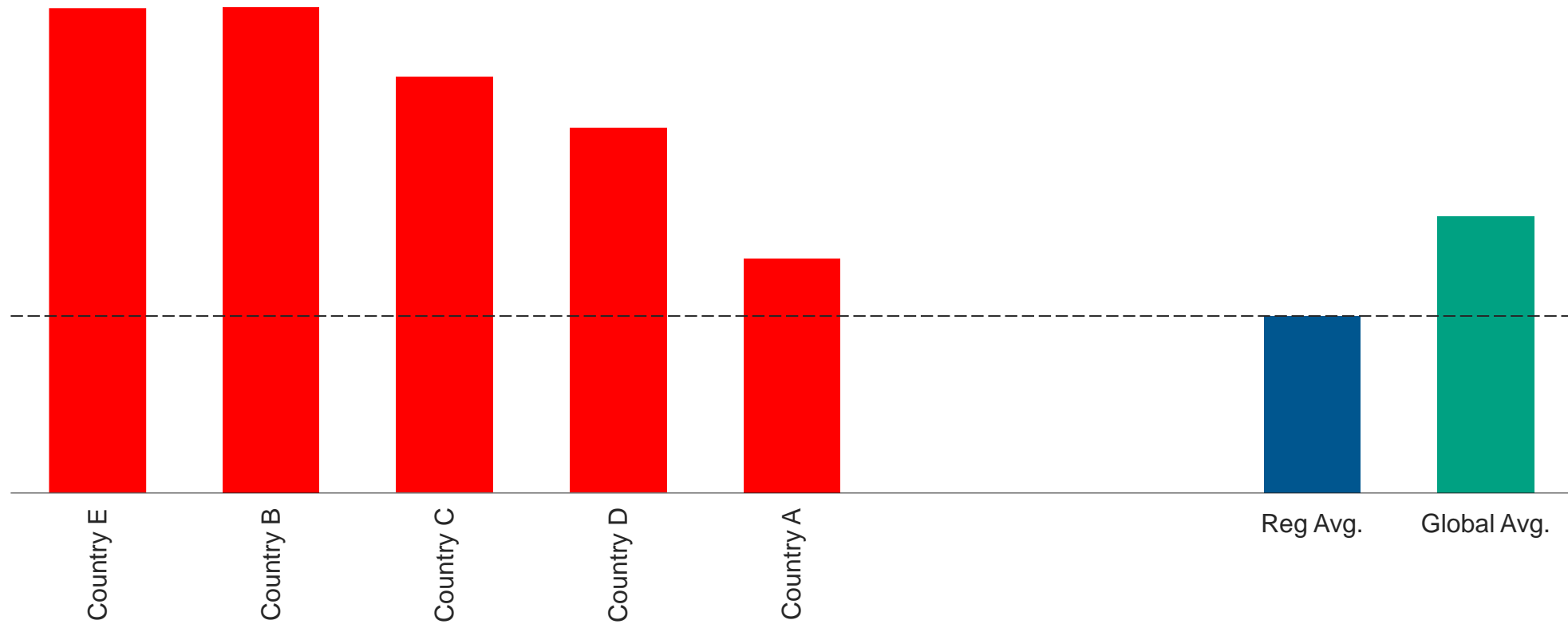
Revenue and Investments:





All Group X deployments have an agent activity ratio above the regional average, with only Country A below the global average

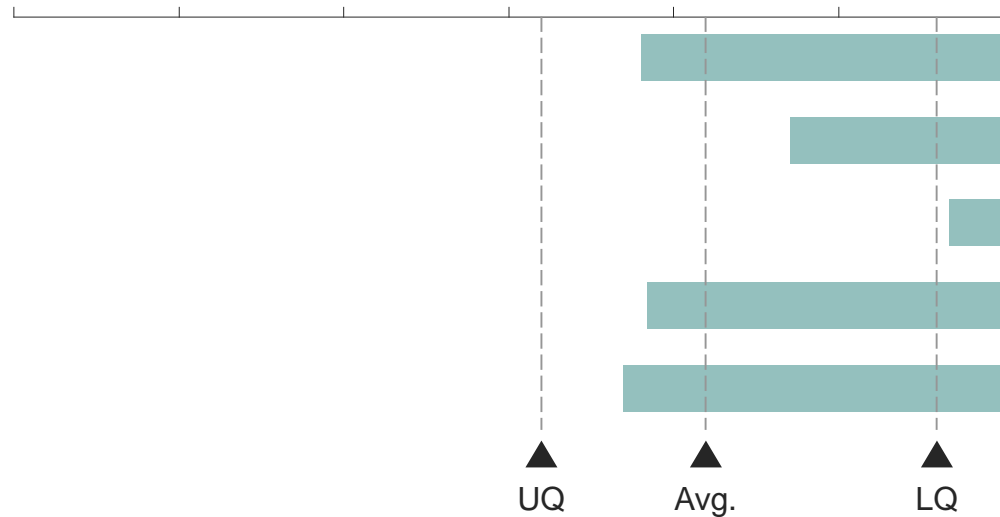
Agent activity ratio (% of total) – 2017



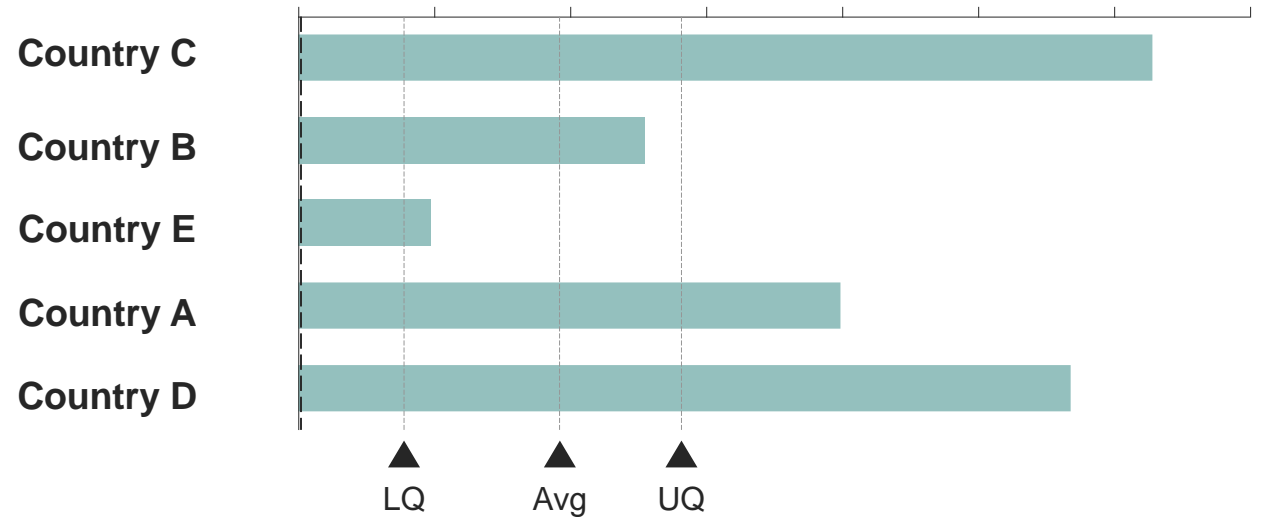


Country C and Country D had the highest number of transactions per agent and number of customers per active agent in the group

AVERAGE NUMBER OF TRANSACTIONS PER ACTIVE AGENT PER DAY (2017)



AVERAGE NUMBER OF ACTIVE 90-DAY CUSTOMERS PER ACTIVE AGENT (2017)



These figures illustrate the overall pressure that transactions and customers have on the agent network. The left figure illustrates the number of transactions per active agent per day in 2017, including cash-in and cash-out (and **excluding OTC transactions**). The right figure illustrates the average number of active 90-day customer accounts per active agent outlets in 2017.



Key Findings

Adoption:

Accessibility:

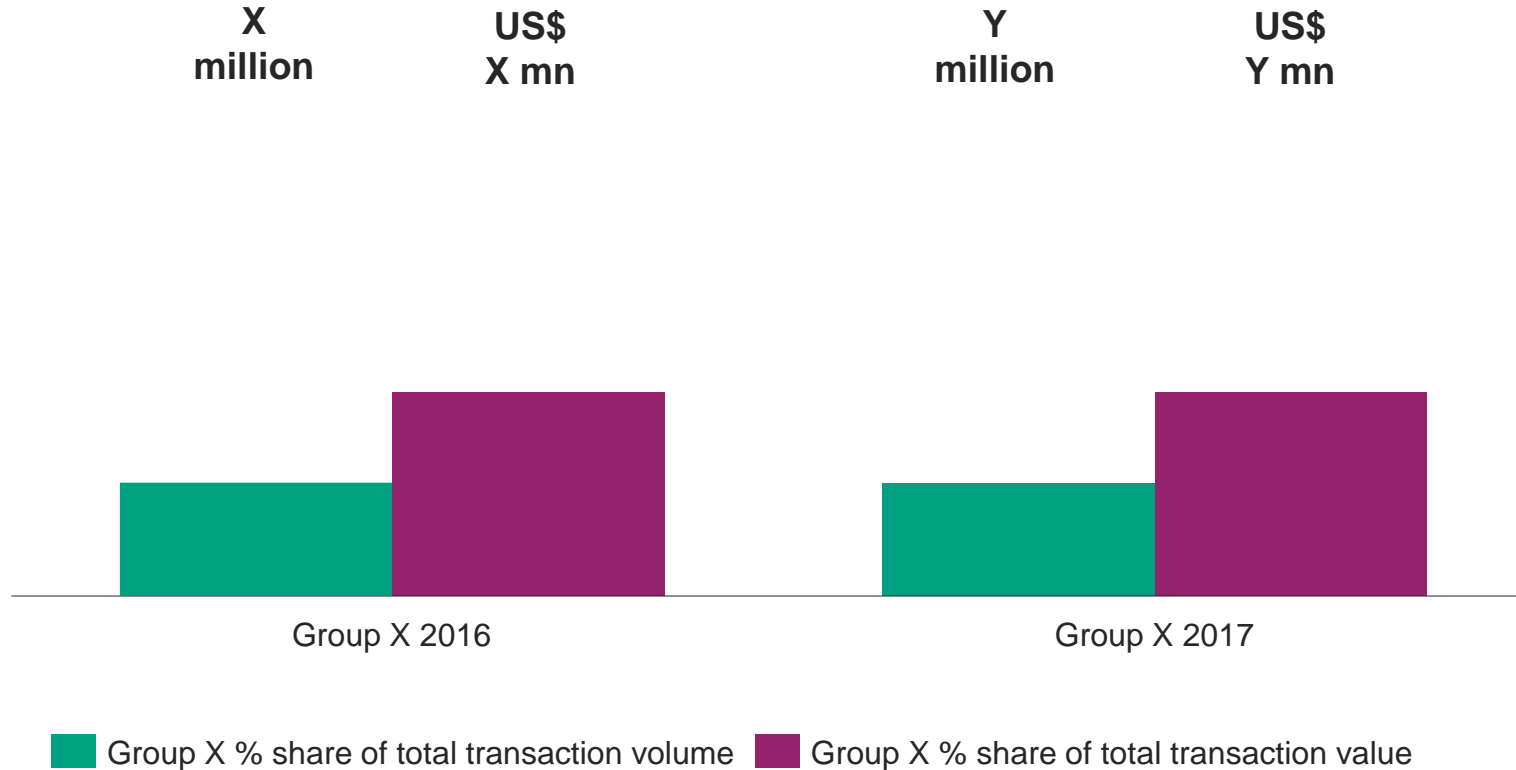
Usage:

Revenue and Investments:



While the share of transaction volume shrank, transaction value share remained constant

Group X percentage share of Region transaction volume and value



This chart looks at your share of regional transaction volume and value in 2017 as compared to 2016. An increase indicates that you are processing a greater share of regional transactions as compared to the previous year. A decrease indicates that you are processing a smaller share of regional transactions as compared to the previous year.

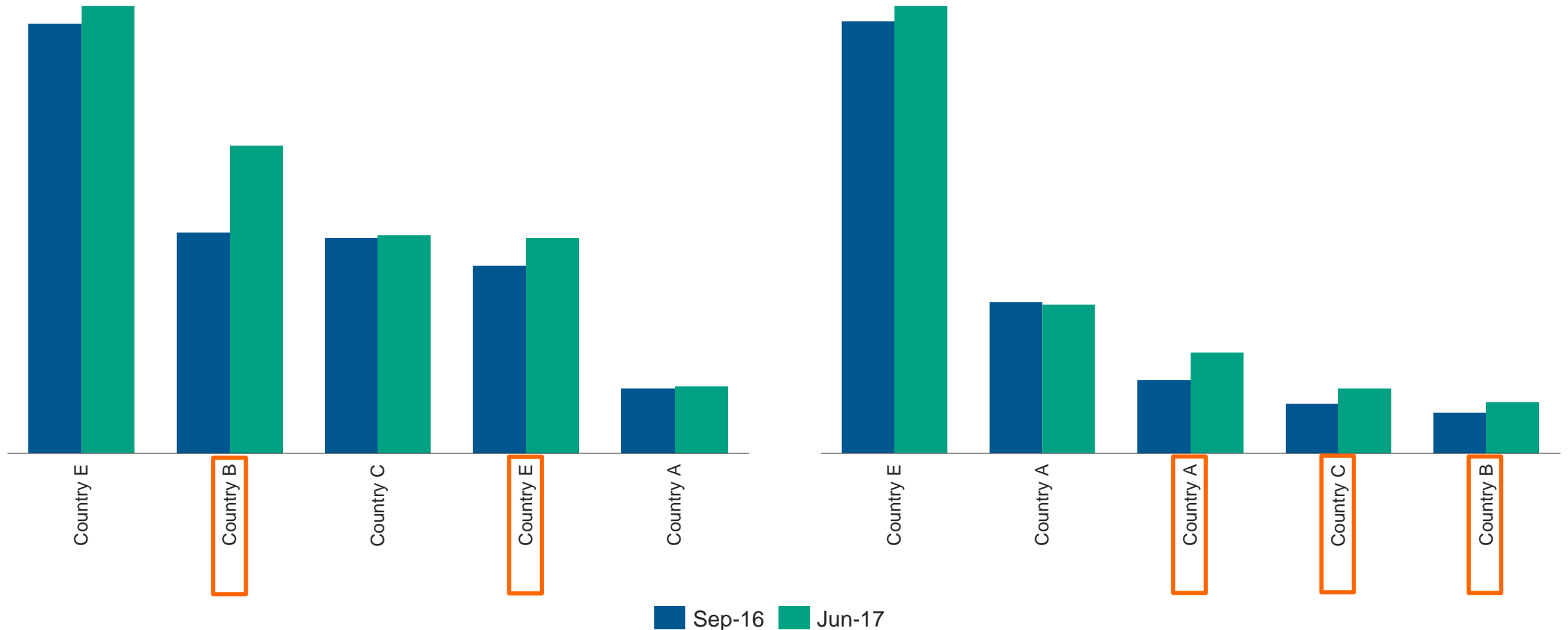




Country B and Country C saw the highest increases in transaction volume and value, while transaction value shrank in Country A

Group X year-on-year total transaction volume growth: country view

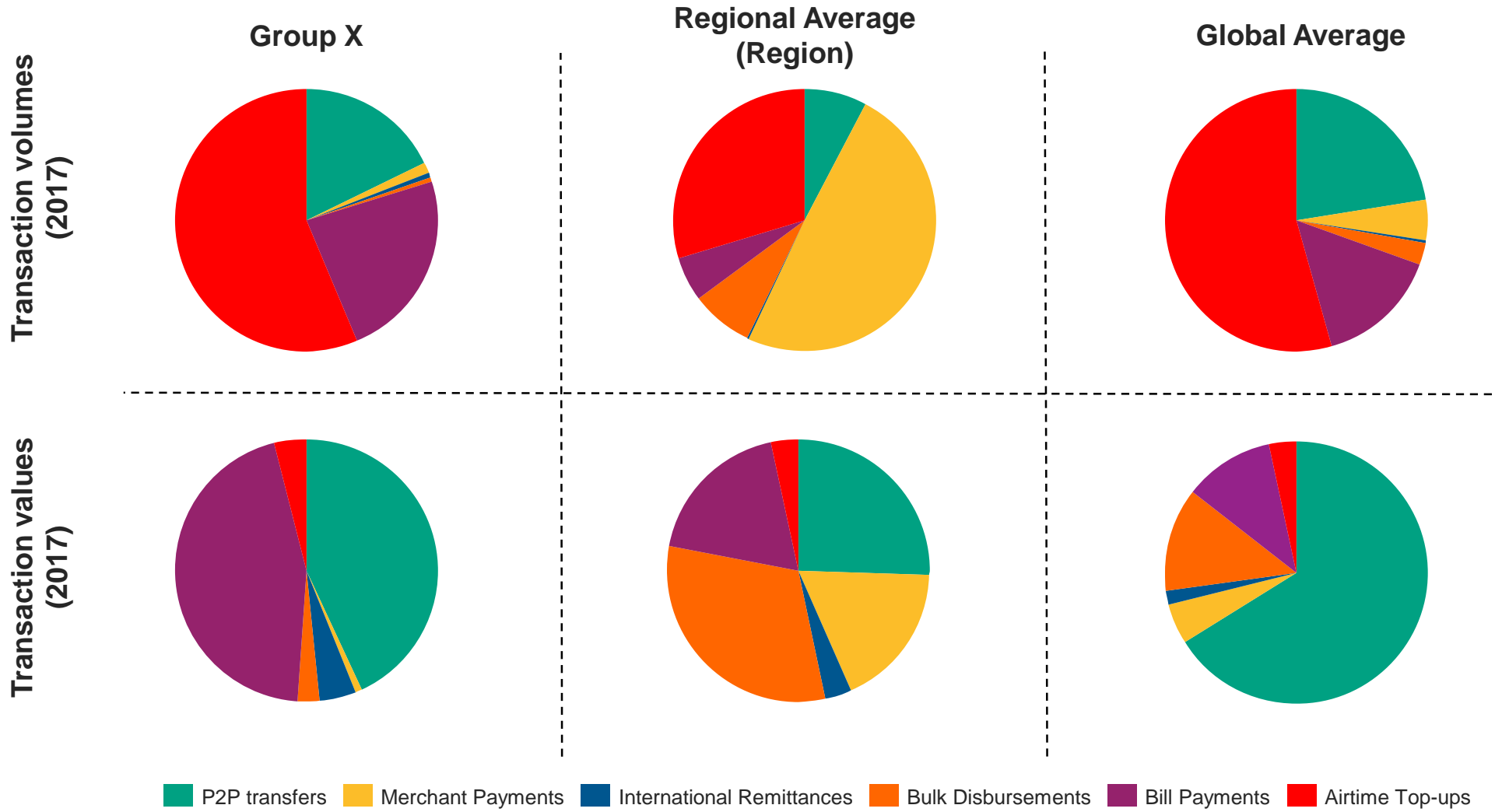
Group X year-on-year total transaction value growth (US\$): country view



■ Sep-16 ■ Jun-17



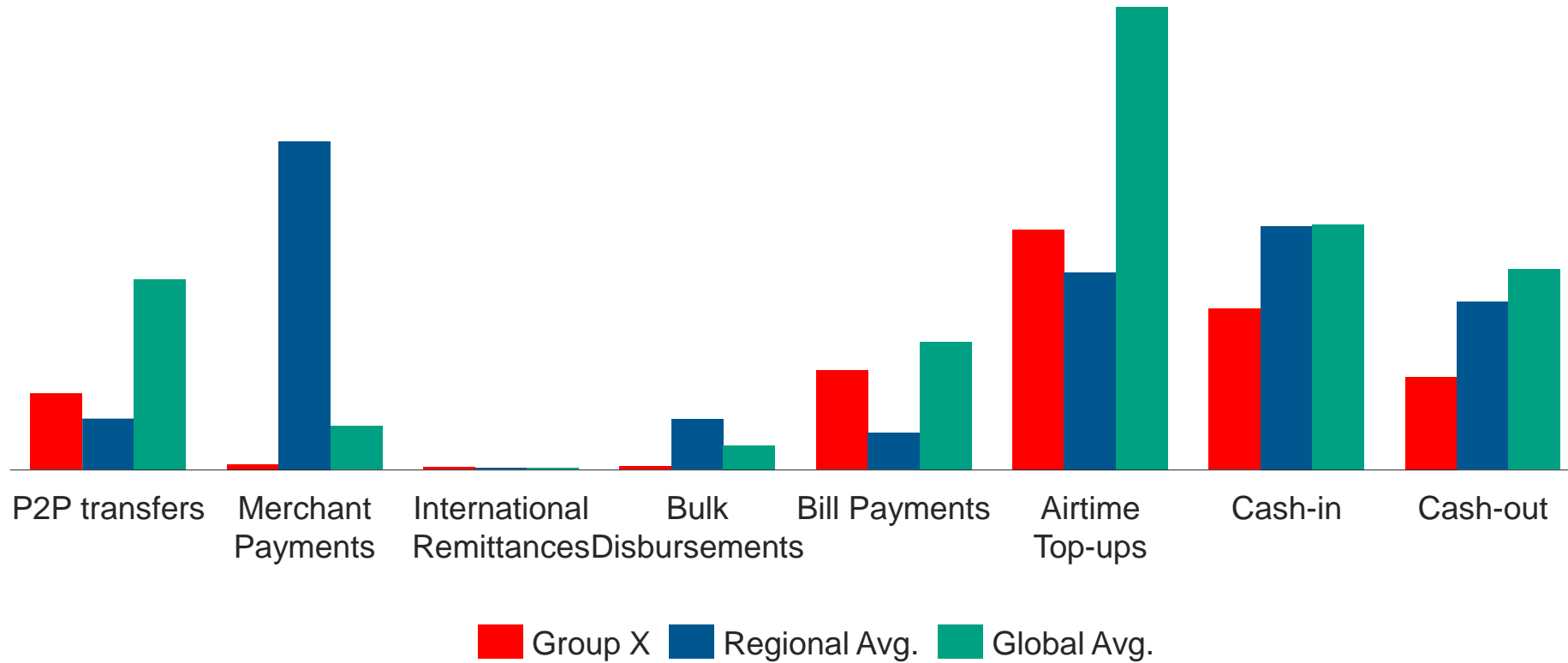
Group X's transaction mix is dominated by low-value airtime top-ups, and high-value bill payments and P2P transfers





Group X's average transactions per active customer are above average for P2P transfers, bill payments and airtime top-ups...

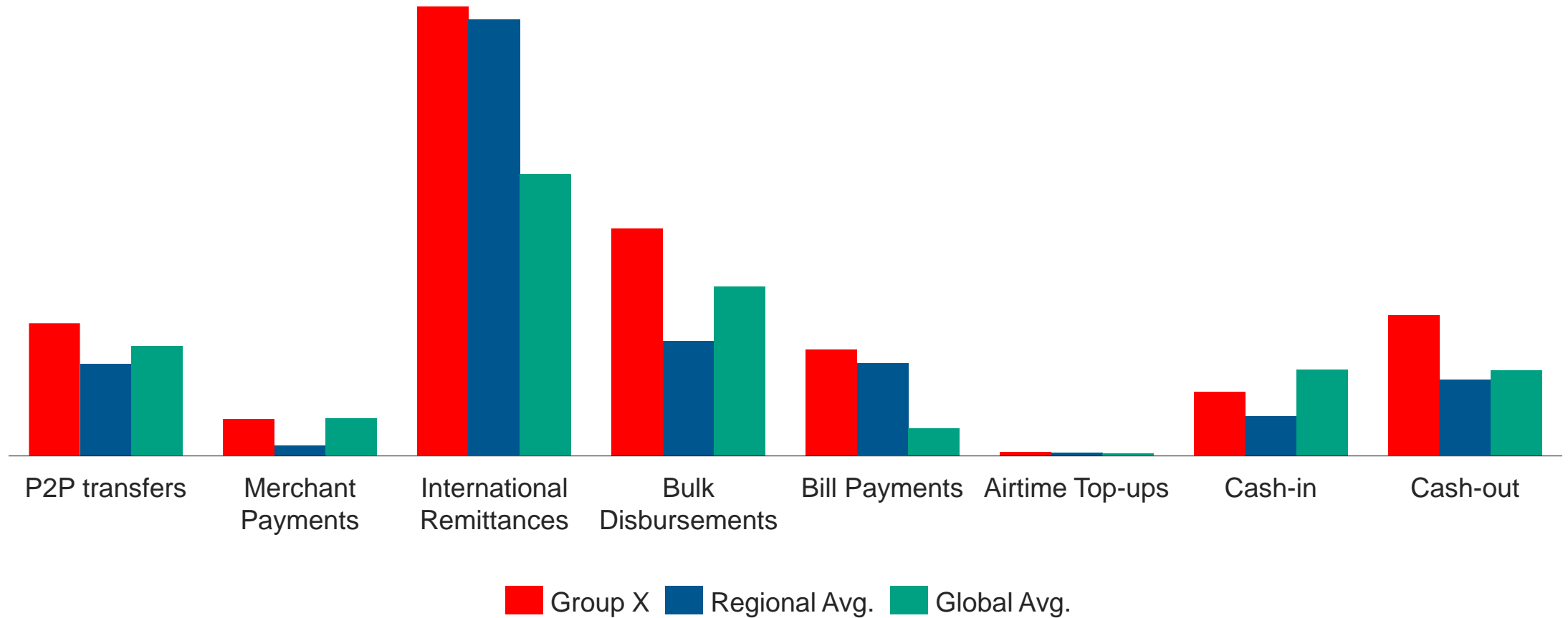
Average number of transactions per active 30 day customer (2017)





...with average transaction values above average for all product types

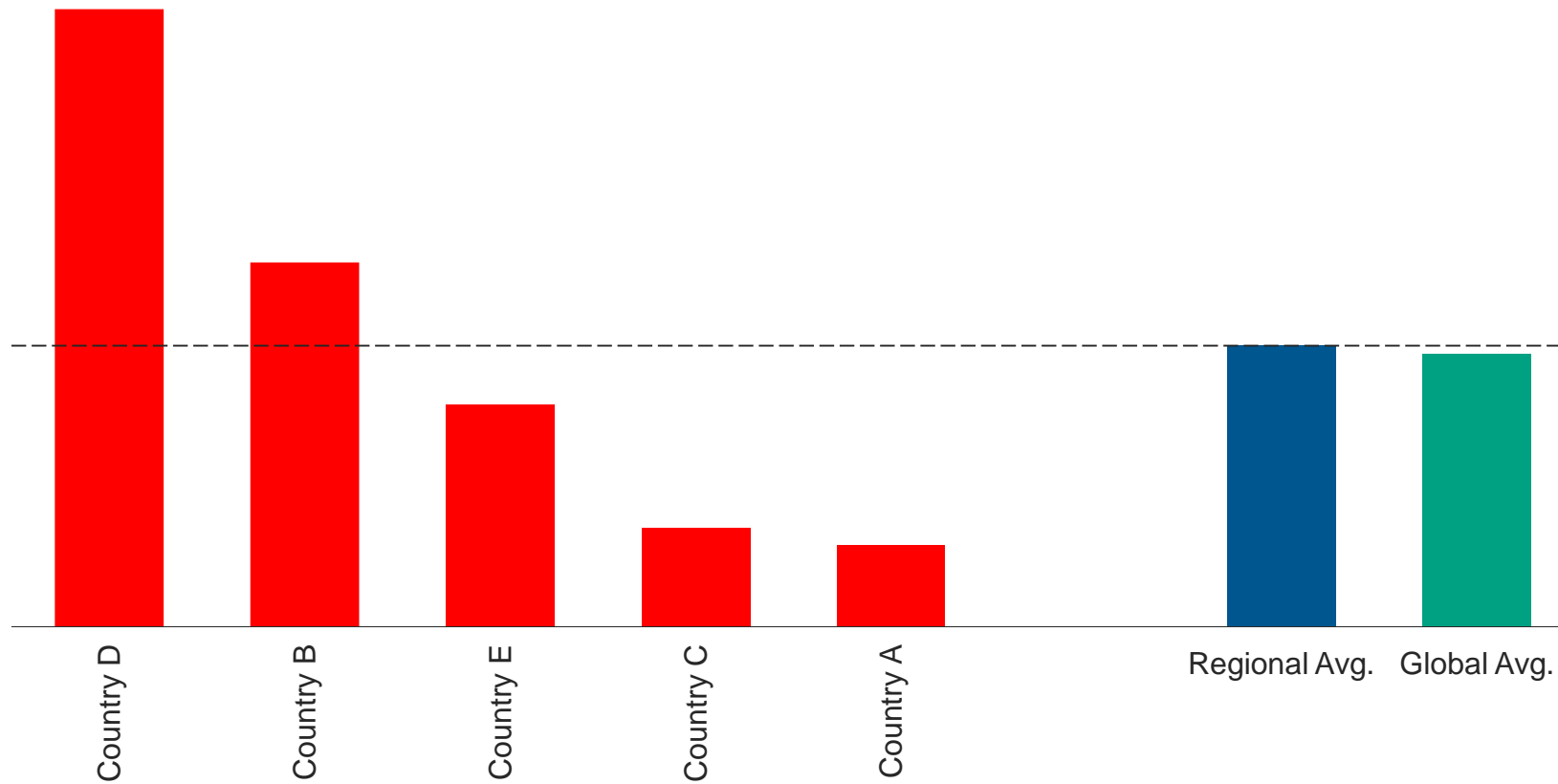
Average value of transactions US\$ (2017)





The average value transacted by active customers is above the mean mainly in Group X's regional markets

AVERAGE MONTHLY VALUE TRANSACTED PER ACTIVE 30d CUSTOMER (USD\$)





Key Findings

Adoption:

Accessibility:

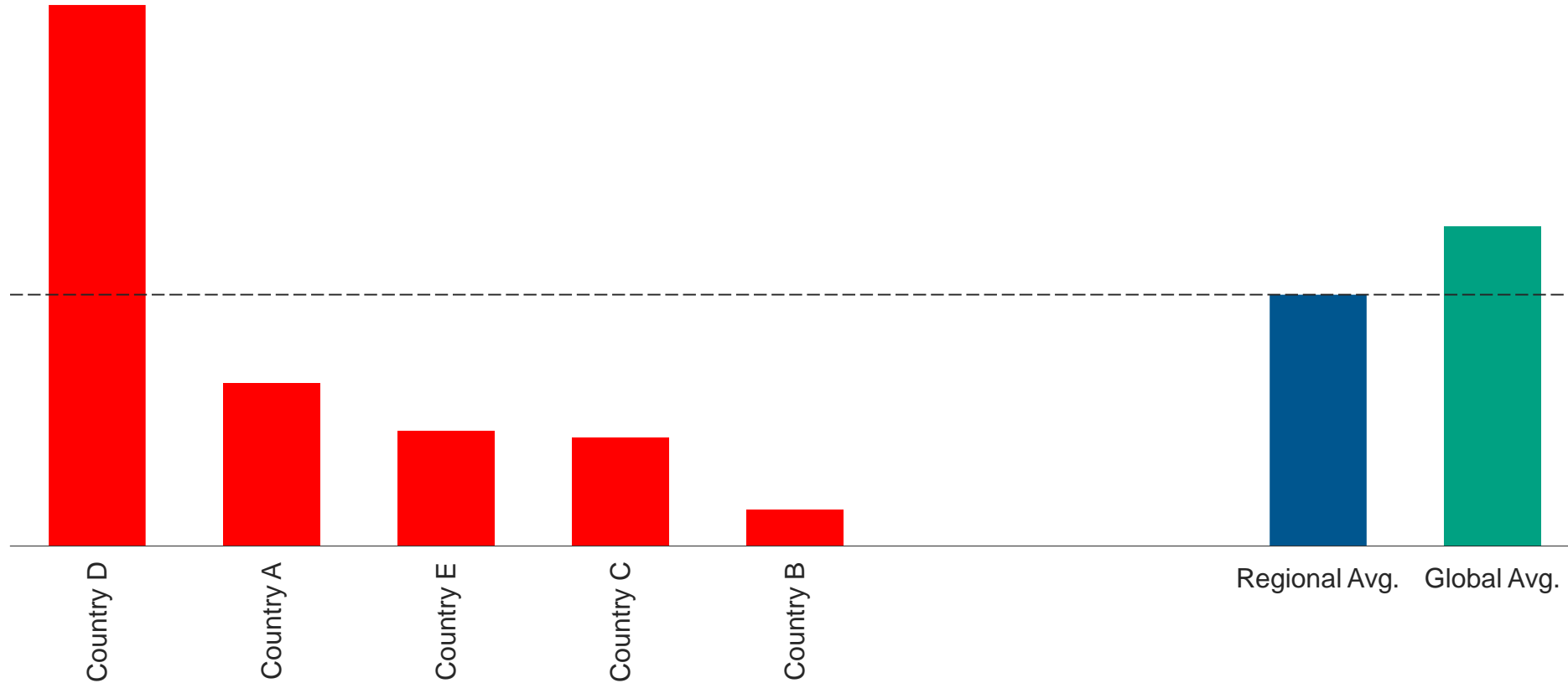
Usage:

Revenue and Investments:



Country D remains the only Group X deployment with an average revenue per active customer above the regional mean...

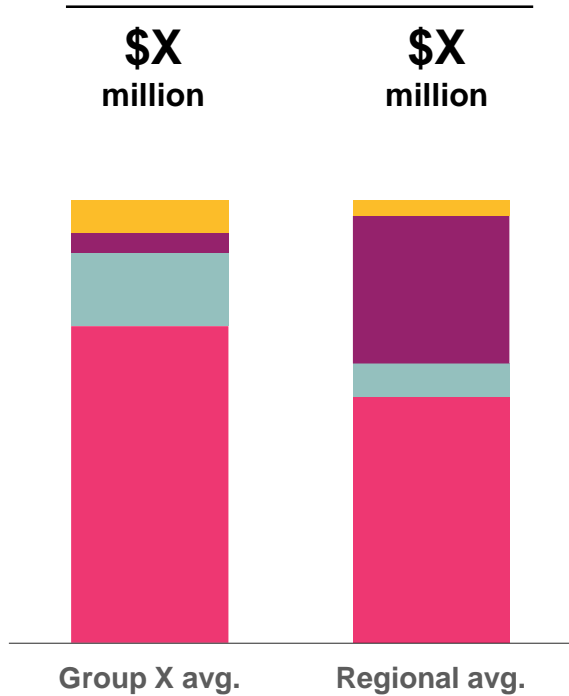
REVENUES PER ACTIVE 30-DAY CUSTOMER PER MONTH (US\$)



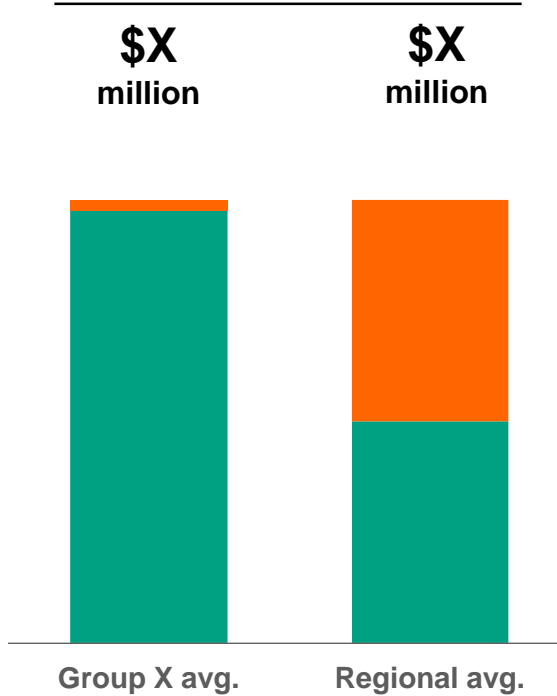


Group X deployments have higher outgoing digital transactions than average, but can increase digital inflows

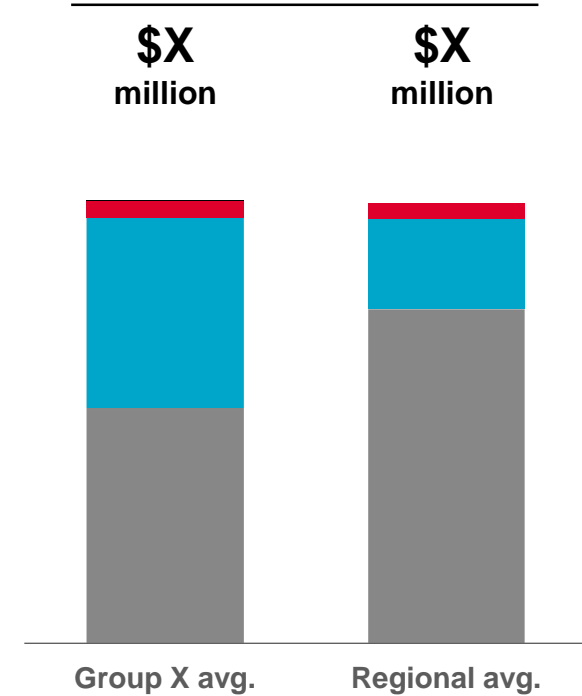
Incoming transactions:



Circulating value:



Outgoing transactions:



International remittances
Bulk Disbursements
Bank-to-wallet
Cash-in

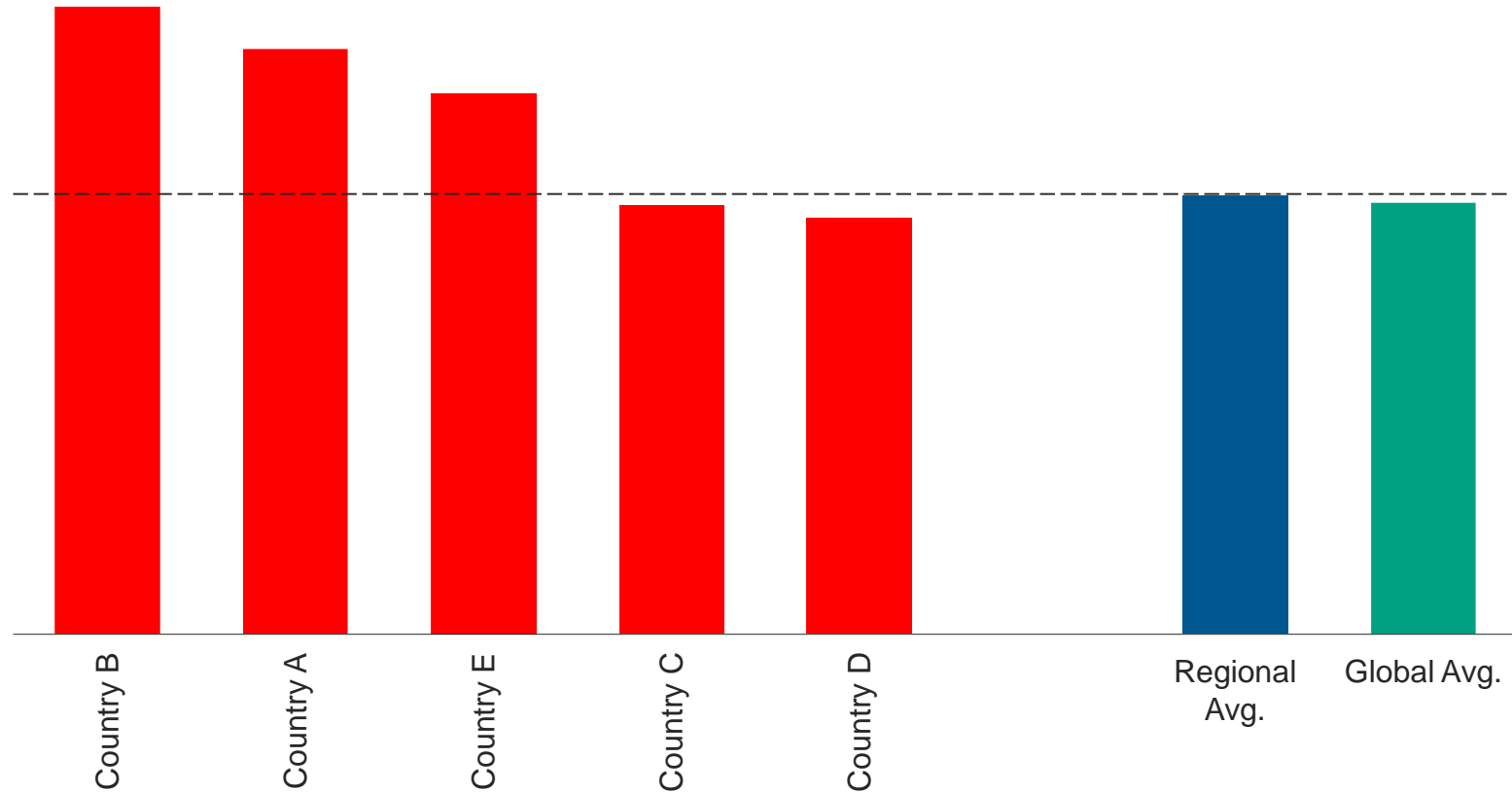
Merchant Payment
P2P transfer

International Remittances
Off-net transfer
Mobile-to-bank
Airtime top-up
Bill payments
Cash-out



Increased digitisation may account for the below-average levels of revenue paid out to agents for Group X's deployments

% of revenues paid out as agent commissions



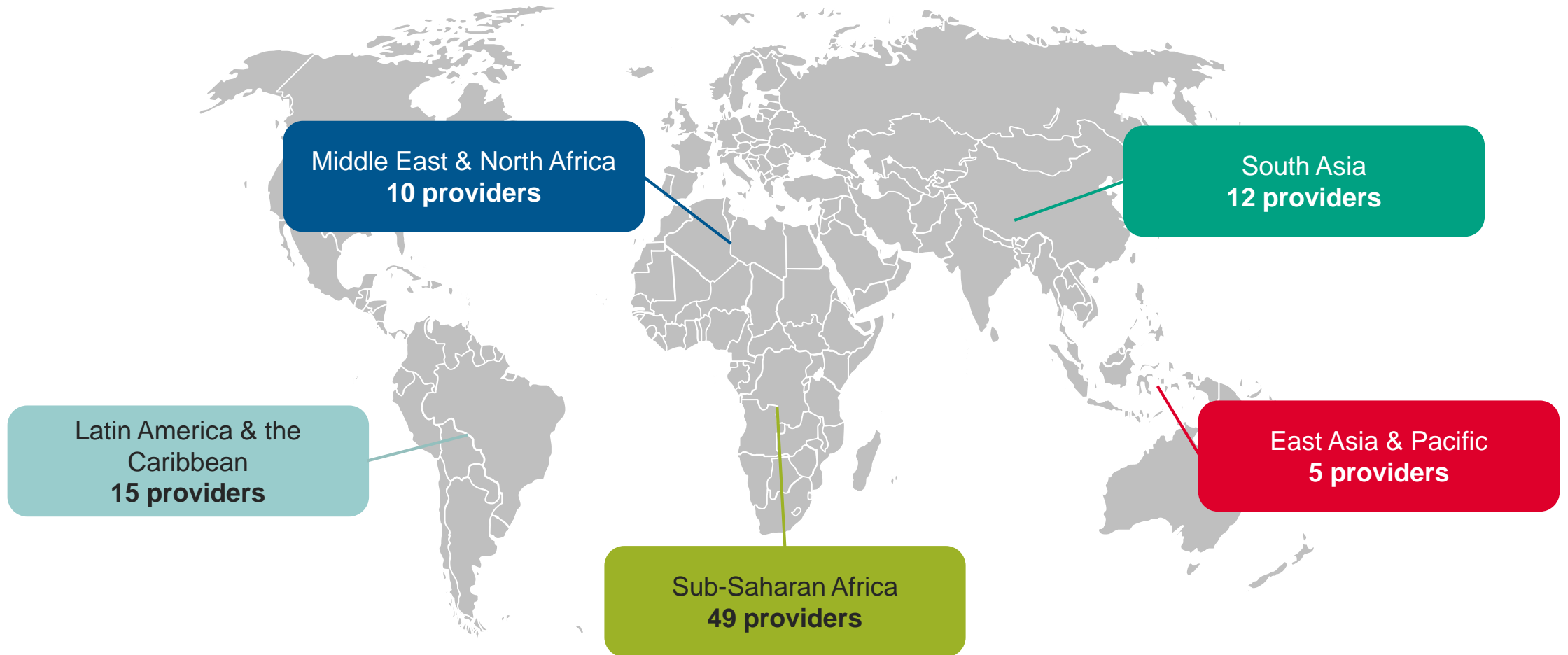


Appendix





Analysis is based on 90+ mobile money providers who participated in the 2017 Global Annual Adoption survey





About the GSMA mobile money Programme

Our **mission** is to support our members and industry stakeholders to increase the utility and sustainability of mobile money services and increase financial inclusion.

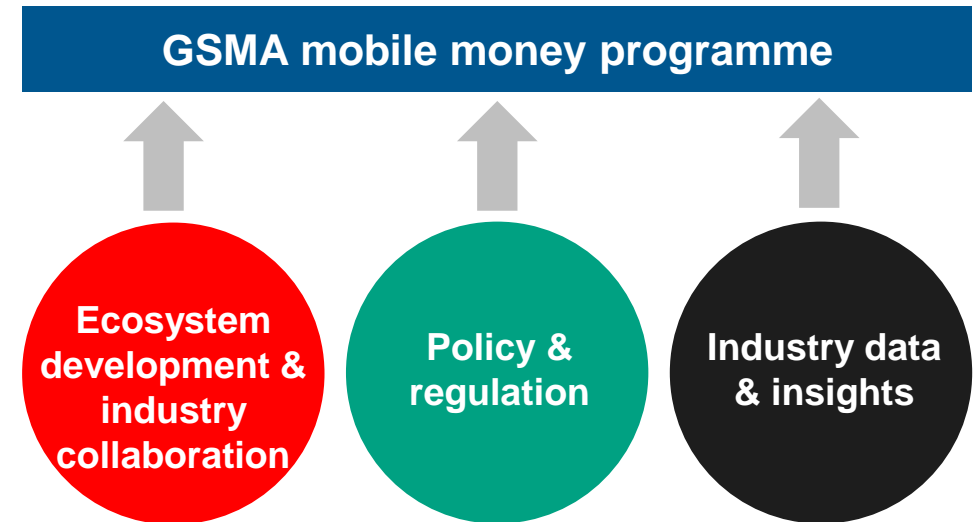
We **support the industry** across three main areas:

- Ecosystem development and industry collaboration
- Policy and regulation
- Industry data and insights

The GSMA mobile money Programme is supported by the Bill & Melinda Gates Foundation, The MasterCard Foundation and Omidyar Network.

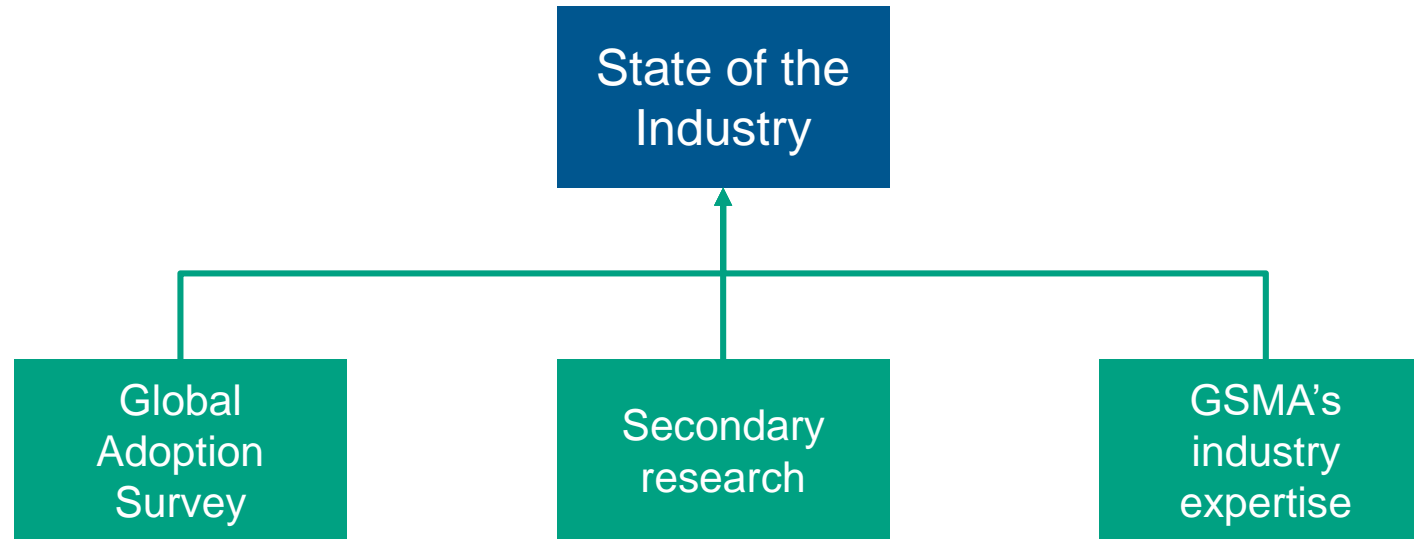
Email: mobilemoney@gsma.com

Website: www.gsma.com/mobilemoney





This report is based on State of the Industry data, which includes our 2017 Global Adoption Survey as a key source





GloRegionry [1/3]

Term	Description
Mobile money account – registered	An e-money account which is primarily accessed using a mobile phone and which is held with the e-money issuer. In some jurisdictions, e-money accounts may resemble conventional bank accounts, but are treated differently under the regulatory framework because they are used for different purposes (for example, as a surrogate for cash or a stored value used to facilitate transactional services).
Mobile money account – active	An active mobile money account is a mobile money account which has been used to conduct at least one transaction during a certain period of time (usually 90 days or 30 days).
Unregistered mobile money customer	Unregistered users include both people transacting over-the-counter in the case of OTC services, and unregistered recipients of off-net P2P transfers in the case of account-based services.
Interface used	To access mobile money services via a mobile handset, users can usually use interfaces such as USSD, SIM toolkit (STK), interactive voice response (IVR) and applications.
Agents - registered	In the case of mobile money, an agent outlet is a location where one or several mobile money agents are contracted to facilitate transactions for users.
Agents - active	An active agent outlet is an agent outlet that facilitated at least one transaction within the last 30 days.



GloRegionry [2/3]

Term	Description
Bank branches	Bank branches that customers can use to access mobile money services.
ATMs	ATMs that customers can use to access mobile money services.
P2P transfer	A domestic transfer made from one person to another person.
International remittance	Cross-border fund transfer from one person to another person. This transaction can be a direct mobile money remittance, or can be completed through the use of an intermediary organisation such as Western Union.
Bill payment	A payment made by a person from either their mobile money account or over-the-counter to a biller or a billing organisation via a mobile money platform in exchange for services provided.
Merchant payment	A payment made from a mobile money account via a mobile money platform to a retail or online merchant in exchange for goods or services.
Bulk disbursement	A payment made by an organisation via a mobile money platform to a person's mobile money account. For example: salary payments made by an organisation to an employee's mobile money account (B2P: business-to-person), payments made by a government to a recipient's mobile money account (G2P), or payments made by development organisations to beneficiaries (D2P).



GloRegionry [3/3]

Term	Description
Airtime top-up	Purchase of airtime via mobile money, funded from a mobile money account.
Cash-in	The process by which a customer credits their account with cash. This is usually via an agent who takes the cash and credits the customer's mobile money account with the same amount of e-money.
Cash-out	The process by which a customer deducts cash from their mobile money account. This is usually via an agent who gives the customer cash in exchange for a transfer of e-money from the customer's mobile money account.
KYC	Financial institutions and regulated financial services providers are obligated by regulation to perform due diligence to identify their customers. The term is also used to refer to the regulation which governs these activities. The FATF (Financial Action Task Force) recommends a risk-based approach to due diligence for AML/CFT (anti-money laundering and counter-financing of terrorism) controls. Due to the Regionk of formal identity documents in some markets, solutions such as tiered KYC and adjusting acceptable KYC documentation can help mobile money providers facilitate customer adoption and increase financial inclusion, especially in rural areas.



Citation policy and Disclaimer

Citation policy

- All reports have been prepared to ensure confidentiality of each individual Group. This is a confidential report prepared by the GSMA Mobile Money Programme for Group X exclusively.
- Should you wish to cite this report, please reference it as follows: Group X 2017 Mobile Money Benchmarking Report, GSMA Mobile Money'

Disclaimer

- This report has been prepared based on the data collected through the **2017 Global Adoption Survey of Mobile Financial Services**, and data is accurate as of 1/02/2018. Additional data submitted by mobile money providers after this date could not be included in this report; additional data may change the value of averages or medians. However, we believe that it would not substantially change the meaning of this benchmark report.
- Please contact us and let us know of any information that we have may have missed or needs correction: mobilemoney@gsma.com.



For more information

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Visit www.gsma.com/mobilemoney for:

- The [2017 State of the Industry Report on Mobile Money](#)
- An Executive Summary
- Our press release

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mobilemoney@gsma.com

