

WHAT'S DRIVING FINANCIAL INCLUSION IN SOUTH ASIA?

Understanding country-specific trends and opportunities in Pakistan, Bangladesh and India

PAKISTAN

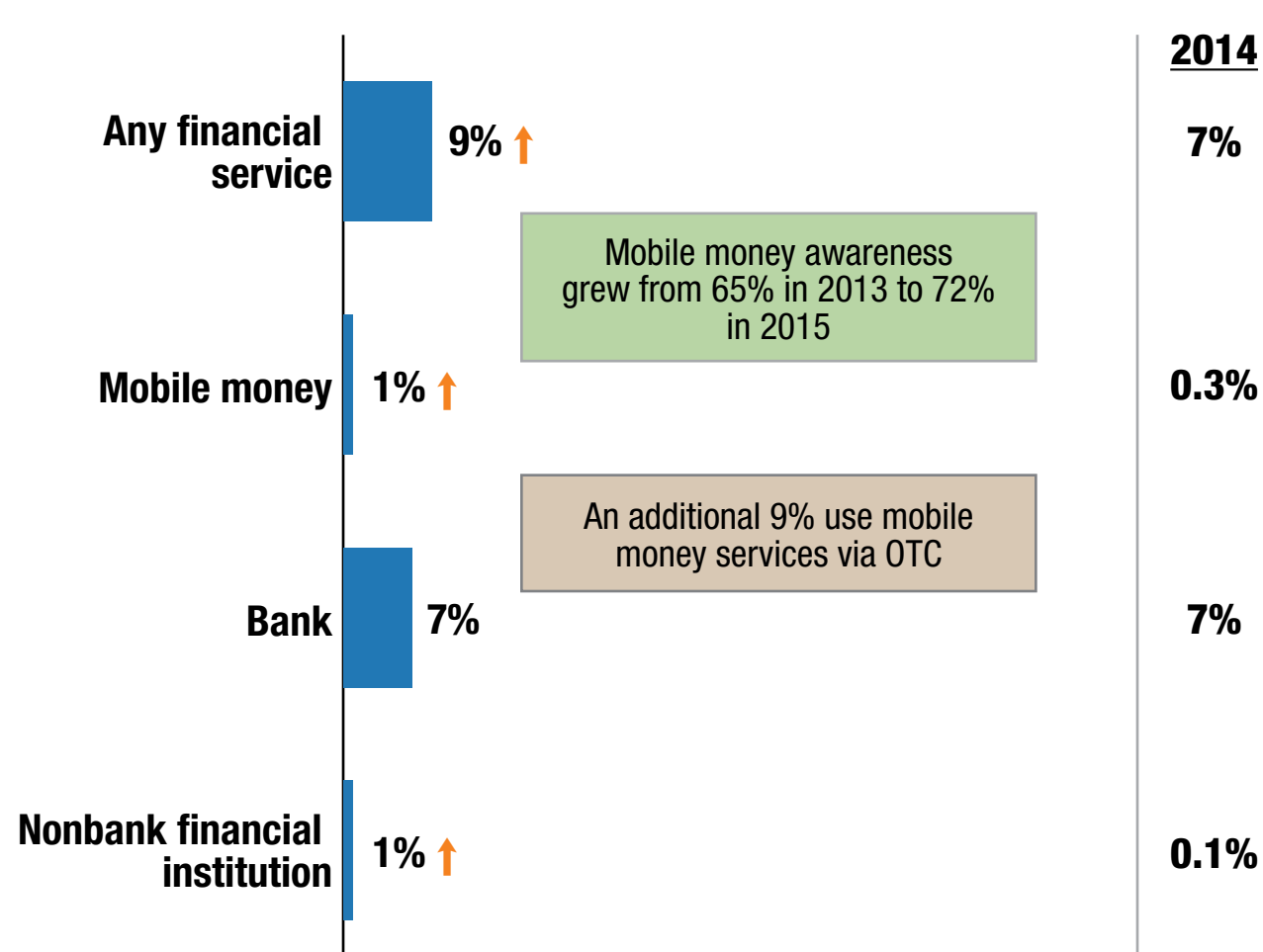
1 in 10 financially included

Growth Factors

- Mobile money and nonbank financial institution (NBFI) account registration are growing gradually due to increased awareness, and contribute to growth in overall financial inclusion.
- Bank accounts continue to be the primary means of financial account registered use.

2015: Registered financial service users

(Shown: Percentage of Pakistani adults for each year)

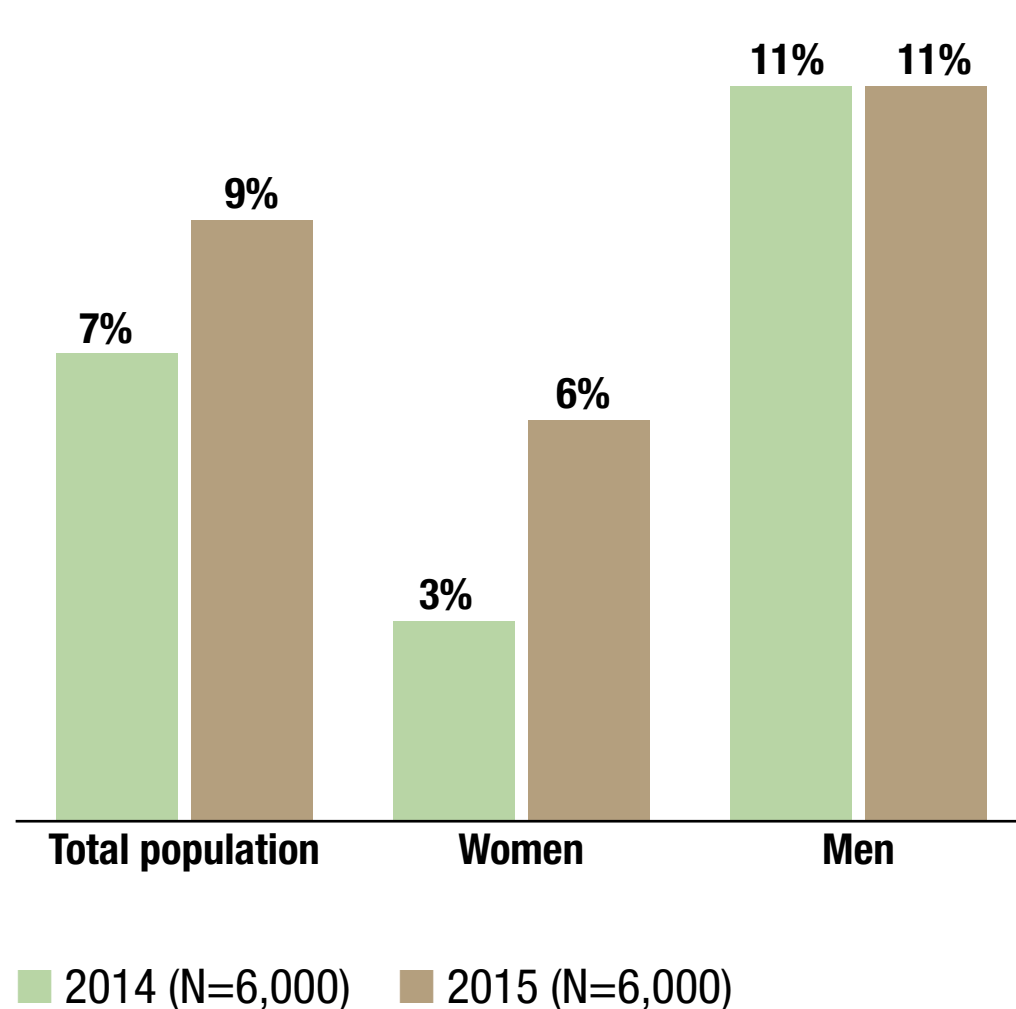


Evolving Trends

- Financial inclusion doubled among women, primarily due to increased NBFI services use.

Financially included by gender

(Shown: Percentage of Pakistani adults within each demographic group, by year)



WHAT'S NEXT?

Convert mobile money OTC use to registered use by showing the value in having an account

Connect financial services to financial activities individuals currently conduct, building meaningful awareness

BANGLADESH

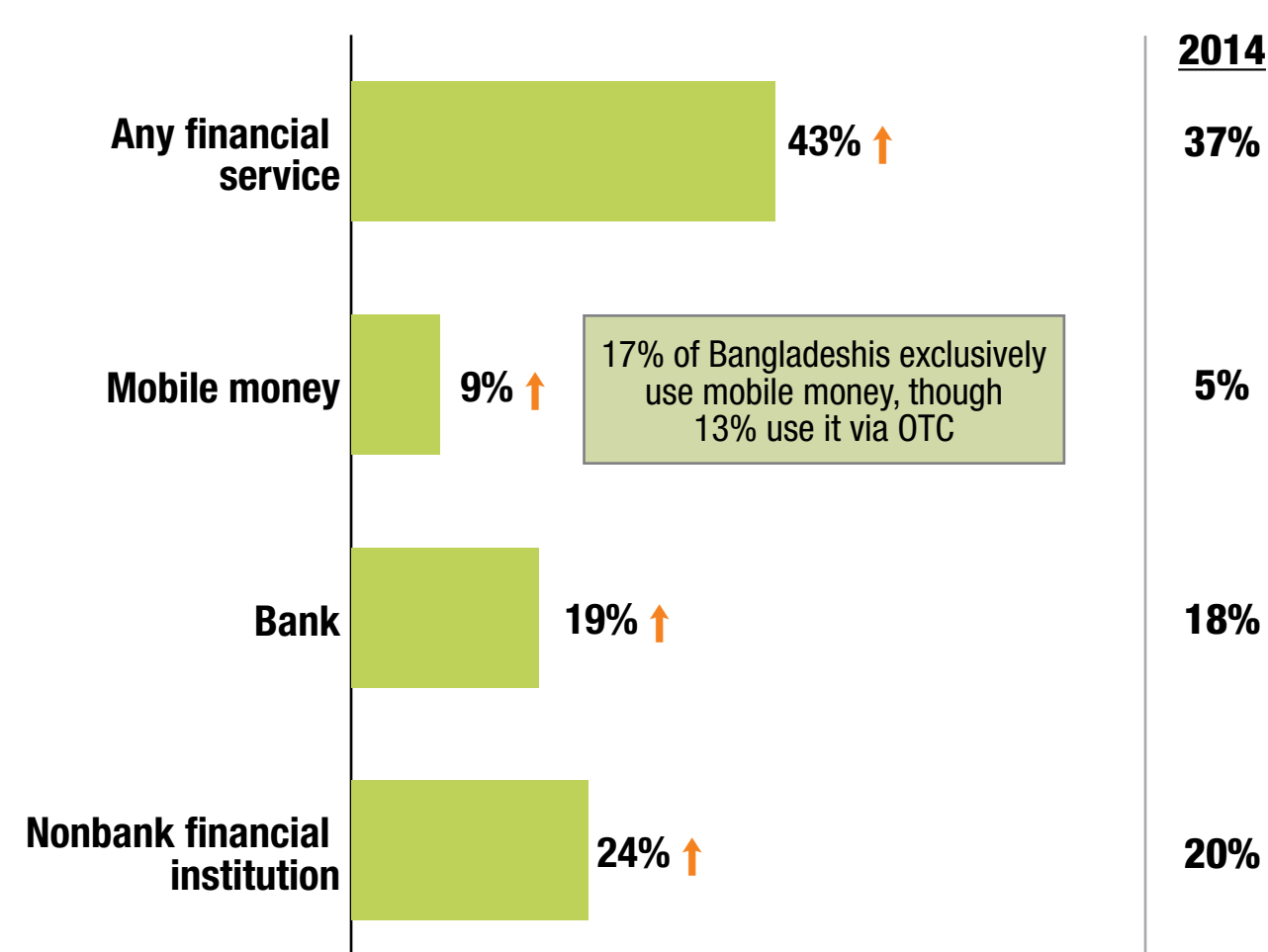
4 in 10 financially included

Growth Factors

- Mobile money use and registration is on the rise, increasing financial inclusion.
- NBFIs continue to be prominent among women, rural and illiterate populations.

2015: Registered financial service users

(Shown: Percentage of Bangladeshi adults for each year)

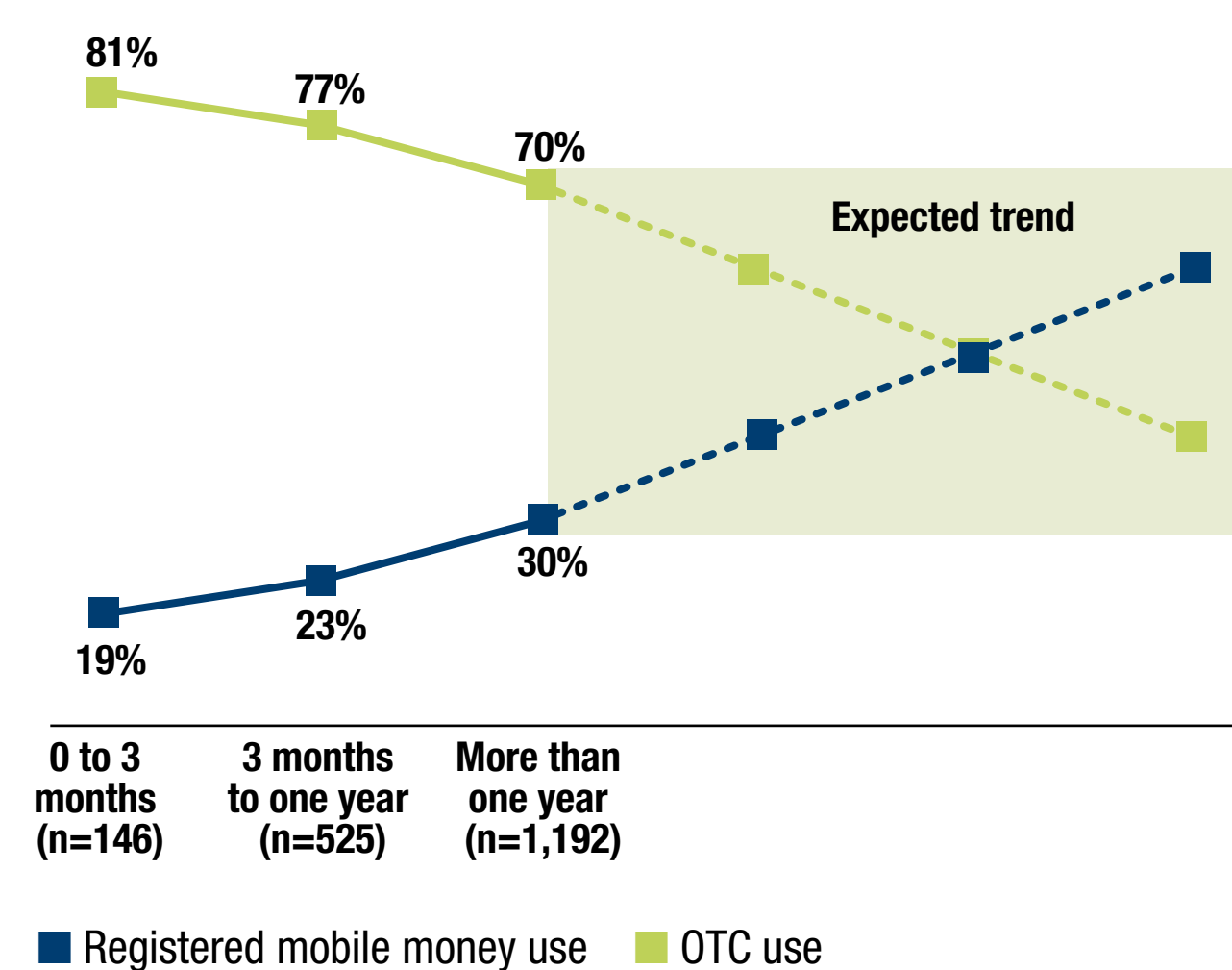


Evolving Trends

- Mobile money use surpassed NBFI use and became the primary means of accessing financial services.
- The longer an individual has used mobile money services, the more likely they are to be a registered account holder.

Length of time using mobile money services

(Shown: Percentage of mobile money users, by length of time using the services)



WHAT'S NEXT?

Advance consumers to the next stage of their mobile money journey, converting awareness to use, OTC use to registered use, and basic use to more advanced use

Move beyond basic cash-in cash-out mobile money use to advanced use

Increase digital inclusion among women and rural individuals through NBFIs

INDIA

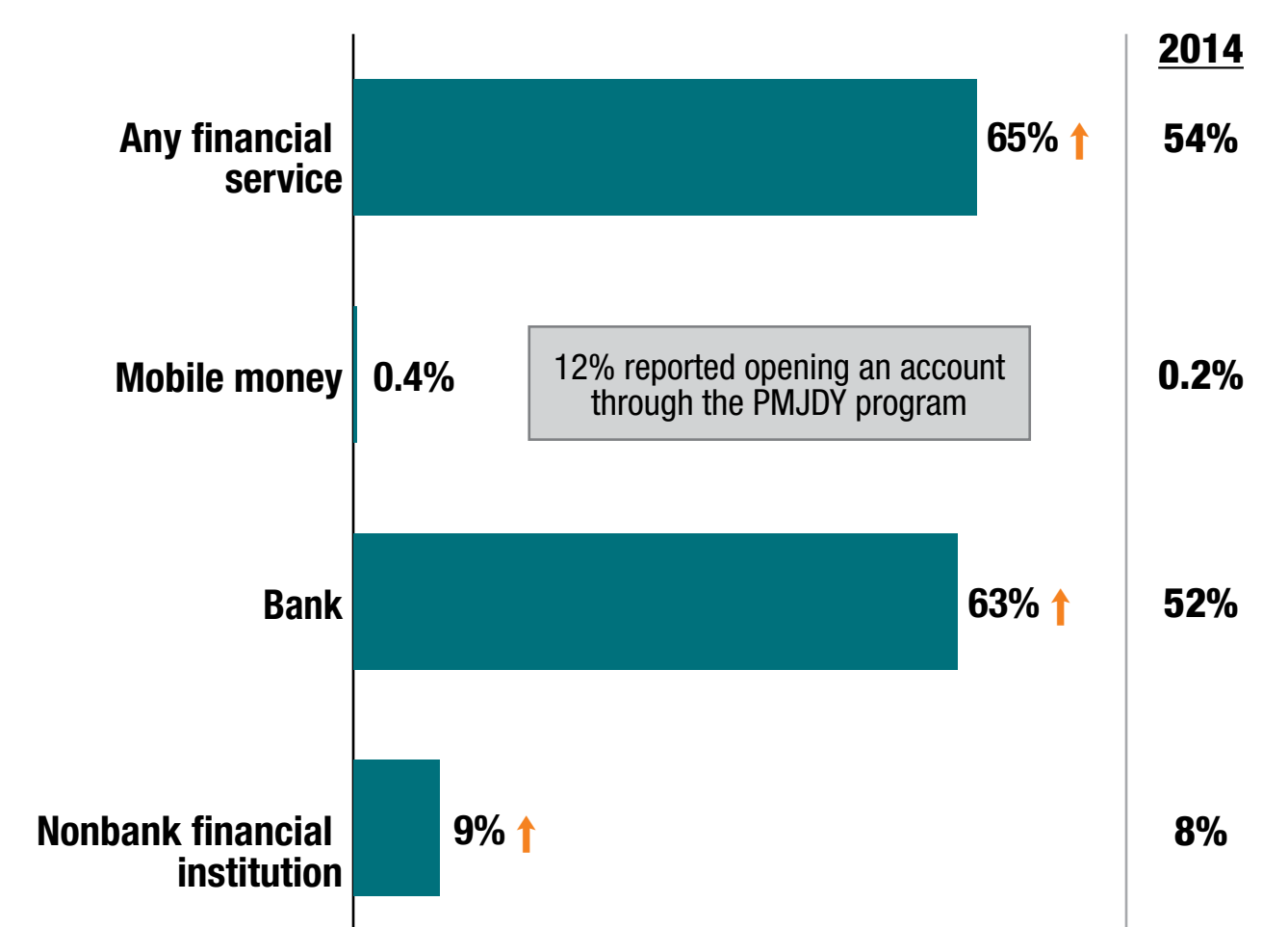
7 in 10 financially included

Growth Factors

- The PMJDY program, the government's initiative to increase financial inclusion, drove year-on-year increases in bank account ownership.
- NBFIs continue to be prominent among women, rural and illiterate populations.

2015: Registered financial service users

(Shown: Percentage of Indian adults for each year)

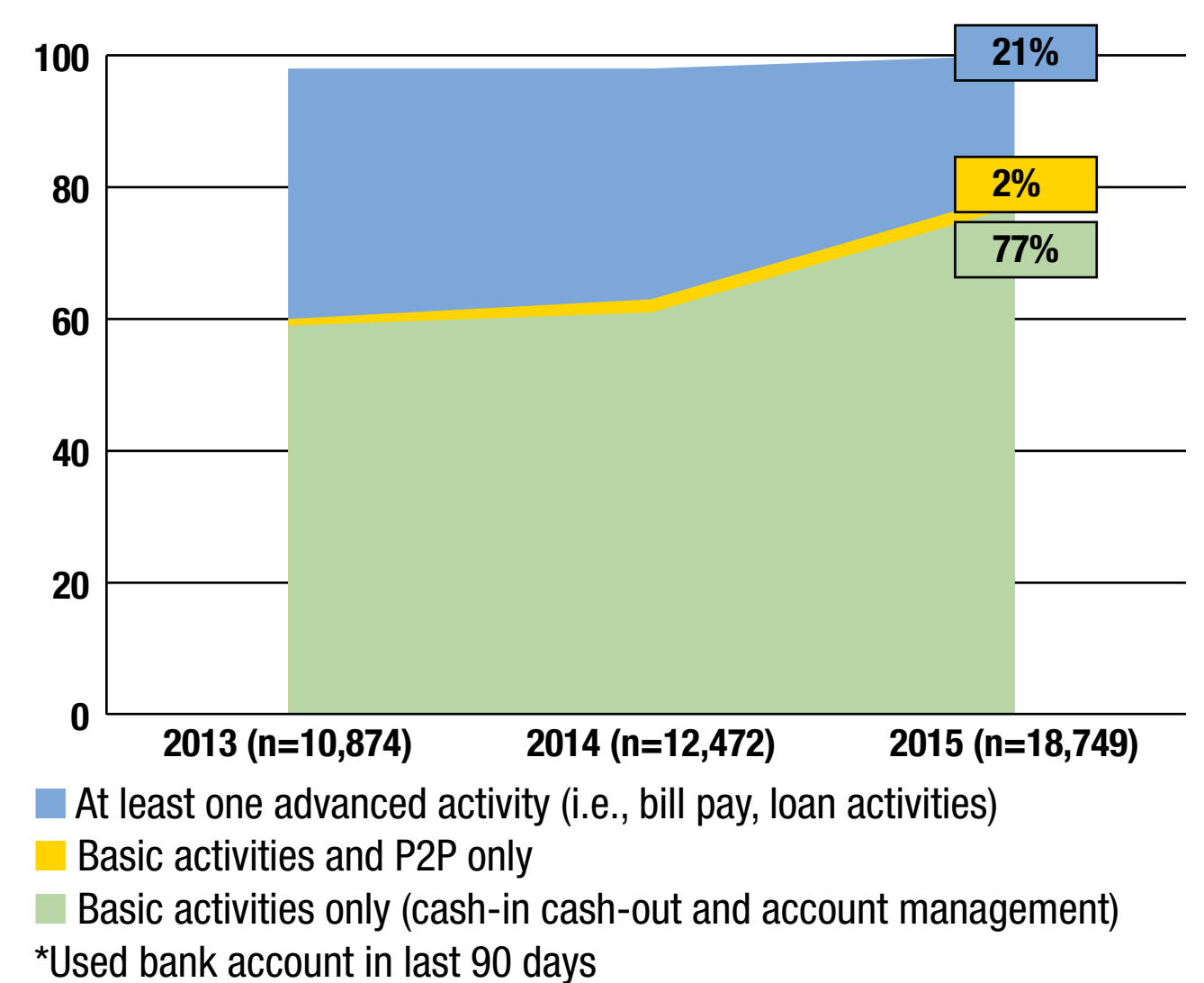


Evolving Trends

- Active bank account use has grown, although about 20% of bank accounts remain dormant.
- With the growth in bank accounts, activities reflect more basic use and are in line with the large number of new users.

Bank account uses, by type

(Shown: Percentage of active* bank account holders)



WHAT'S NEXT?

Stimulate active bank account use to ward off dormancy by giving account holders ways, reasons and examples of how to use accounts

Build mobile money presence with value-based messaging that shows users what mobile money can do for them

Over-the-counter (OTC) use = unregistered use
 Source: InterMedia FII Tracker surveys; 2013, 2014, 2015.