

My Life, My Money, My Way

MOBIKASH

**Do you
speak
MobiKash?**

MobiKash is the all-in-one independent mobile commerce and banking solution in the region. It gives you access and control of your money no matter which bank or mobile network you use.

Become a MobiKash Agent today!

MOBIKASH

**Creating the Demand Pull for mobile
Financial Services**

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Presentation by:

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What is MobiKash and How does it work?



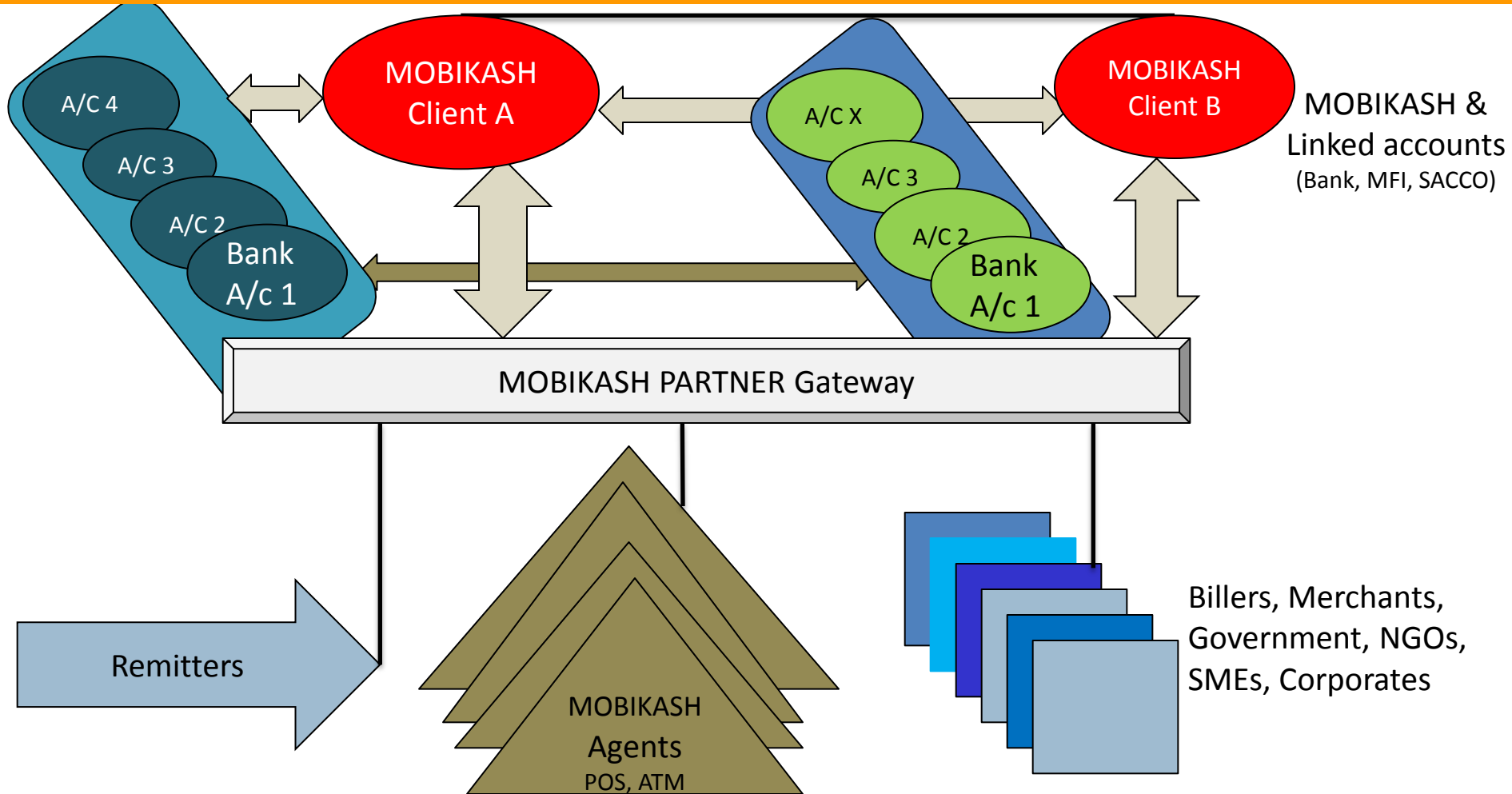
What is MobiKash?

MobiKash is an; Independent, National, Integrated, Real-time, Mobile Money Service Across all Networks.....

- Independent of:
 - Mobile Operators
 - Financial Institutions
 - Bill Issuers.
- Operating across multiple channels:
 - Mobile (USSD/SMS; Mobile Applications)
 - Internet
 - ATM and POS terminals
 - Agent and Bank networks
- Connecting the consumer to all Economic stakeholders:
 - Financial Institutions, Biller Issuers, Network Operators, Government departments, Merchants, Company(s), Remittance Services



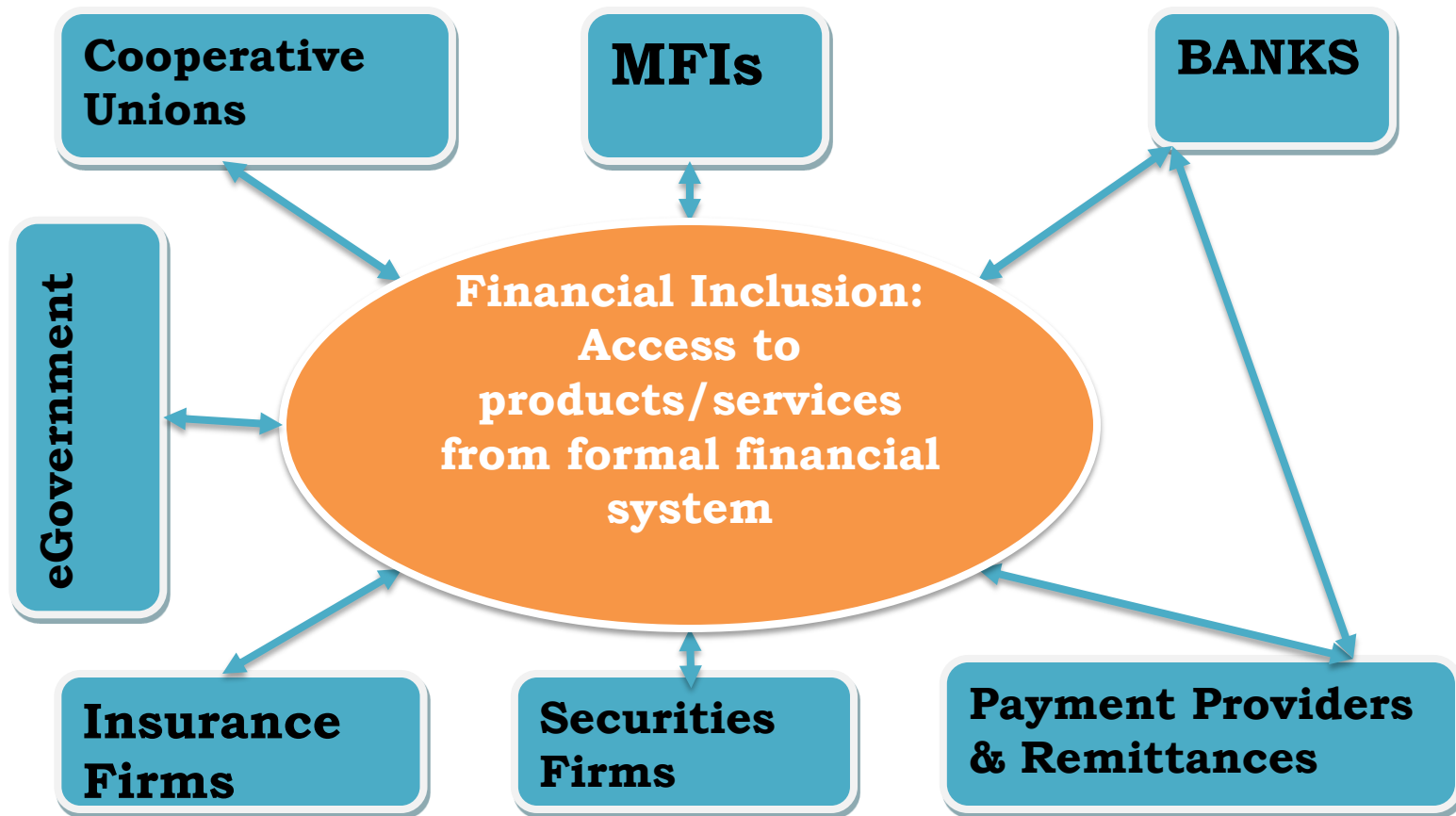
MobiKash Connection Structure



Creating demand pull for mobile financial services



Creating Demand Pull for mobile financial services through Key Players



Key Factors to consider in creating demand pull for mobile financial services

- Products on offer
- Product Pricing and Cost of Delivery
- Customer Experience
- Mobile Payments Value Chain
- Agent/ATM Outlets
- Providers Process
- Regulation
- Market Development, needs & Capability
- Fraud

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Harnessing the power of the mobile- "Mobile Phone your greatest companion of all times"

85% (My Mobile Phones)

15% (Others)



**The King of Human Life; You
either Join or Perish**

- Family
- Work
- Friends
- School

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Questions & Comments

