

MOBILE PAYMENTS AND FINANCIAL EMPOWERMENT



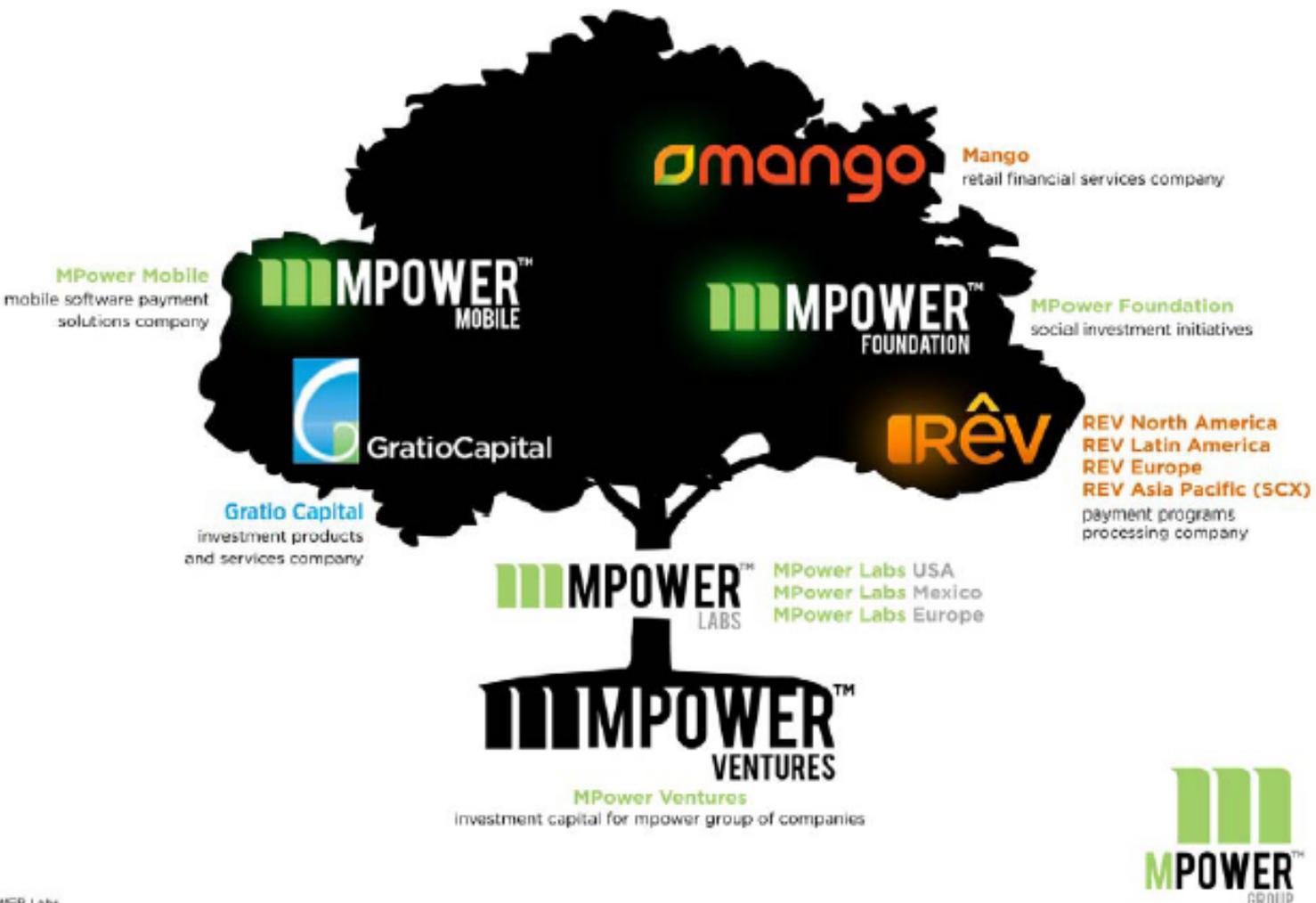
CASH, CHECK OR CELL PHONE?
PROTECTING CUSTOMERS IN MOBILE FINANCE WORLD.
FEDERAL RESERVE BOARD'S DIVISION OF CONSUMER AND COMMUNITY AFFAIRS
February 22, 2010

- **Introduction**
- **Global context**
- **Key Trends**
- **Customer / Product Alignment**
- **Opportunities**

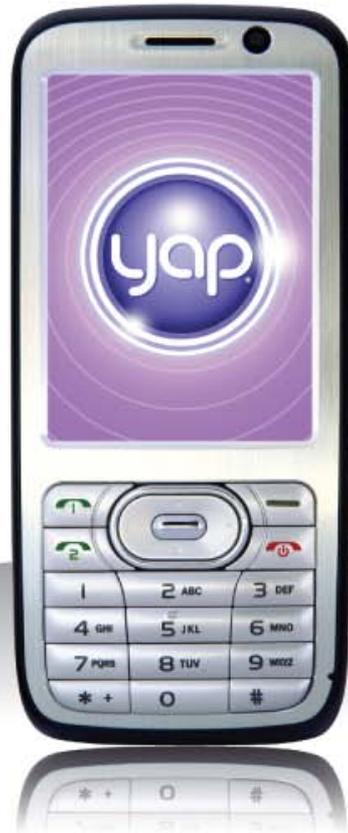
- To date, MPOWER Ventures has made over \$60 mm worth of investments in the following areas:
 - **Prepaid Debit / Retail Banking Networks:** REV Worldwide, with subs across LAC, A/P, Europe and North America.
 - **Mobile Payments Applications:** MPOWER Mobile, developer of mobile payments solutions
 - **Asset Development:** Gratio Capital, double-bottom line mutual fund mgmt. company

- In addition, the MPOWER Group has also been active in the support of international development strategies through the following initiatives:
 - **Empowerment Lab at Harvard University:** Created by a multi-year endowment from the MPOWER Foundation
 - **Clinton Global Initiative:** 5 year, \$30 mm commitment
 - **World Economic Forum:** Co-Chair for the Global Agenda Council for Financial Empowerment

MPOWER: Portfolio of Companies



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Totally Integrated. Convenient.

- Fully integrated with prepaid platform
- P2P transfers
- Remittances
- Bill payment
- SMS technology
- Loyalty platform
- Traditional mobile banking access
- "Applets" compatible



Mobile payments service mark



SEND

SENDING & RECEIVING MONEY
DOMESTIC & INTERNATIONAL



- Person to person domestic transfers
- International Money Transfers
- Transactions debited/credited to pre-paid card



BUY

MAKING PURCHASES



- Purchase via mobile with charge to pre-paid card
- Great for direct to consumer catalog orders
- Enterprise solution for placement and payment of orders (procurement)



ACCEPT

RECEIVING PAYMENTS



- Credit and debit card acceptance for payments of goods and services
- Payments to merchant are credited to pre-paid card



COLLECT
SENDING A BILL



- Person to person, instant mobile “collections”
- Transactions debited/credited to pre-paid card

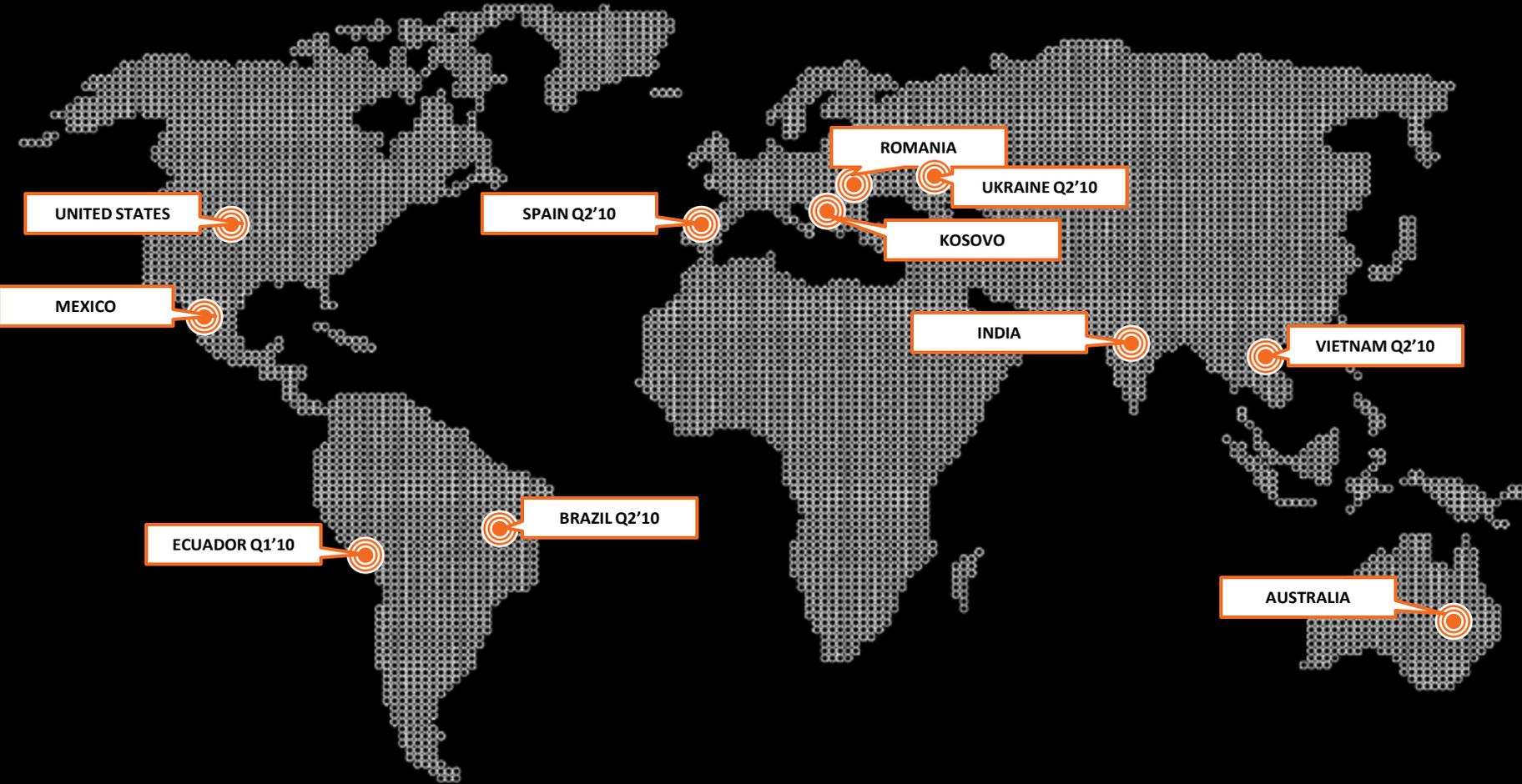


GIVE
DONATING TO CHARITY



- Person to person, instant mobile “donations”
- Transactions debited from pre-paid card

REV and MPOWER Mobile Programs:



Prepaid/Mobile Customers

- **Potential to generate modest excess income, yet mostly consumption driven**

- Asset poor
- Short term financial strategies

- **Cash-based**

- Little or no record of transaction history

- **Unable to leverage capital**

- **High transaction cost**

- Time
- Money

- **Quick adopter of new technology**

- Access to mobile phone
- Rapid understanding of transaction-based financial services

▪ Retail Banking

- **Retail Strategy:** from branches, to cards on a j-hook.
- **Delivery Barriers:**
 - Cost
 - Time
 - Documentation

▪ Customer Demographics

- **Geographic and Economic Mobility:** Concentration of GDP in Urban Centers
- **Demographic:** Younger communities with high adoption of technology

▪ Mobile Communications

- **Global Adoption:** 2bn to 3bn in 4 yrs.
- **International Convergence:** 10x growth in Africa and Asia.
- **Exponential Growth in Applications:**
 - From voice to sms/photos, to smart phone apps.

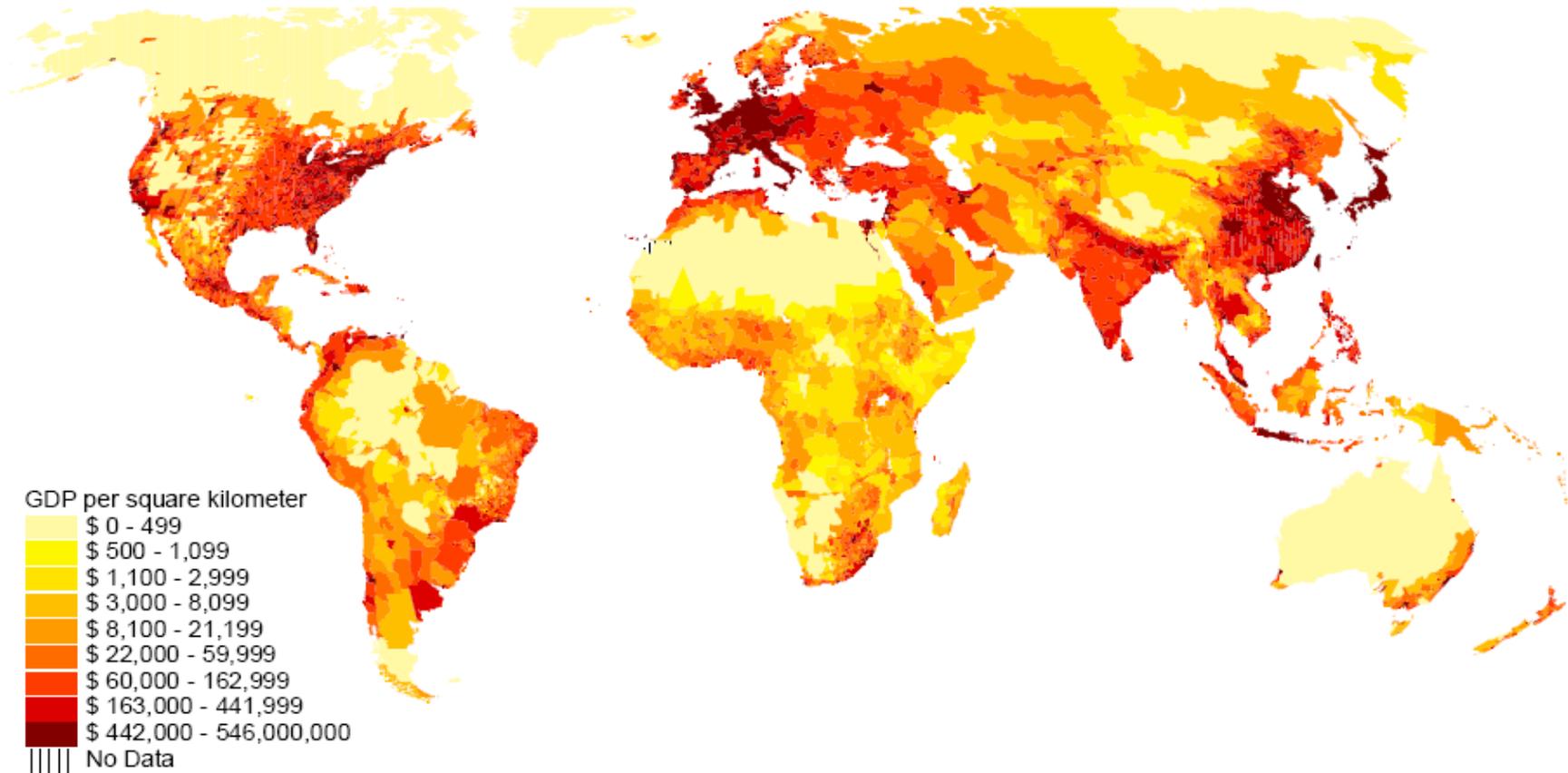
▪ Prepaid as a preferred payment method

- From Long Distance Cards to Debit

- 
- A world map where urban areas are highlighted in white against a black background. The map shows a high density of urban areas in North America, Europe, and East Asia, with fewer and more scattered urban areas in Africa and South America.
- Since 2008, more than half of the world's human population, >3.3 billion, live in urban areas. This number is expected to grow to almost 5 billion people, by 2030.
 - Young people in young cities
 - Estimated that 60% of all urban dwellers will be under the age of 18 by 2030.

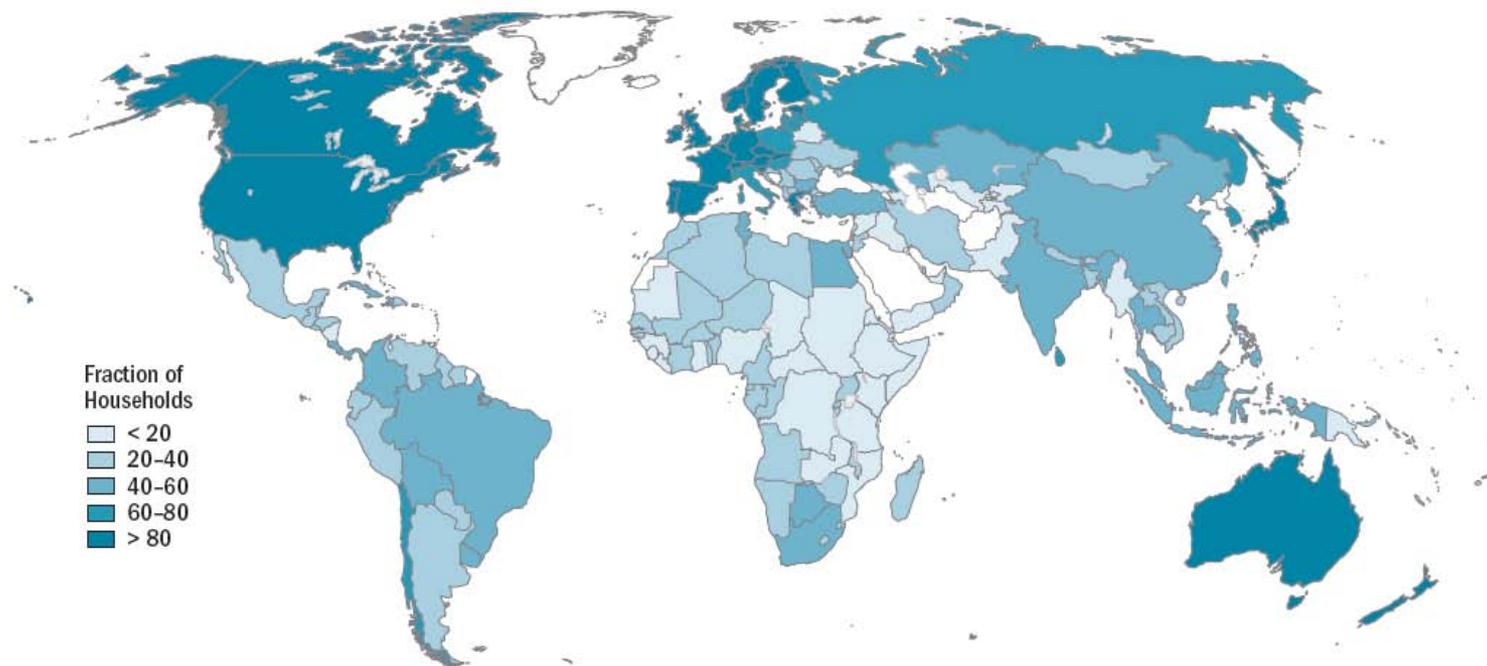
GDP Density

GDP Density



<http://blog.andthensome.nl/wp-content/images/2007/01/sachs.png>

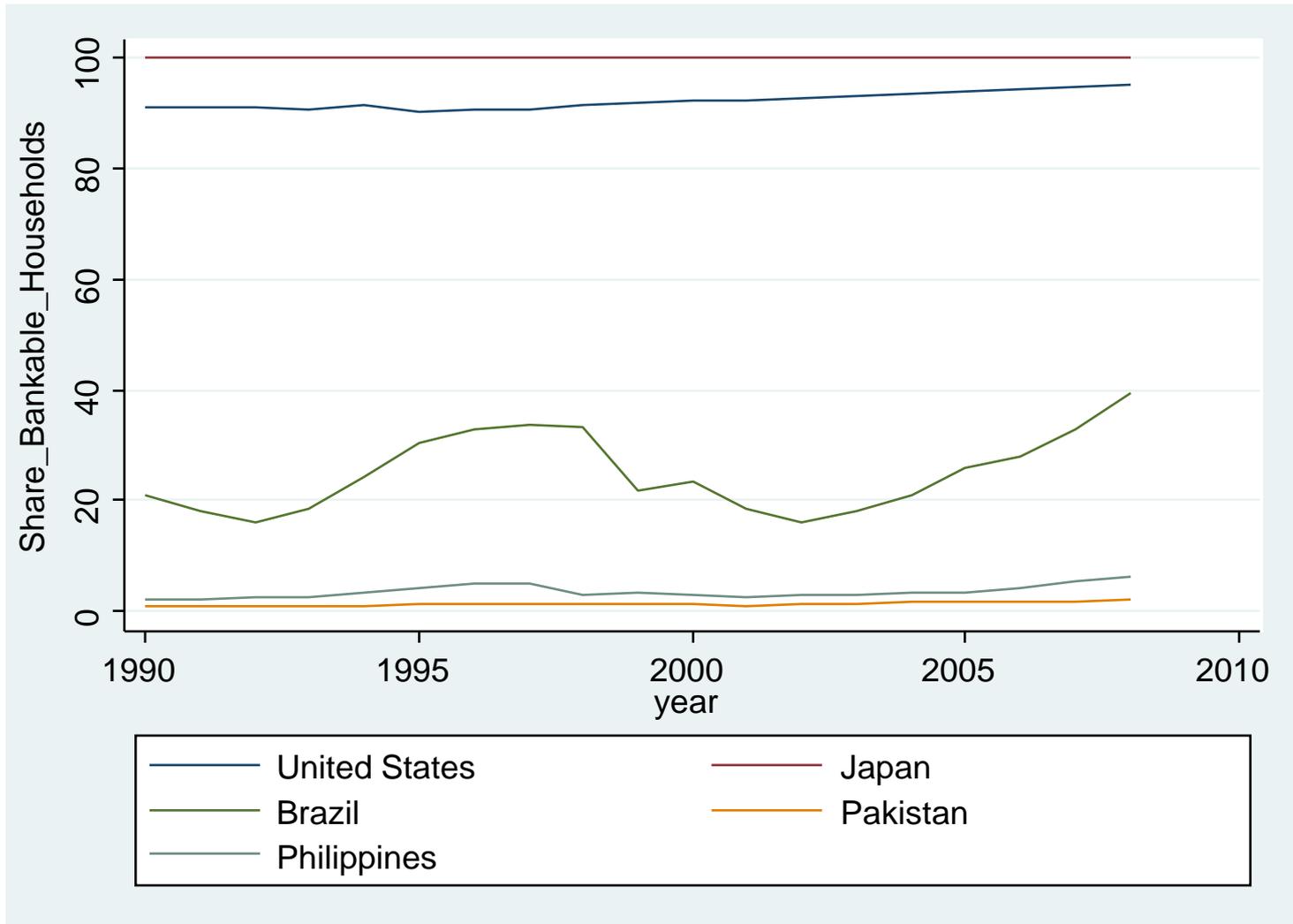
Access to Bank Accounts



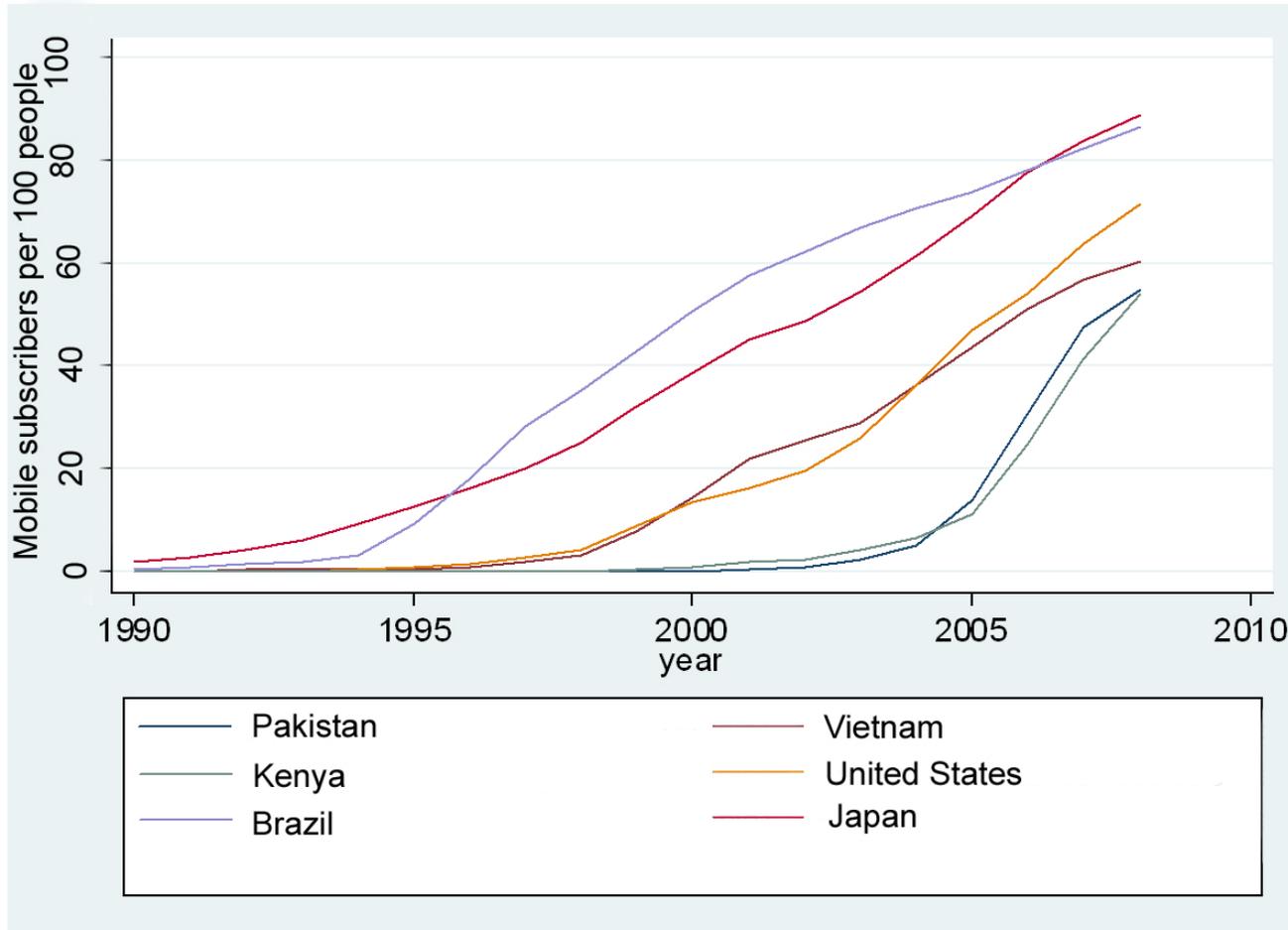
Sources: Beck, Demirgüç-Kunt, and Martinez Peria (2007b); Christen, Jayadeva, and Rosenberg (2004); Peachey and Roe (2006); and Honohan (2006). See also box 1.4.

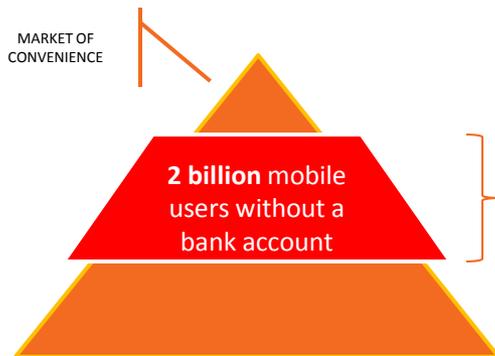
In many developing countries, 50 to 80 percent of the population has limited access to finance , measured as an account with a financial institution.

Convergence in banking?



Convergence of Mobile Adoption





Key Considerations:

- Universal Access
- Funding and Fungibility
- Simplicity
- Scalability
- Cost Efficiencies
- Time to Critical Mass

International Money Transfers:

\$300 billion in International Remittances

Domestic Money Transfers:

\$2.7 trillion, mostly transfers from urban centers to rural communities.

Mobile Top Up

80% of all mobile subscribers are prepaid
Opportunity for International Top Up

Utility Bill Payments

Reduced lines, ease of billing and payment
Reduce transaction costs

Mobile Catalog Sales

Ability to reduce call center costs
Increase reach to those without Internet access

Mobile Merchants

Most small/medium business do not qualify for merchant accounts

BANKS

STRENGTHS

- Payments, financial service infrastructure
- Incumbent

WEAKNESSES

- Highly regulated, high servicing costs
- Inefficient branch model
- Low innovation, risk aversion

MPOWER PARTNERSHIP BENEFITS

- Immediate, low-risk entry into mobile technology

RETAILERS

STRENGTHS

- Broad reach
- High traffic
- Experience marketing new products
- Customer trust

WEAKNESSES

- Not familiar with financial services
- Not a technology provider, sells phones, not phone service

MPOWER PARTNERSHIP BENEFITS

- Immediate, low-risk entry into mobile payments arena
- Monetize traffic, increase loyalty



MOBILE OPERATORS

STRENGTHS

- Broad reach
- Mobile service provider

WEAKNESSES

- Not interested in additional regulation
- Lack of infrastructure for payments (i.e. No ID validation)

MPOWER PARTNERSHIP BENEFITS

- Immediate, low-risk entry into payments arena
- Increase usage / ARPU
- Reduce churn

SOCIAL NETWORKS, AFFINITY ORGANIZATIONS

STRENGTHS

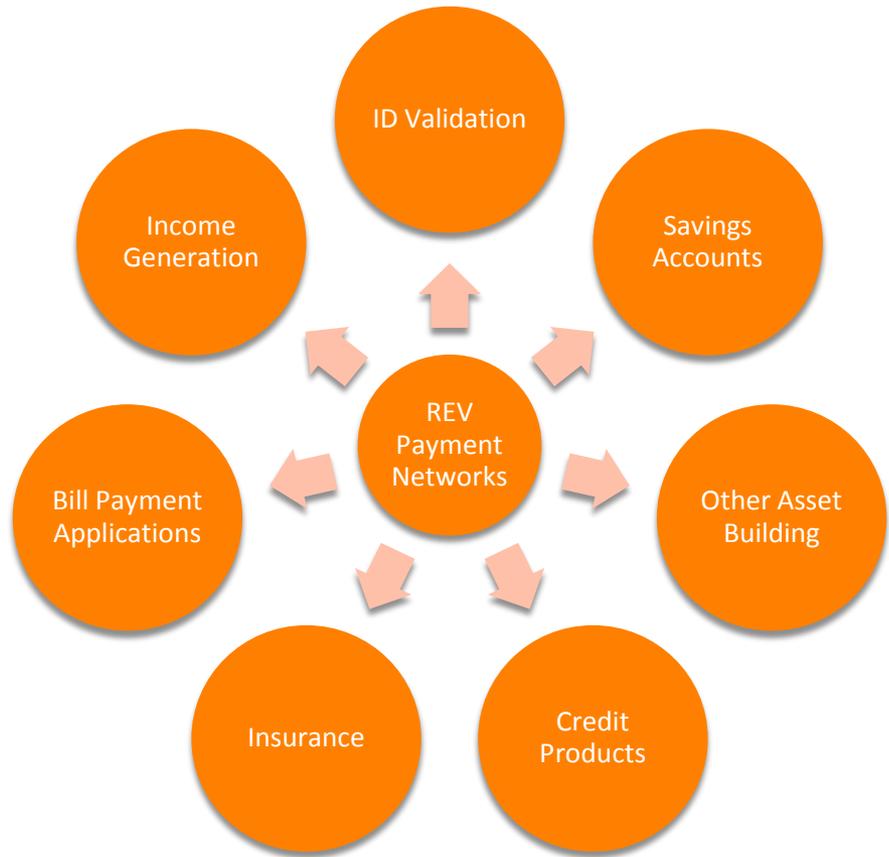
- Mass reach
- Customer Trust

WEAKNESSES

- Not familiar with payment systems / financial services
- Need money in / money out mechanisms for payments and/or disbursements

MPOWER PARTNERSHIP BENEFITS

- Turnkey solutions that allow them to monetize their franchise.



Inherent Benefits:

- **Reduced Cost of Transaction**
 - LESS TIME
 - LESS MONEY
- **Open yet Reliable Architecture**
 - Plug-and-play approach
 - Universal service standards
- **Customer Centricity**
 - Product and channel relevance
- **Network derived benefits**

CURRENT PROGRAMS VISUAL TOUR

La Gallina de los Huevos de Oro



La Gallina de los Huevos de Oro



LA GALLINA DE LOS HUEVOS DE ORO 

Accede a tu Cuenta

Nombre de usuario Contraseña

 **ENVIAR**

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**DALE VUELO A TU VIDA
CON LA GALLINA DE LOS
HUEVOS DE ORO**



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Protege tu dinero y carga la pasión.

La Tarjeta Chivas® MasterCard® Prepagada



- Más segura que el efectivo
- Cómprala sin tener que firmar contratos
- No es crédito. Recárgala con efectivo



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Chivas®

Accede a tu Cuenta

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LA TARJETA CHIVAS MASTERCARD® PREPAGADA



▶ APRENDE MÁS

▶ COMPRA LA TUYA



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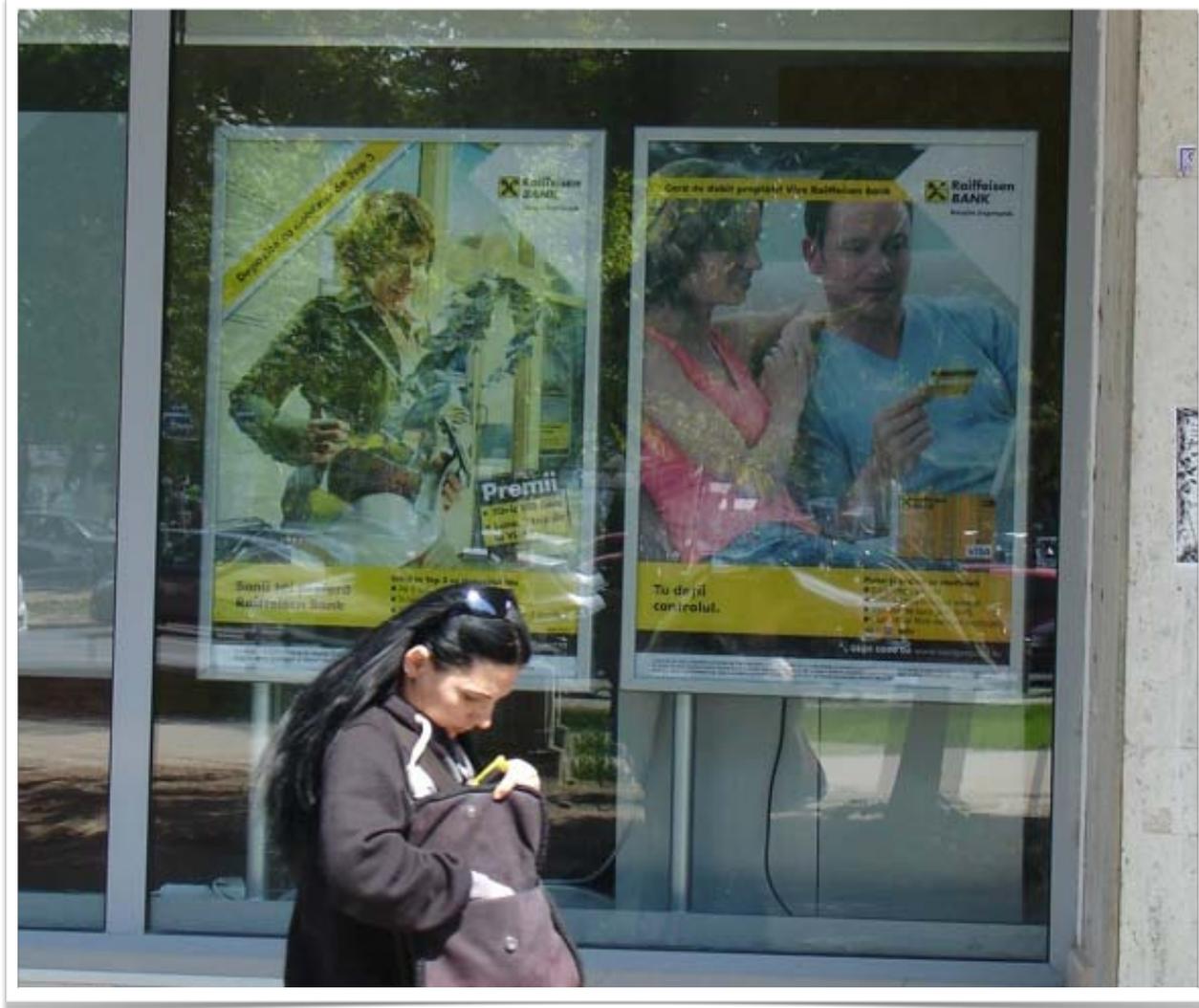




Reușim împreună.

OP 10-CP 148, București









Debit kartelë me parapagim

Si mund të rimbush kartelën time?

Ju mund të rimbushni kartelën tuaj në çdo degë të Raiffeisen Bank ose te partnerët distributorë:

Vizitoni www.kartelereparapagim.com ose flisni 038 797 979 për listën e të gjitha lokacioneve ku ju mund të rimbushni kartelën tuaj.

Dorëzoni kartelën dhe paratë tuaja në njërin nga degët e bankës ose njërin nga punonjësit e partnerëve distributorë dhe kartela juaj do të rimbushet menjëherë.

Ju thjeshtë mund të zbrisni paratë në kartelën tuaj në çdo degë të bankës ose te partnerët distributorë.

IREV
Kartelë e parapagimit

Çka përfitoj nga kjo kartelë?

- Shfrytëzimi i kartelës suaj është më i sigurt se borja e parave në dorë.
- Ju mund të bleni në çdo dyqan të botës që pranon debit kartelat Visa.
- Klientët e telefonit mobil EPK mund të dërgojnë dhe pranojnë para menjëherë me YAP-shërbimin përmes rrezeve të telefonit.
- ...
- ...

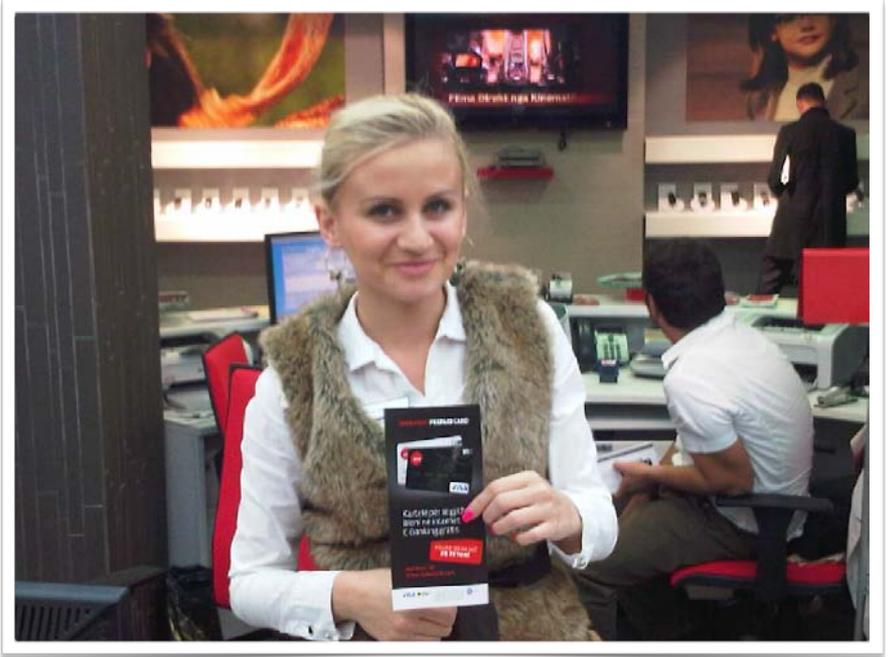
Debit kartelë me parapagim

€5.00 plus mbajtja

Raiffeisen BANK
Jeto më mirë.

UCK Street, No 51, 10 000 Prishtina, Kosovo

4000 1234 5678 9010
01/09
NAME HERE
VISA



**IPKO's 10th Anniversary Sweepstakes
New Years in Istanbul with
The IPKO VISA® Prepaid Card**

**2 Nights, 2 People
1 Lucky Cardholder
New Years 2010**

**Winner must be
a cardholder by
December 10th
Sign up for free**

Available For Everyone!

Apply now: www.ipkocard.com

REFERRAL CODE

CODE TELEFON

Apply now: www.ipkocard.com

WIN 500€ ON YOUR CARD

**2 FREE NIGHTS
W HOTEL ISTANBUL**

SIGN UP NOW!

SPEND NEW YEARS IN ISTANBUL WITH THE IPKO VISA® PREPAID CARD

**2 Friends, 2 Nights,
1 Lucky Cardholder**

Drawing to be held live at the IPKO 10th Anniversary Celebration December 12th, 2009

www.ipkocard.com

SPEND MORE. WIN MORE

The more you use your new IPKO Visa® Prepaid Card the more chances you have to win. Spend Freely!

All IPKO Cardholders are eligible to win an expense paid trip to Istanbul for New Years 2010 but you must be an active IPKO Visa® Prepaid cardholder by December 10th 2009 to be entered. In addition to airfare and a luxurious room at the W Hotel, you will receive €500,00 on your card to spend how you like.

If you already have your IPKO Visa® Prepaid Card you have been entered to win and will automatically receive an additional entry every time you use your card to make a purchase, top-up your mobile phone, make a Yap transfer or an ATM transaction.

1. Eligibility: IPKO Visa® Prepaid Card Istanbul 2010 (the "Sweepstakes") is open only to active IPKO Visa® Prepaid Card ("IPKOCARD") holders over the age of 16 with access to the Internet and who have an active IPKO mobile phone at all times during the Sweepstakes and subsequent prize-award period. All employees of IPKO and employees of all associated agencies of IPKO are ineligible to participate in the Sweepstakes.
2. To Enter: The Sweepstakes begins at 12:00:01 a.m., Central Europe Time ("CET") on 10 November 2009 and ends at 11:59:59 p.m., CET on 10 December 2009 ("Promotional Period"). There is one way to enter during the Sweepstakes Period: (1) Automatic Entry: Any customer who completes the application for the IPKOCARD before or during the Promotional Period automatically receives one (1) entry. Each eligible IPKOCARD holder will automatically receive 1 additional entry for each eligible purchase made with his/her IPKOCARD, including any signature or PIN (debit transaction, any mobile top-up, and any YAP® Payment during the Promotional Period that is not in default under the customer agreement for that account and issued by a participating financial institution.
3. Drawings: The potential winner will be selected on or about 12 December 2009 in a random drawing from among all eligible entries received. Drawings are under the direction of Better Served Kosovo, whose decisions are final and binding in all matters relating to the sweepstakes. Limit of one prize per person or household.
4. Prize: 1 Grand Prize: €500.00 credit to winner's IPKO Visa® Prepaid Card, round trip airfare from Pristina to Istanbul, and one hotel room for 2 people for two nights in Istanbul for the night of December 31, 2009 and January 1, 2010. No substitutions, cash equivalents, or transfer of prizes permitted except at the sole discretion of the Sponsor, who reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value. Winners are responsible for the payment of taxes on the prize and for any other expenses not specified.

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VISA Raiffeisen BANK

The VISA prepaid cards are issued by Raiffeisen Bank. Transaction fees, terms, and conditions apply. Use of the VISA prepaid card is subject to verification of personal information, receipt of the card, and funds availability. Certain other restrictions apply. Please refer to the terms and conditions of the customer agreement for additional information.

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LANGUAGE: ENGLISH | HINDI

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Username: Password:

The Rêv Virtual Cards
**Your Prepaid Cards
for the Internet**

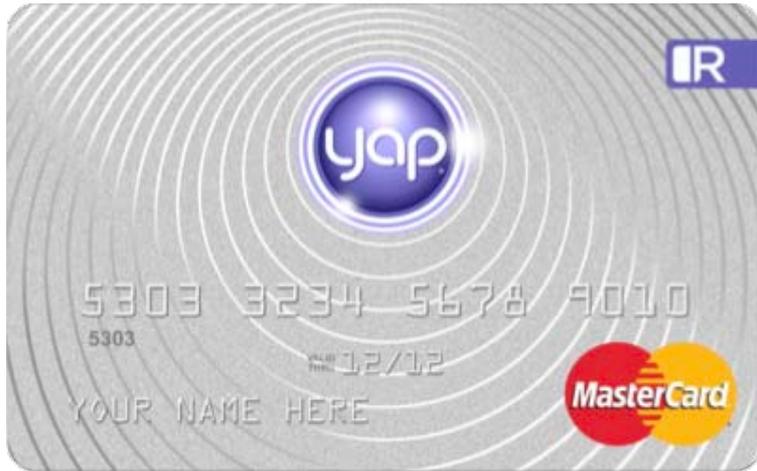
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> Activate a card
Already have a voucher? Activate now and get your Rêv Virtual MasterCard number.
[ACTIVATE CARD](#)

> Buy a card
Start shopping online today with MasterCard. No credit card or physical plastic required.
[BUY CARD NOW](#)

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WELCOME TO YAP

Your YAP™ MasterCard® Prepaid Card has arrived

EXPERIENCE THE POWER OF MOBILE PAYMENTS™

You can now manage your money from the palm of your hand. Send and receive money instantly from your mobile phone, anytime.

ADDRESS BOX
(w/125" bleed)

REMEMBER TO STORE YAP'S NUMBER AS A CONTACT ON YOUR MOBILE PHONE
88988



1 ACTIVATE YOUR CARD
Visit www.YAPsend.com or call the number on the sticker that says "Activate your YAP Card." No activation fees!

2 LOAD MONEY
Transfer money from your bank account, load your YAP Card at thousands of locations nationwide or get FREE direct deposit (see form below). To find out more visit www.YAPsend.com.

3 USE YOUR CARD
Use your YAP Card to purchase in stores, at the

ENJOY YOUR CARD

- Shop anywhere MasterCard debit is accepted worldwide
- Load funds any time

ENJOY THE POWER OF MOBILE PAYMENTS WITH YAP™



TEXT 88988 TO SEND MONEY WITH YOUR MOBILE PHONE ANYTIME:

Enter the **amount**, a space and the **10 digit mobile number of the receiver** (as shown on the left) In this example - sending \$50 Dollars to mobile number (210) 222-4444

WHAT IS YOUR YAP PIN? It's the 5 digit identification number that protects your account when you send money with your mobile phone. If you still have not selected your YAP PIN it's the same as the last five digits of your YAP MasterCard Prepaid Card number.

YAP COMMANDS - TEXT 88988

- BAL** Gives you your YAP Card Balance
- LAST** Tells you your last transaction sent or received with your mobile phone
LAST IN - gives the last transfer received on your mobile phone
LAST OUT- gives the last payment sent from your mobile phone
- FREEZE** Temporarily disables the YAP functions on your mobile phone (Note: This does not freeze your YAP Card)
- UNFREEZE** Re-enables the YAP functions on your mobile phone

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YOUR TAXI DRIVERS LICENCE NUMBER

DRIVERS LICENCE NUMBER

I confirm these details are true and correct

SIGNATURE

DATE

Take this completed form to a participating outlet to get your Rêv Drivers Card

GET YOUR DRIVERS CARD TODAY

www.driverscard.com.au

Available at



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 *Does not include payment surcharges, optional issuer mark-up or foreign exchange

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NOT A DRIVER?

YOU JUST WON'T GET IT!

The Visa Prepaid Card for Taxi Drivers

NOT A CREDIT CARD

FAÇA MUITO MAIS COM SEU DINHEIRO

Novo Cartão Pré-Pago Rêv MasterCard



- > Envie dinheiro facilmente pelo seu celular
- > Mais seguro que carregar dinheiro em espécie
- > Você pode comprar e recarregar sem precisar abrir conta em banco

Os Cartões Pré-Pago Rêv MasterCard são emitidos pelo Banco Matone S.A. Assumir as condições sobre transações. Assumir as prazos e condições. Todos os serviços disponíveis pelo aplicativo de celular. Matrícula de crédito.

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- > Você pode comprar e recarregar sem



Mais seguro que carregar dinheiro em espécie

Recarregável

Entregue esta peça para o caixa e compre logo o seu

Entregue esta peça para o caixa e compre logo o seu

Recarregável

Mais seguro que carregar dinheiro em espécie

[Início](#) | [Ajuda](#) | [Fale conosco](#) | [Localizador de lojas](#) | [Recarregue seu cartão](#) | [Tabela do preços](#)



Acesse sua conta

Nome de usuário Senha

[É a primeira vez que você acessa sua conta?](#) [Reconfigurar usuário ou senha](#)

FAÇA MUITO MAIS COM SEU DINHEIRO

Novo Cartão Pré-Pago Rêv® MasterCard®



5370 0134 5678 9999
5730 05/10
SEU NOME AQUI

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HAZ MUCHO MÁS CON TU DINERO

La Nueva Tarjeta Rêv MasterCard Prepagada

\$3.99 al mes



- Más segura que el efectivo
- Envía dinero con tu celular
- No es crédito. Recárgala con efectivo
- Recibe dinero de Estados Unidos al instante



Banco territorial

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- Recibe dinero de Estados Unidos al instante
- No es crédito. Recárgala con efectivo







¿Qué es YAP?

Tu Tarjeta Recargable Comex cuenta con el servicio móvil de YAP.

Al inscribirte gratuitamente a este servicio podrás:

- Hacer envíos de dinero con tu celular
- Recargar tiempo aire con un mensaje de texto
- Consultar tu saldo con tu teléfono
- Recibir notificaciones cuando alguien te envíe dinero
- Congelar y descongelar los servicios YAP en cualquier momento

Con la guía YAP incluida en este sobre aprenderás cómo utilizar este servicio y podrás disfrutar de todos los beneficios que YAP te ofrece.





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Username: Password:

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La Tarjeta Rêv® MasterCard® Prepagada

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5105 Valid thru 06/10
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IDDI Card Dominican Republic

(NPO that seeks to eliminate poverty)

