

Orange Money

true convergence between telecoms and banking

Snehar Shah – Head of Orange Money



Different business models: Telco led vs Bank led

- The industry kicked off with a telco led approach with many emerging markets following the same model
- Due to the penetration of the banked population, many developed countries are offering mobile banking via the banked led model
- Advancement in technology and real convergence between a telco and bank has resulted in a superior solution

SVA provides an easy-to-use service to consumers but loses some of the benefits of an MBA.

	Stored Value Account	Mapped Bank Account
Security	Limited	*Bank level AML + KYC
Float	Need for separate float account	Ease of transfer from any bank account
Deposit protection	Limited protection	Individual accounts protected
Financial intermediation	Funds collected not available for mass market	Funds collected are lent back to mass market
Transaction history	Not all transactions captured within banking system	Full record of transactions within banking system
Access to other financial services	Limited to money transfer	Money transfer + card (VISA etc) + credit etc

Orange Money: Why go Mapped Bank Account?

Key Limitations to Kenyan economy identified of the Stored Value Account:

1. funds held in trust accounts are not available to the economy for development.
2. customers, majority of whom seek means to be financially empowered cannot develop economically due to SVA limitations

How MBA benefits the economy while empowering the population:

Individuals

1. customers can **save and earn interest** with a real bank account
2. with a real bank account there's **no cap** on how much money to save or hold for business transactions
3. customers can **borrow against a real bank account**
4. customers assured of **security of their funds** due to checks in place by the bank and regulations imposed by the CBK

Economy

1. **Know Your Customer (KYC) and Anti Money Laundering (AML)** ensure the economy is not losing out due to illegal activities
2. **Money held by the bank benefits the economy via**
 - **personal loans to the common man**
 - **funding investments by the bank, private organizations, government**

Orange Money features



Phone to Bank and Bank to Bank transfers

Access your bank account from your phone and send money to **other Equity accounts** and **other banks**



Higher transaction limits

send up to KES 100,000 per transaction
NO limit to how much you can receive and hold in your account



Send money to persons in any network

send money to friends and family on **any mobile network**

Orange Money features



24/7 access via phone or Orange Money Debit Card

pay for goods & services at retail outlets in Kenya & anywhere in the world!

Access over 550 Equity ATMs using your phone



Phone book look up

Use Phonebook look up function to pick contacts from your SIM card



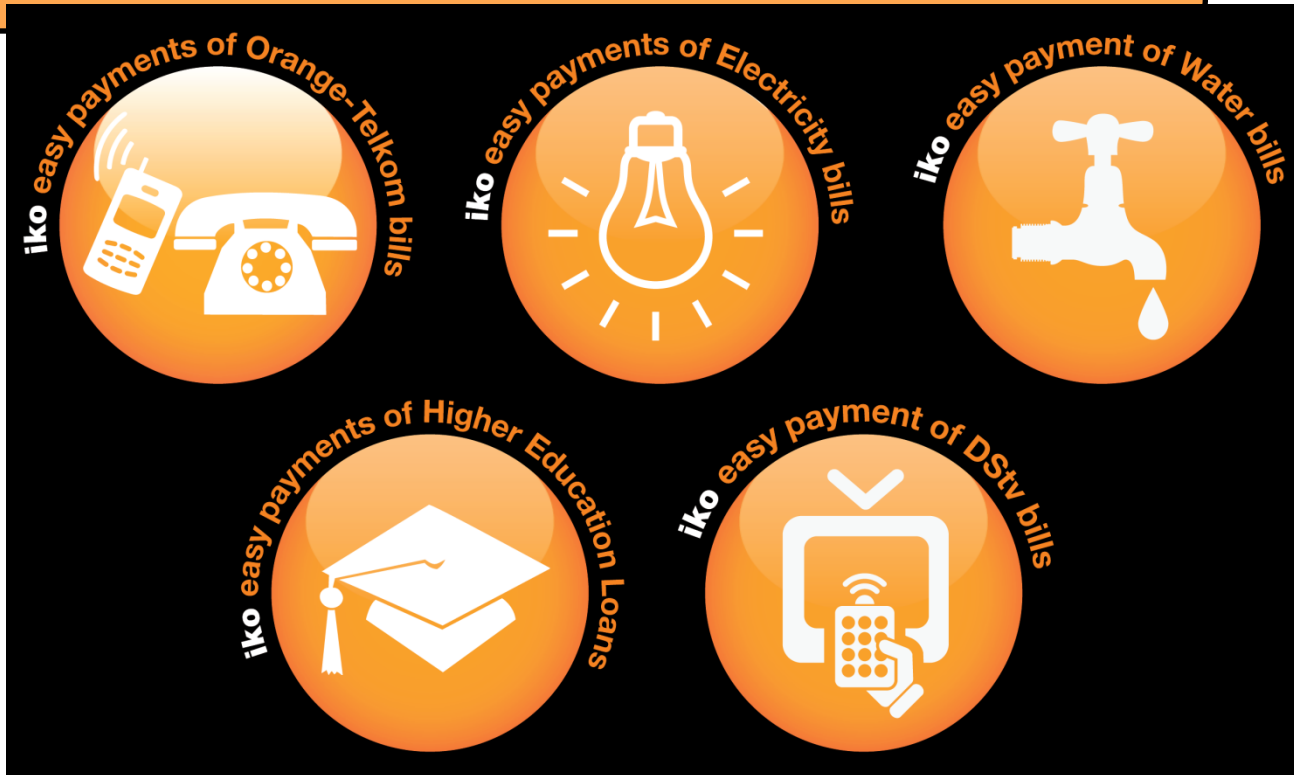
Loan services

Apply for emergency loans from your phone

Monitor and Repay your loans

Orange Money features

Sit back, relax and **pay your bills** without the hustle of queues and congested payment halls



Other services include:

- buy Orange airtime
- invite rafiki
- deposit and withdraw money at any Orange or Equity outlet

Orange Money: The Future

Orange Money is built on a strong foundation with its partner bank

Bank led solution allows for innovative features and scaling up in a robust manner

Look out for:

- Credit and insurance products
- Bill payment partners
- International Money Transfers
- School fees payment solution
- Corporate solutions

...and much more

delighting the customer

- superior service/ product
- user friendly menu
- easy access to the service –
distribution network, access channels
- stress free application process
- quick activation of Orange Money
account
- exceptional customer service. Call
1434 or 020 222 1434



The future of instant mobile
money transfer **iko** sasa!



Orange Money

sign up at any Orange or Equity outlet today

Powered by



thank you

Orange, the Orange mark and any other Orange product or service names referred to in this material are trade marks of Orange Personal Communications Services Limited.
© Orange Personal Communications Services Limited.

France Telecom Group restricted.

