



MasterCard

MasterCard

**Leveraging Remittances
for Financial Inclusion**



Creating a global payments network inclusive of banked and unbanked populations requires a unified, open and interoperable payment ecosystem which leverages existing infrastructure and facilitates the implementation of cross-border and cross-network payment services

| Core Functionalities | Banking Networks | MNO/MTO | HomeSend |
|--|--|--|--|
| Interoperability |  |  |  |
| Real-Time Funds Transfer |  |  |  |
| Efficient and Transparent Pricing |  |  |  |



Networks do not support core functionalities



Networks partially support core functionalities

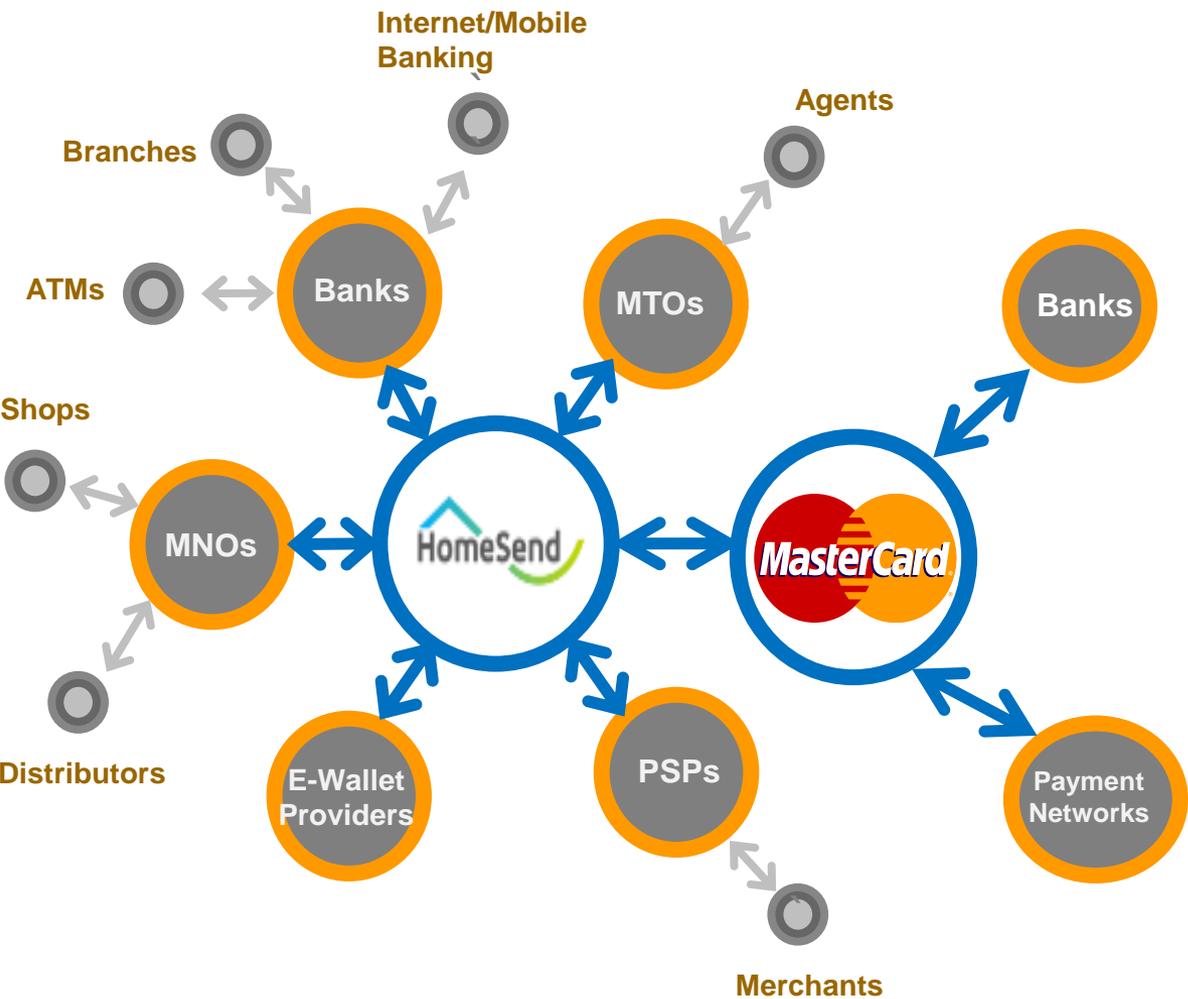


Networks fully support core functionalities

By connecting the worldwide community of telecom partners and MTOs to the more than 24,000 financial institutions on the MasterCard network, the HomeSend network provides new options and flexibility in offering domestic P2P transfers, international remittances, and domestic and cross-border disbursements—via a single connection

Product Features

- Open and neutral B2B hub
- Interconnects banks, MTOs, e-wallet providers mobile operators, and payment networks
- Single connection and agreement
- Sending providers control pricing and branding
- Receiving providers earn commission
- Real-time processing
- Settlement through normal process
- Corridor management & currency conversion`



Nigeria

The MasterCard National ID card drives transparency, and financial inclusion

Objective

Create a multi-functional national ID program that enables economic growth and creates a more financially inclusive economy

Solution

- The MasterCard Nigerian ID card **combines biometric ID and payment functionality in a single card**
- The eID program has the potential to enable **100MM Nigerians** to gain access to formal financial services, and receive an identity card that is universally accepted

Future Initiatives

- Through **HomeSend's partnership with eTranzact**, Nigerians can receive international remittances into their eTranzact mobile money wallets or bank accounts
- Those funds can be used to pay bills, top-up airtime, make purchases, cash out at agents or at participating bank ATMs,



Egypt

MasterCard and EBC collaborate to introduce Mobile Payments Gateway

Objective

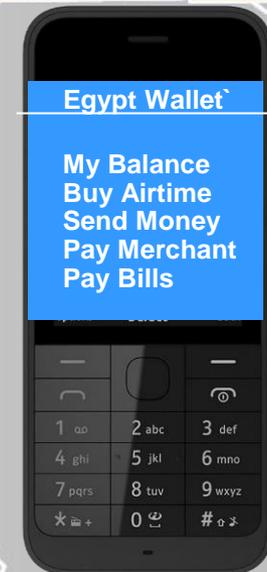
Create an **interoperable ecosystem** that allows ALL Egyptians to participate in the formal banking sector

Solution

- MasterCard and our partners introduced the first ever **interoperable Arabic mobile money implementation**
- All mobile subscribers in Egypt can now **send and receive money, load cash on their phones, conduct purchases, and pay bills**

Future Initiatives

- Leveraging the mobile payments gateway, to **create a digital national ID program**, allowing citizens to receive remittances, government salaries, pensions and subsidies directly into their mobile wallet
- Solution will **enable 54MM** Egyptians to conduct financial transactions using their national ID card



Partnering for Cross-Border Remittances

Providing a Cross-Network Solution

Objective

Create a solution to allow MTN Mobile Money customers in Côte d'Ivoire to transfer money to Airtel Money customers in Burkina Faso



Solution

- Leveraging the HomeSend platform, Airtel and MTN have achieved a world-first in the remittance industry by making it possible for consumers in Ivory Coast and Burkina Faso to transfer funds in real time simply using their mobile phones
- It was the first time two operators from different groups interconnected their mobile money services internationally to offer cross-border remittances.



Results

- Cross-border transfers grew faster in the first nine months from launch than domestic P2P transfers after
- The service has had particularly strong traction in rural Burkina Faso, where 60% of recipients live
- Average value of transactions has increased over time, signaling greater customer trust



Keys to Success

- **Promote interoperability**
 - ✓ Incentivize stakeholders to abandoned proprietary, closed-loop systems
 - ✓ "Increase digital acceptance at necessities merchants (e.g., grocery, pharma) to eliminate receivers' need to access cash
- **Regulatory support in defining standards and regulations around compliance uncertainty**
 - ✓ Creating a clear and uniform set of rules that applies across the world would increase innovation, competition and removing the inefficiencies caused by fragmented systems
- **Consumer education**
 - ✓ Sponsorship of consumer education would assist in service adoption, particularly as it relates to assuring the safety of funds and transactions
- **Government use of the system itself**
 - ✓ Federal, provincial or state, and local benefits and payroll programs can drive adoption by dispersing payments through the system, thereby bolstering consumer confidence and eventual adoption of a digital economy