



Mobile Money



Is this what success looks like?

An alternative look at the industry's statistics

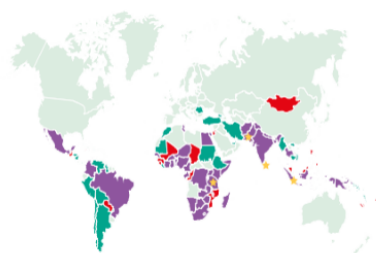
Age of mobile money industry**

12



255

Number of services live globally



Number of services > 1m active users

21



Mobile Money accounts per 100 active subscriptions*

2.75



Mobile Money Services that contribute <5% revenue



79%

'most deployments are still waiting to break even**'



Value of mobile money transactions that P2P represents

75%

Up from 68% previous year



Diversification?



* Data taken from GSMA State of the Industry Report Feb 2015

** Smart Money commonly accepted as first live mobile money service globally. It first launched P2P in 2003