

EUROPEAN
MICROFINANCE WEEK 2013

THE FUTURE OF MICROFINANCE:
INVESTING IN INCLUSIVE GROWTH



Building e-payments eco-systems in rural PNG

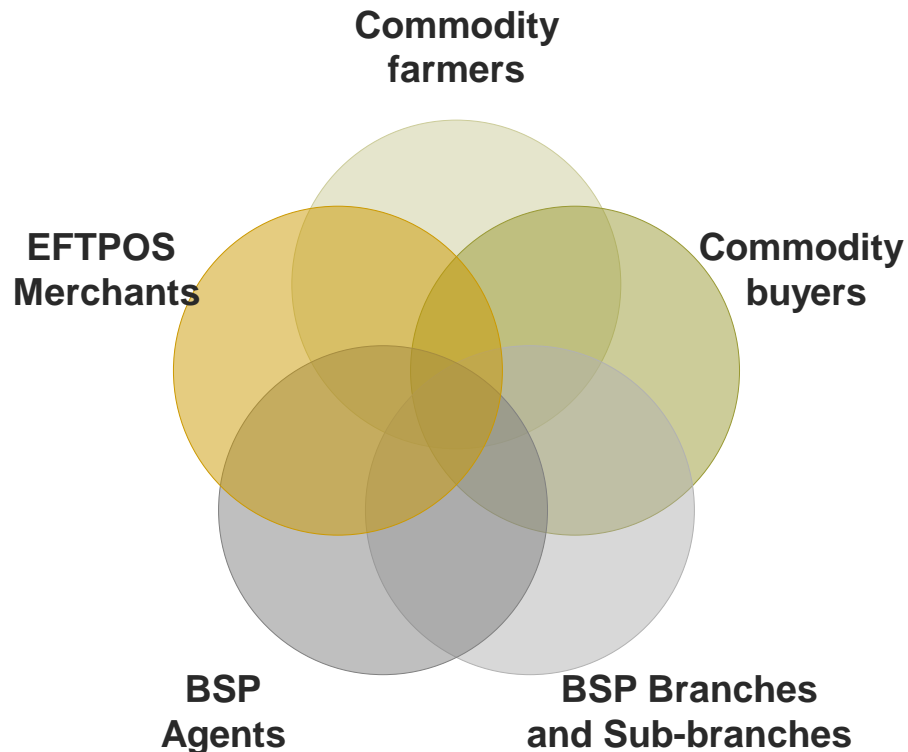
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Retail Banking | Head of E-Channels

EMW 2013



Payments Eco-System



- Build customer base in farmer community
- Extend EFTPOS merchant network
- Integrate commodity buyers to make electronic payments directly to farmers
- Develop core network of Agents in the localized region
- Support by BSP branches and sub-branches



Some results

- Customers
 - Growth as from 2011: 650.000 to > 1.000.000
- EFTPOS
 - > 100% growth in tx and income as from 2011
 - > 300% growth in terminals in the market as from 2011
- Mobile Banking
 - Increased active users from 31.000 in Jan 2011 to 190.000 in September 2013
 - Increased transactions from 364.000 in Jan 2011 to 2.200.000 in September 2013



Lessons learned

- One-Touch process is critical in hard-to-reach areas
 - Account opening with tablets
 - Simplified EFTPOS sales process
- Literacy and trust with customers
 - Card based solution
 - Cards are associated with banks = trust
 - Cards are understood = no customer literacy problem
- Value proposition for all stakeholders in eco-system
 - Financial as well as non-financial
- Be mindful of “chicken-egg problem” in payments eco-system



Lessons learned

- Most important non-lending income drivers
 - Merchant income from purchases via EFTPOS
 - Commission from Top Ups via Mobile Banking