CROSS-COUNTRY COMPARISON: FINANCIAL SERVICES IN DEVELOPING MARKETS

The many aspects of financial inclusion

From Bangladesh to Uganda—the facts and context for understanding the market.

### MARKET ACCESS AND AVAILABILITY

<table>
<thead>
<tr>
<th>Country</th>
<th>Bangladesh</th>
<th>India</th>
<th>Indonesia</th>
<th>Kenya</th>
<th>Nigeria</th>
<th>Pakistan</th>
<th>Tanzania</th>
<th>Uganda</th>
</tr>
</thead>
</table>

### DFS MARKET STAGE

<table>
<thead>
<tr>
<th>Country</th>
<th>Expansion</th>
<th>Inception</th>
<th>Inception</th>
<th>Consolidation</th>
<th>Early Start-up</th>
<th>Start-up</th>
<th>Late Expansion</th>
<th>Late Expansion</th>
</tr>
</thead>
</table>

### MARKET CHARACTERIZATION

- **Ahead of other FII Asian countries on mobile money usage**
- **Still has high unregistered mobile money usage**
- **Unclear regulatory policies leading to questions about profitable business models and lack of provider investment in mobile money services**
- **Lacking digital inclusion across the country**
- **Politics instability fuels market insecurity**
- **Vibrant, competitive market, encouraging consumer-centric innovations**
- **Innovative collaborations between banks and mobile money providers on new offers**

### INFRASTRUCTURE

#### % of country with electricity

<table>
<thead>
<tr>
<th>Country</th>
<th>55%</th>
<th>75%</th>
<th>94%</th>
<th>23%</th>
<th>48%</th>
<th>91%</th>
<th>15%</th>
<th>15%</th>
</tr>
</thead>
</table>

#### Top mobile networks

- **Bangladesh**: Grameenphone, Banglalink, Robi, Airtel, Teletalk
- **India**: Airtel, Vodafone, Idea Cellular, Reliance Communications, Bharti Airtel, Bharti Infratel
- **Indonesia**: Telkomsel, XL Axiata, Indosat, Smartfren
- **Kenya**: Safaricom, Airtel, Orange
- **Nigeria**: MTN, Airtel, Glo Mobile, Etisalat, MTN, Airtel, UTL, Africell, Essar, Safaricom in border areas
- **Pakistan**: Mobilink, Telenor, Ufone, Zong, Warid
- **Tanzania**: Vodacom, Airtel, Tigo, ZANTEL, TTCL
- **Uganda**: MTN, Airtel, UTL, Africell, Essar, Safaricom in border areas

#### Number of mobile money providers

<table>
<thead>
<tr>
<th>Country</th>
<th>2</th>
<th>14</th>
<th>6</th>
<th>4</th>
<th>12</th>
<th>8</th>
<th>4</th>
<th>4</th>
</tr>
</thead>
</table>

#### Commercial bank branches per 100,000 adults (2013)

<table>
<thead>
<tr>
<th>Country</th>
<th>8.2</th>
<th>12.2</th>
<th>10.4</th>
<th>5.6</th>
<th>6</th>
<th>9.3</th>
<th>2.6</th>
<th>2.9</th>
</tr>
</thead>
</table>

### CONSUMER DYNAMICS

#### Below poverty

<table>
<thead>
<tr>
<th>Country</th>
<th>74%</th>
<th>78%</th>
<th>64%</th>
<th>51%</th>
<th>91%</th>
<th>51%</th>
<th>87%</th>
<th>68%</th>
</tr>
</thead>
</table>

#### Not advanced beyond primary education

<table>
<thead>
<tr>
<th>Country</th>
<th>51%</th>
<th>41%</th>
<th>44%</th>
<th>52%</th>
<th>21%</th>
<th>54%</th>
<th>70%</th>
<th>60%</th>
</tr>
</thead>
</table>

#### Mobile phone ownership

<table>
<thead>
<tr>
<th>Country</th>
<th>61%</th>
<th>52%</th>
<th>62%</th>
<th>74%</th>
<th>88%</th>
<th>54%</th>
<th>72%</th>
<th>58%</th>
</tr>
</thead>
</table>

#### Own a bank or mobile money account

<table>
<thead>
<tr>
<th>Country</th>
<th>21%</th>
<th>55%</th>
<th>22%</th>
<th>65%</th>
<th>43%</th>
<th>8%</th>
<th>51%</th>
<th>37%</th>
</tr>
</thead>
</table>

#### Own NBFI account

<table>
<thead>
<tr>
<th>Country</th>
<th>20%</th>
<th>8%</th>
<th>4%</th>
<th>8%</th>
<th>8%</th>
<th>6%</th>
<th>0.1%</th>
<th>5%</th>
</tr>
</thead>
</table>

### TECHNOLOGICAL LITERACY

#### Women lag men in all indicators

<table>
<thead>
<tr>
<th>Country</th>
<th>-8</th>
<th>-14</th>
<th>-8</th>
<th>-15</th>
<th>-13</th>
<th>-10</th>
<th>-6</th>
<th>-13</th>
</tr>
</thead>
</table>

#### Men

<table>
<thead>
<tr>
<th>Country</th>
<th>22%</th>
<th>62%</th>
<th>26%</th>
<th>35%</th>
<th>49%</th>
<th>13%</th>
<th>24%</th>
<th>21%</th>
</tr>
</thead>
</table>

#### Women

<table>
<thead>
<tr>
<th>Country</th>
<th>14%</th>
<th>48%</th>
<th>18%</th>
<th>20%</th>
<th>36%</th>
<th>3%</th>
<th>18%</th>
<th>8%</th>
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</thead>
</table>

### THE NEXT CHALLENGE

- **Moving beyond unregistered use by increasing mobile wallet registration and use**
- **Ensuring bank accounts for the poor are used; building mobile money presence**
- **Overcoming regulatory challenges and encouraging provider investment in DFS**
- **Convincing mobile money users to access advanced services**
- **Re-introducing mobile money as a better solution for inclusion**
- **Converting mobile money awareness to use, and OTC use to registered use**
- **Expanding the use of domestic and roaming interoperability**
- **Increasing consumer comfort, decreasing agent-dependence**

### INFRASTRUCTURE

- **Grameenphone, Banglalink, Robi, Airtel, Teletalk**
- **Airtel, Vodafone, Idea Cellular, Reliance Communications, Bharti Airtel, Bharti Infratel**
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- **Safaricom, Airtel, Orange**
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- **Vodacom, Airtel, Tigo, ZANTEL, TTCL**
- **MTN, Airtel, UTL, Africell, Essar, Safaricom in border areas**

### CONSUMER DYNAMICS

- **Below poverty**
  - Bangladesh: 74%
  - India: 78%
  - Indonesia: 64%
  - Kenya: 51%
  - Nigeria: 91%
  - Pakistan: 51%
  - Tanzania: 87%
  - Uganda: 68%
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  - Tanzania: 3%
  - Uganda: 5%

### TECHNOLOGICAL LITERACY

- **Women lag men in all indicators**
  - Bangladesh: -8
  - India: -14
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  - Nigeria: -13
  - Pakistan: -10
  - Tanzania: -6
  - Uganda: -13
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  - India: 62%
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