



THE KENYAN JOURNEY TO DIGITAL FINANCIAL INCLUSION

ACTIVE MOBILE MONEY CUSTOMERS

(30 DAY ACTIVE, MAR 2014)

12.5M



MOBILE MONEY TRANSACTIONS IN VOLUME

(MAR 2014)

73.9M



MOBILE MONEY TRANSACTIONS IN VALUE

(KSHS/MONTH (MAR 2014))

192.6BN



OUTREACH

POLICY

MARKET DEVELOPMENT

2.5 MILLION: THE NUMBER OF DEPOSIT ACCOUNTS IN KENYA

18.9% BANKED ADULT POPULATION

5.4 MILLION: THE VOLUME OF MOBILE MONEY THROUGHPUT

1.3 MILLION REGISTERED MOBILE MONEY ACCOUNTS

6,104 MOBILE MONEY AGENTS ACROSS KENYA

51 MILLION REGISTERED MOBILE MONEY ACCOUNTS

FINACCESS 2009 SURVEY RESULTS RELEASED: 39.9% ADULTS USE M-PESA TO TRANSFER MONEY

8.9 MILLION REGISTERED MOBILE MONEY ACCOUNTS

16.4 MILLION REGISTERED MOBILE MONEY ACCOUNTS

KES 1.17 TRILLION: THE VALUE OF MOBILE MONEY THROUGHPUT

19.2 MILLION REGISTERED MOBILE MONEY ACCOUNTS

21.1 MILLION REGISTERED MOBILE MONEY ACCOUNTS

FINACCESS 2013 SURVEY RESULTS RELEASED: 66.7% OF ADULTS HAVE ACCESS TO FINANCIAL SERVICES

MOBILE MONEY THROUGHPUT VALUE EQUALS 6.59% OF TOTAL NPS THROUGHPUT VALUE

25.3 MILLION REGISTERED MOBILE MONEY ACCOUNTS

116,196 MOBILE MONEY AGENTS AS AT MARCH 2014

26.2 MILLION REGISTERED MOBILE MONEY ACCOUNTS (MARCH 2014)

SAFARICOM APPROACHES CBK WITH REQUEST FOR AUTHORISATION OF M-PESA PILOT AS A MICROFINANCE REPAYMENT TOOL

M-PESA PILOT FINISHES

M-PESA CHANGES TO MONEY TRANSFER INSTEAD OF MICROFINANCE. AUTHORISATION FOR MONEY TRANSFER SOUGHT FROM CBK

DETAILED RESPONSE PROVIDED TO CBK. LEGAL OPINION DISTINGUISHES M-PESA SERVICE FROM BANKING BUSINESS

NATIONAL TREASURY AND CBK RELEASE AUDIT FINDINGS AND GIVE M-PESA A CLEAN BILL OF HEALTH

VAT EXEMPTED ON ALL FINANCIAL SERVICES, INCLUDING MOBILE MONEY TRANSFER

FINANCE ACT, 2009 INTRODUCES CHANGES TO THE BANKING ACT TO ALLOW AGENT BANKING

CBK RELEASES AGENT BANKING GUIDELINES

NATIONAL PAYMENT SYSTEMS (NPS) ACT PASSED BY PARLIAMENT

ANTI MONEY LAUNDERING REGULATIONS ISSUED, BREATHING LIFE TO THE FINANCIAL REPORTING CENTRE

10% EXCISE DUTY ON FEES CHARGED ON FINANCIAL SERVICES INTRODUCED

NPS ACT COMMENCEMENT DATE ANNOUNCED

CENTRAL BANK OF KENYA GOES LIVE WITH RIGS

CBK REQUESTS FOR FURTHER INFORMATION

SAFARICOM PROVIDES DETAILED RISK MITIGATION

CBK ISSUES 'NO OBJECTION' FOR THE LAUNCH OF M-PESA

ACTING MINISTER FOR FINANCE ORDERS AUDIT ON M-PESA AMID PRESSURE FROM KENYA BANKERS ASSOCIATION

SAFARICOM AUTHORISED TO RECEIVE INWARD INTERNATIONAL REMITTANCES VIA WESTERN UNION, ALLOWING M-PESA CUSTOMERS TO RECEIVE REMITTANCES DIRECT TO THEIR M-PESA ACCOUNTS

PROCEEDS OF CRIME & ANTI MONEY LAUNDERING ACT PASSED MAKING MOBILE MONEY OPERATORS 'REPORTING INSTITUTIONS' UNDER THE ACT

CBK RELEASES AGENT BANKING GUIDELINES

NATIONAL PAYMENT SYSTEMS (NPS) ACT PASSED BY PARLIAMENT

ANTI MONEY LAUNDERING REGULATIONS ISSUED, BREATHING LIFE TO THE FINANCIAL REPORTING CENTRE

CBK HOLDS FINAL PUBLIC CONSULTATION ON THE DRAFT NPS REGULATIONS

NPS REGULATIONS ISSUED (AUGUST 2014)

M-PESA PILOT STARTS IN THIKA, NORTH EAST OF NAIROBI

CBK REQUESTS DETAILED RESPONSE TO QUERIES ON M-PESA'S LEGAL STRUCTURE

M-PESA, KENYA'S FIRST MOBILE MONEY PLATFORM IS LAUNCHED BY SAFARICOM

M-PESA FACILITATES BILL PAYMENTS AND BULK SALARY PAYMENTS

CUSTOMERS CAN ACCESS M-PESA SERVICES AT POSTBANK BRANCHES

CARDLESS ATM WITHDRAWALS INTRODUCED FOR M-PESA CUSTOMERS

SAFARICOM PARTNERS WITH KENYA POWER TO ALLOW CUSTOMERS TO PAY ELECTRICITY BILLS VIA M-PESA

GRUNDFOS LIFELINK PARTNERS WITH M-PESA TO ALLOW RURAL HOUSEHOLDS TO PAY FOR SAFE WATER VIA M-PESA.

ZAIN KENYA (CELTEL KENYA LTD) LAUNCHES 'ZAP'

YUMOBILE (ESSAR TELECOM) LAUNCHES YUCASH

ORANGE (TELEKOM KENYA) LAUNCHES 'KO PESA' IN PARTNERSHIP WITH EQUITY BANK

AIRTEL OFFERS 'PAYONLINE': THE WORLD'S FIRST VIRTUAL PAYMENT CARD THAT ALLOWS AIRTEL MONEY SUBSCRIBERS IN KENYA TO BUY PRODUCTS ONLINE (PARTNERSHIP BETWEEN AIRTEL, MASTERCARD AND STANDARD CHARTERED BANK)

MOBILE PAY LTD LAUNCHES 'TANGAZA PESA' THE ONLY MOBILE MONEY SERVICE THAT CAN SEND CASH ACROSS ALL NETWORKS

AIRTEL, HAVING ACQUIRED CELTEL KENYA, RELAUNCHES ZAP AS 'AIRTEL MONEY'

LIPA KARO, A SCHOOL FEES PAYMENT SERVICE VIA M-PESA ANNOUNCED BY SAFARICOM

I&M BANK AND SAFARICOM LAUNCH A PRE-PAID VISA CREDIT CARD THAT CAN BE LOADED VIA M-PESA

YUCASH LAUNCHES CARDLESS ATM WITHDRAWAL SERVICE AT ALL EQUITY ATMS

CARE, EQUITY AND ORANGE LAUNCH A GROUP SAVINGS PRODUCT

YUCASH AND COOPERATIVE (CO-OP) BANK PARTNER TO ENABLE YUCASH CUSTOMERS TO TRANSFER FUNDS TO CO-OP BANK VIA YUCASH

SAFARICOM PARTNERS WITH KOPO KOPO, THE FIRST BUY GOODS AGGREGATOR

SAFARICOM RELAUNCHES MERCHANT PAYMENT SERVICE AS 'LIPA NA M-PESA'

AIRTEL LAUNCHES 'BIMA MKONONI' A LIFE INSURANCE PRODUCT UNDERWRITTEN BY PAN AFRICA LIFE INSURANCE COMPANY AND ACCESSED VIA MOBILE

3 MOBILE VIRTUAL NETWORKS (MVNOS) ARE LICENSED INCLUDING FINSERVE AFRICA (EQUITY BANK), MOBILE PAY LIMITED (TANGAZA PESA) AND ZIONCELL MOBILE (MOBILE DECISIONING)

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

MOBILE MONEY AT A GLANCE



26.2M

REGISTERED MOBILE MONEY ACCOUNTS (MAR 2014)



59%

ADULT POPULATION USING MOBILE MONEY (MAR 2014 ESTIMATE)

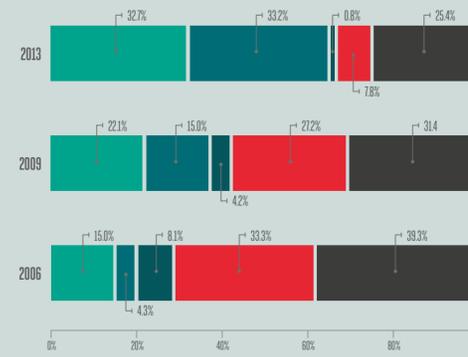


116,196

MOBILE MONEY AGENTS (MAR 2014)

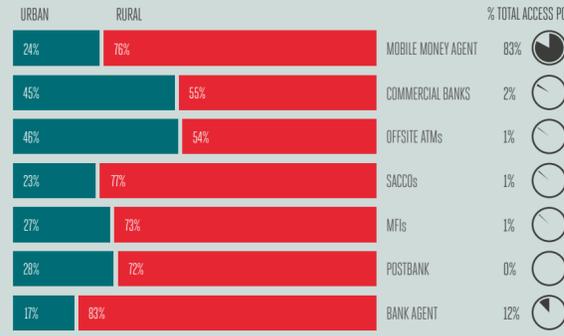
FINANCIAL ACCESS BY YEAR

SOURCE: FINACCESS NATIONAL SURVEY 2013



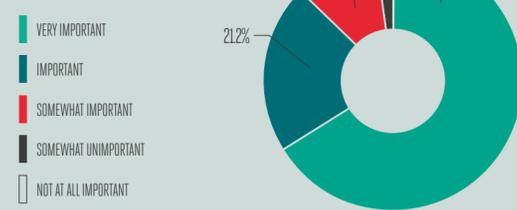
FINANCIAL ACCESS POINTS - BY TYPE AND LOCATION

SOURCE: FSP MAPS, KENYA



HOW IMPORTANT IS MOBILE MONEY?

66% OF RESPONDENTS SAID THEIR MOBILE MONEY ACCOUNTS ARE VERY IMPORTANT IN THEIR FINANCES



KENYA PAYMENT SYSTEMS STATISTICS

6.59% TOTAL MOBILE MONEY THROUGHPUT VALUE IN THE NATIONAL PAYMENTS SYSTEM (2013)

