



## Powering one of the largest telecom service provider's mobile money platform Driving Financial Inclusion in Africa

One of the fastest growing unicorns that enables over **31.5 million** people with access to mobile money services in **14 countries**. It offers an integrated suite of telecommunications solutions to its **140 million subscribers**, including mobile, voice and data services as well as mobile money services both nationally and internationally. It aims to continue providing a simple and intuitive customer experience through streamlined customer journeys, enriching the lives of the communities it serves.



### CHALLENGES

Access to financial services has long been a challenge for many people in Africa. However, with the advent of mobile technology, innovative solutions have emerged to bridge the gap and promote financial inclusion. The African telecom market was underpenetrated, but with a young population and rising smartphone affordability, there is significant growth potential. Still, the lack of infrastructure & absence of secure platforms makes it challenging for businesses to onboard customers and for customers to trust the platform.

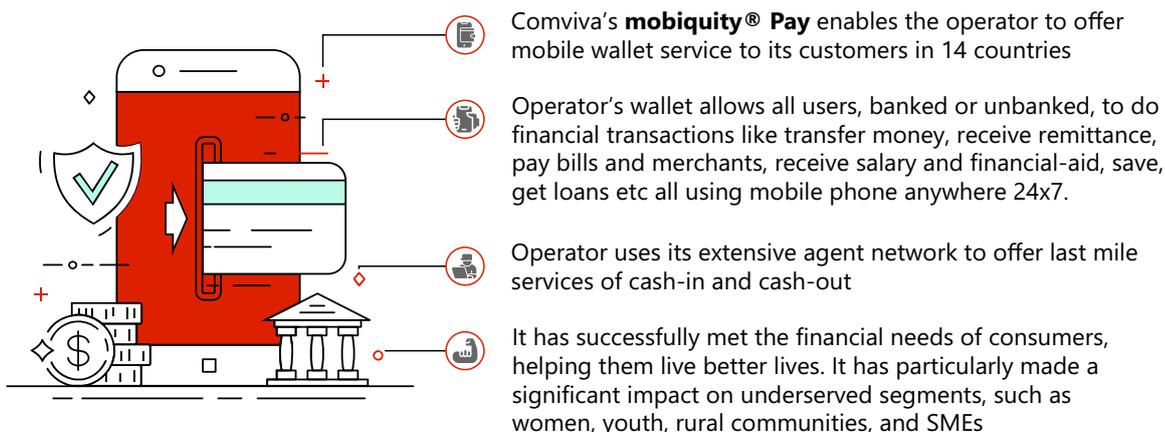


### OBJECTIVES

- Strengthen the distribution channel of kiosks, mini shops and dedicated branches, so customers can access assured float and cash
- Build and scale mobile money across all markets
- Make mobile money the currency of choice, by expanding mobile money portfolio through additional services, including merchant payments, Enterprise and digital payments, including commercial payments, benefit transfers, loans and savings
- Place emphasis on technology, leveraging it as both the facilitator and a competitive advantage
- Drive recruitment from mobile services customer base

### SOLUTION

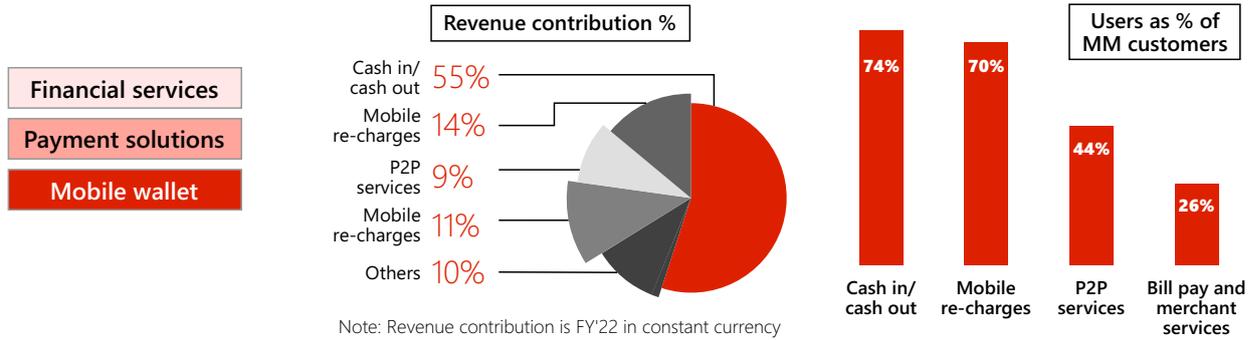
Our client recognized the opportunity to leverage mobile technology to provide accessible and convenient financial services to the unbanked population. Mobile Money was launched to enable individuals, regardless of their location or banking access, to perform a range of financial transactions using their mobile phones. Additionally, low penetration of traditional banking services provides an opportunity to meet the needs of unbanked customers through their dedicated secure mobile money platform.



## USE CASES & PARTNERSHIPS

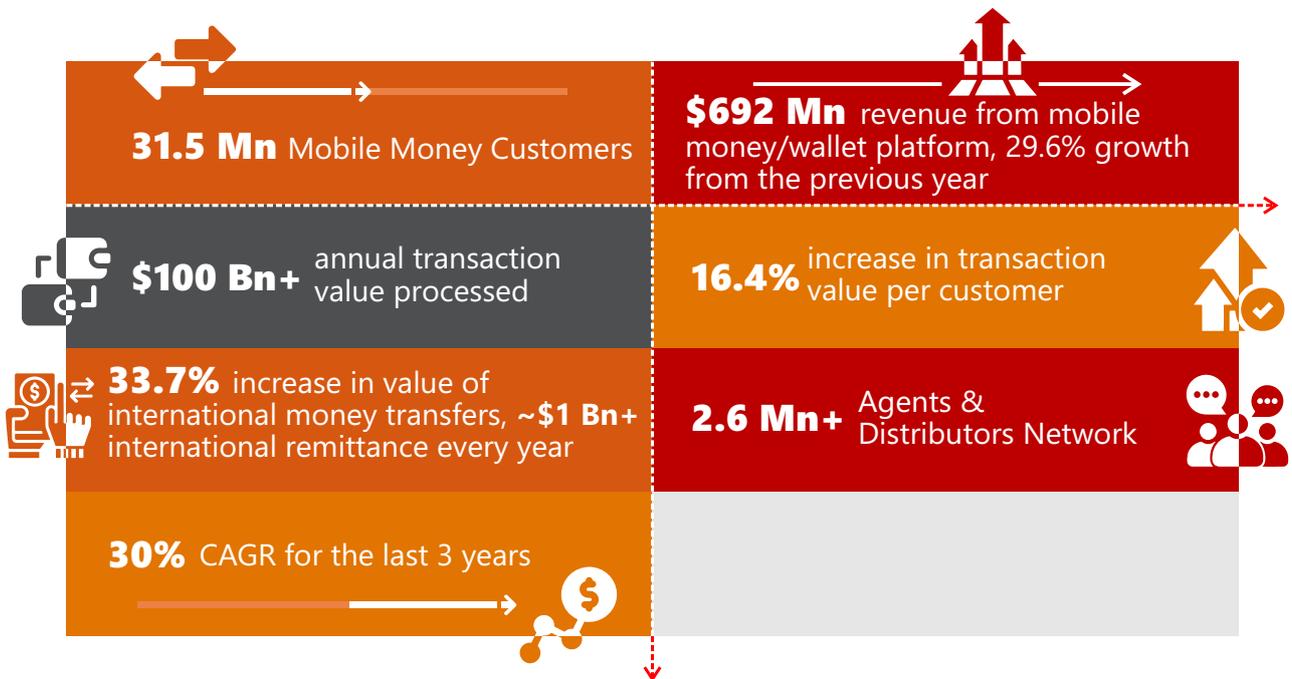
The mobile money platform offers various services, including digital wallet payment systems, microloans, savings, and international money transfers. With a network of over **2.2 million** retail touchpoints (agents and distributors), the telecom leader expanded its reach and drove mobile money growth through strategic partnerships with organizations such as **Western Union, Ecobank, and Mastercard.**

**Mobile money: a diversified business, with rapidly evolving ecosystem**



## IMPACT

Since the deployment of mobiquity® Pay wallet, the client business has witnessed substantial growth and improvement in mobile money services.



The client's focus on the mobile money opportunity aligns with their ambition to support financial inclusion in line with the UNDP's Sustainable Development Goals (SDGs). Through the deployment of mobiquity® Pay wallet, it has solidified its position as a leading mobile money service provider in Africa. This collaboration has empowered the telco leader to offer world-class digital payments experience, simplify financial transactions, and promote financial inclusion throughout the country. The success of this partnership highlights the potential of digital wallets in driving the digital transformation of the financial landscape in Africa and beyond.