



EUROPEAN
MICROFINANCE WEEK 2013

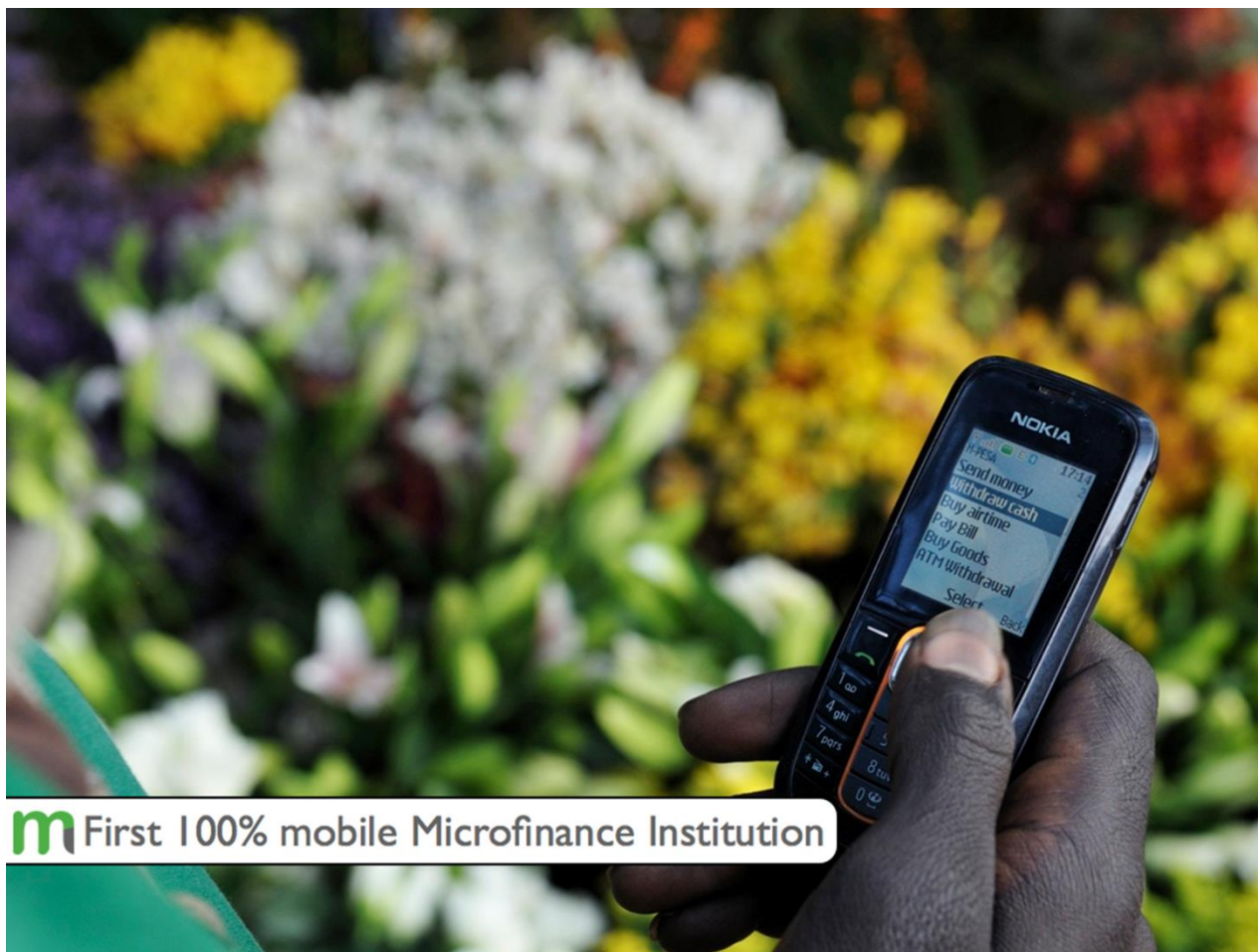
THE FUTURE OF MICROFINANCE:
INVESTING IN INCLUSIVE GROWTH

Musoni-mobile phone microfinance

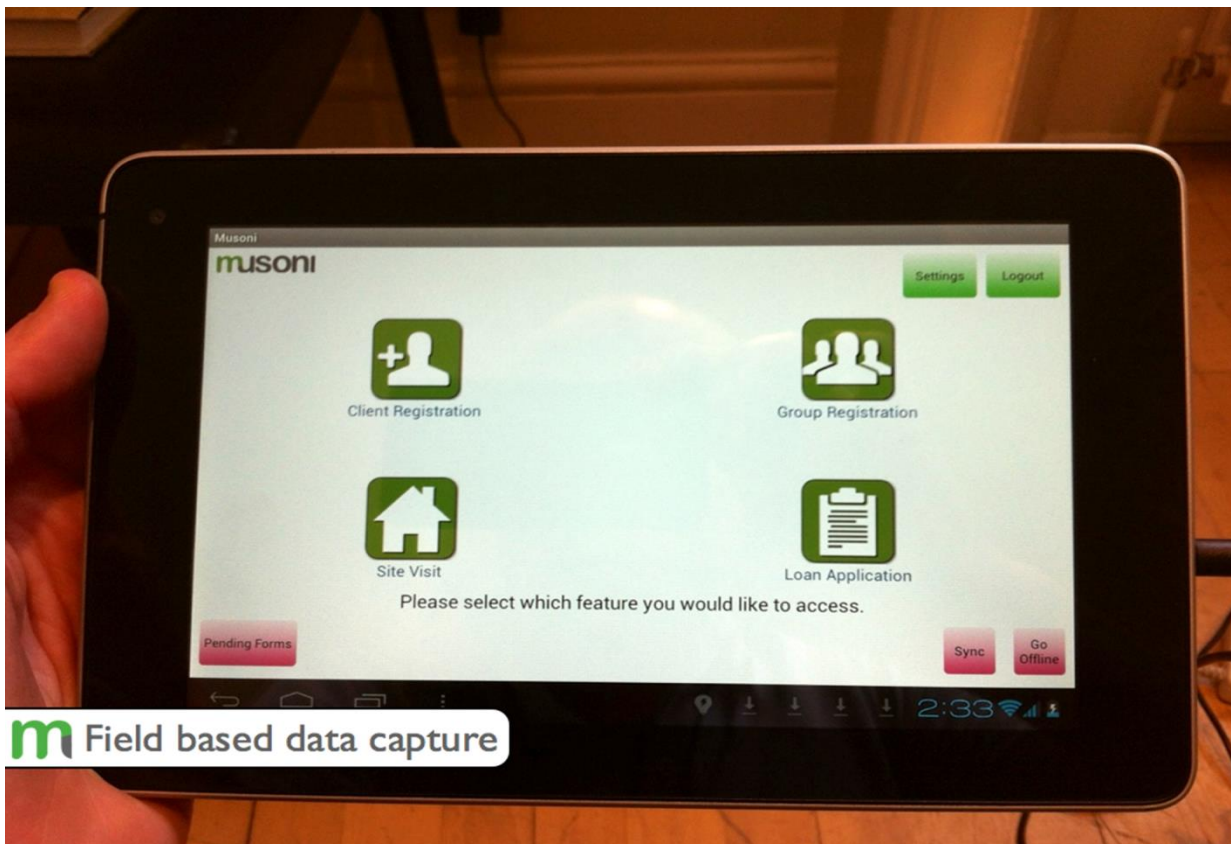
Bart van Eyk, CEO Musoni BV

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m First 100% mobile Microfinance Institution



Key Milestones & Next Steps

- May 2010: started greenfield MFI in Kenya, 1st loan disbursed to micro entrepreneur.
- Since then disbursed a total of 45,000 loans to micro entrepreneurs with a total value of \$13.5m. Seamlessly processed over 900,000 transactions and now processing 60,000 transactions per month with 99% automatic allocation.
- Variety of innovative credit products introduced
- Expand services into rural areas
- Work with the Central Bank of Kenya to get a Deposit Taking License
- Develop and implement credit scoring tool
- Ongoing development and roll-out of the Musoni Microfinance system in other countries, starting with Uganda
- Now also licensing the Musoni IT System to third parties

For Client

For MFI

No need to travel to branch to transact, no more queues. 24/7 availability, over 50% of transactions made outside banking hours

Cash free, low-cost branches. Transactions automatically processed, very limited back office and support functions required

Loan typically disbursed on the same day

Increased client loyalty

Group meetings are less time consuming and can focus on content instead of cash counting

Shorter group meetings enabling improved client to loan officer ratios

Limited paperwork

Digitalized, near real time data availability means better monitoring, control and improved quality of lending & credit decisions and of portfolio

More secure (no risk of miscounting or loss), real time information on financial position

Mistake & fraud reduction. Electronic audit trail of all transactions.

Other findings from independent research amongst Musoni clients

- Mobile money is regarded as safe, it helps clients to make the shift from informal financial methods and it increases customer loyalty
- Only 27% of respondents convert their loan into cash by withdrawing from a mobile money agent, instead using all of it for electronic transactions (which saves on agent withdrawal costs)
- 81% of respondents are using mobile money more often now compared to before they joined Musoni
- Mobile money can be a catalyst for savings. 77% of respondents keep 'idle' mobile money in their account
- There is great demand and acceptance of SMSs as a communication tool from Musoni to its clients.
- Automatically generated sms payment reminders significantly improve portfolio quality



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Thank you!

Bart van Eyk, +31 641596641, bartvaneyk@musoni.eu