MOBILE MONEY IN 2018

- 272 Mobile Money deployments are live in 90 countries.
- 866m registered mobile money accounts, a 20% increase from 2017.
- 62 mobile money deployments have more than 1m 90-day active accounts, compared to 54 in 2017 and 13 in 2013.
A typical active mobile money customer moves $206 per month.

$1.3bn processed daily by the mobile money industry.

54% of the combined adult population of Ghana, Côte D'Ivoire, Benin and Senegal use mobile money on an active basis.

Digital transaction values grew at more than twice the rate of cash-in/cash-out values.

Asia 90m new registered accounts, a 31% increase from 2017.
Host to almost half of all mobile money registered accounts globally, Sub-Saharan Africa remains the epicentre of mobile money.
The number of registered customer accounts in Sub-Saharan Africa has reached 396 million, with activity rates of 37% as of December 2018.

Although regional activity rates have only slightly increased, 57 out of 132 services in the region are achieving activity rates higher than the regional average, with 27 providers driving impressive activity rates of well above 50 per cent.
Sub-Saharan Africa is driving around two thirds of total global mobile money transactions, with values exceeding $25bn in December 2018.
Since 2010, customer distribution across the region has become more diverse, with sub-regions such as Western and Middle Africa growing their market shares.
Mobile money agents have played a key role in driving customer adoption and enhancing financial inclusion in Sub-Saharan Africa.

1.4 million active agents

58 ATMs

19k bank branches

Very high density agent network with 60 agent outlets per 1000 km²

Low density ATM network with 2 ATMs per 1000 km²

Very low density bank branch network with 1 branch per 1000 km²

1. Data from IMF Financial Access Survey
The mobile money transaction mix across the region has become more diverse, and ecosystem transactions have quadrupled in value and more than doubled in volume.
The digitisation of payments reached new heights across Sub-Saharan Africa in 2018.

<table>
<thead>
<tr>
<th>Type of Transaction</th>
<th>Total Value</th>
<th>Up from</th>
<th>In 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incoming transactions</td>
<td>$10.3bn</td>
<td>Up from 11.2% in 2017</td>
<td></td>
</tr>
<tr>
<td>Circulating transactions</td>
<td>$6.1bn</td>
<td>Up from 2.4% in 2017</td>
<td></td>
</tr>
<tr>
<td>Outgoing transactions</td>
<td>$8.5bn</td>
<td>Up from 6.0% in 2017</td>
<td></td>
</tr>
</tbody>
</table>

### Incoming transactions
- **International remittances**: 2% (Up from 1.6% in 2017)
- **Bank-to-mobile**: 18% (Up from 17.1% in 2017)
- **Bulk disbursements**: 12% (Up from 12.1% in 2017)
- **Cash-in**: 69% (Up from 69.3% in 2017)

### Circulating transactions
- **Merchant payments**: 15.5% (Up from 15.0% in 2017)
- **P2P transfers**: 84.5%

### Outgoing transactions
- **Cash-out**: 6% (Up from 5.4% in 2017)
- **Bill payments**: 4%
- **Airtime top-ups**: 1%
- **Off-net transfers**: 2%
- **Wallet-to-bank**: 15%

---

Legend:
- **International remittances**
- **Bank-to-mobile**
- **Bulk disbursements**
- **Cash-in**
- **Merchant payments**
- **P2P transfers**
- **Cash-out**
- **Bill payments**
- **Airtime top-ups**
- **Off-net transfers**
- **Wallet-to-bank**
2018 saw advancements in investments, strategic partnerships, regional interoperability and regulation across the Sub-Saharan African region.

**APRIL**

**STRATEGIC PARTNERSHIP.**
PayPal, Safaricom and TransferTo announce a collaboration enabling M-Pesa users in Kenya to securely transfer funds between PayPal and M-Pesa accounts.

**SEPTEMBER**

**INNOVATIVE USE CASES.**
84.6 per cent of Ghanaian investors buy shares for MTN Ghana’s Initial Public Offer (IPO) using the MTN Mobile Money Portal.

**OCTOBER**

**REGULATION.**
The Central Bank of Nigeria issues guidelines for the licensing, regulation and operations of payment service banks, enabling mobile operators to lead financial inclusion efforts.

**DECEMBER**

**INVESTMENT.**
Econet Wireless demerges and lists Cassava Smartech (which includes its EcoCash mobile money operation) separately on the Zimbabwe Stock Exchange (ZSE) valued at around $3.9 billion soon after listing.

**NOVEMBER**

**STRATEGIC PARTNERSHIP.**
Safaricom and Western Union partner to allow M-Pesa users to transfer money to and from 200 countries. Kenya’s Family Bank Ltd and fintech SimbaPay also partner to enable M-Pesa customers in Kenya to send money to WeChat users in China.

**NOVEMBER**

**REGIONAL INTEROPERABILITY.**
Orange and MTN launch a pan-African mobile money interoperability venture, Mowali, to scale up mobile financial services across Africa.
Looking ahead, we see three key areas of future growth in mobile money across Sub-Saharan Africa:

1. Africa’s mobile money sleeping giants
2. Sectors on the cusp of transformation: MSME and e-commerce
3. The untapped smartphone opportunity
Africa’s mobile money sleeping giants: Egypt, Ethiopia and Nigeria, have the potential to unlock over 110m accounts in the next five years.

- **Egypt**
  - Adult population: 67m
  - Adults with an account: 32.8%
  - Mobile Money Regulatory Index Score: 67.21

- **Nigeria**
  - Adult population: 111m
  - Adults with an account: 39.7%
  - Mobile Money Regulatory Index Score: 65.67

- **Ethiopia**
  - Adult population: 64m
  - Adults with an account: 34.8%
  - Mobile Money Regulatory Index Score: 65.83
Sectors on the cusp of transformation: MSME and e-commerce

**MSMEs**

- A large number of formal and informal MSMEs in Sub-Saharan Africa have already adopted mobile money for business purposes.
- 46% of Sub-Saharan African respondents to our 2018 Global Adoption Survey highlighted building enterprise solutions as one of their top three strategic priorities.

**E-commerce**

- More MSMEs across the region are moving towards marketing and selling their products across digital channels.
- In 2018, value of e-commerce transactions facilitated by mobile money more than doubled across the region.
Growth in smartphone adoption unlocks access to a broader customer base and allow providers to offer an enhanced user experience and a wider range of products and services.

**SMARTPHONE PENETRATION (2018 & 2025)**

- **USSD remains the dominant channel today:**
  - Over 90% of mobile money transactions in **Sub-Saharan Africa** are still processed via USSD

- **Dramatic uptake in smartphone adoption and mobile internet is on the horizon:**
  - **Smartphone adoption in Sub-Saharan Africa:** 39% by end of 2018, set to rise to 66% by 2025
  - **Mobile internet access in Sub-Saharan Africa:** an estimated 280 million new mobile internet subscribers coming online by 2025
To download the full report please visit the GSMA website at www.gsma.com/sotir