Mobile Remittance Infrastructure for Cross Border Payments
Flow

• Remittance Chain
• Agent Acquisition
• Remittance Ecosystem
• Mobile as Viable Solution
• Power of a Smart Phone
• Mobile in the Remittance Ecosystem
Remittance Chain

- Sender: Customer, Agent
- Processor: Platform, Aggregation
- Receiver: Agent, Customer
Agent Acquisition

- Infrastructure
- Connectivity
- Customer acceptance
- Service quality
- Efficiency and effectiveness
- Financial stability and viability
Remittance Ecosystem

Agent

Customer

Send

Receive

UAEXCHANGE

Service is our Currency
Mobile Revolution

Computing Growth Drivers Over Time, 1960 – 2020E

- Mainframe
- Minicomputer
- PC
- 100MM+ Units
- 1B+ Units / Users
- 10B+ Units???
- Mobile Internet
- Desktop Internet

More than Just Phones
- Smartphone
- Kindle
- Tablet
- MP3
- Cell phone / PDA
- Car Electronics
- GPS, ABS, A/V
- Mobile Video
- Home Entertainment
- Games
- Wireless Home Appliances

Ref: Morgan Stanley Research
Global distribution of mobile phones

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Mobile phones</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>987,580,000</td>
<td>1,341,000,000</td>
</tr>
<tr>
<td>2</td>
<td>India</td>
<td>903,727,208</td>
<td>1,210,193,422</td>
</tr>
<tr>
<td>3</td>
<td>United States</td>
<td>327,577,529</td>
<td>310,866,000</td>
</tr>
<tr>
<td>4</td>
<td>Indonesia</td>
<td>250,100,000</td>
<td>237,556,363</td>
</tr>
<tr>
<td>5</td>
<td>Brazil</td>
<td>245,200,000</td>
<td>192,379,287</td>
</tr>
<tr>
<td>6</td>
<td>Russia</td>
<td>224,260,000</td>
<td>142,905,200</td>
</tr>
<tr>
<td>7</td>
<td>Japan</td>
<td>121,246,700</td>
<td>127,628,095</td>
</tr>
<tr>
<td>8</td>
<td>Pakistan</td>
<td>111,126,434</td>
<td>178,854,781</td>
</tr>
<tr>
<td>9</td>
<td>Germany</td>
<td>107,000,000</td>
<td>81,882,342</td>
</tr>
<tr>
<td>10</td>
<td>Nigeria</td>
<td>90,583,306</td>
<td>140,000,000</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>3,368,401,177</td>
<td>3,963,265,490</td>
</tr>
</tbody>
</table>
Internet vs Mobile Subscribers

Internet Users – 1.6B
2008

- Latin America, 10%
- Rest of World, 6%
- North America, 17%
- Europe, 22%
- Asia Pacific, 45%

Mobile Subscribers – 4.1B
2008

- Rest of World, 13%
- North America, 7%
- Europe, 22%
- Asia Pacific, 46%

Ref: Morgan Stanley Research
Fixed Broadband Subscribers per 100 Inhabitants, 2010

Ref: ICT Facts and Figures 2010
Internet Users per 100 inhabitants by region in 2010

Ref: ICT Facts and Figures 2010
Mobile subscribers per 100 inhabitants, 2010

Ref: ICT Facts and Figures 2010
Apple iPhone 3GS

As Powerful...

...But Fits Easily In Your Pocket

<table>
<thead>
<tr>
<th></th>
<th>Apple iPhone 3GS</th>
<th>Apple iMac G3/600</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/8/2009</td>
<td>Introduction Date</td>
<td>7/18/2001</td>
</tr>
<tr>
<td>600 MHz</td>
<td>Processor Speed</td>
<td>600 MHz</td>
</tr>
<tr>
<td>256 MB</td>
<td>Standard RAM</td>
<td>256 MB</td>
</tr>
<tr>
<td>16 / 32GB</td>
<td>Storage Capacity</td>
<td>40GB</td>
</tr>
<tr>
<td>320x480</td>
<td>Display Resolution</td>
<td>800x600</td>
</tr>
<tr>
<td>4.5” x 2.4” x 0.5”</td>
<td>Dimensions</td>
<td>15.0” x 15.0” x 17.1”</td>
</tr>
<tr>
<td>$599 - $699</td>
<td>Price</td>
<td>$999 - $1299</td>
</tr>
</tbody>
</table>
Mobile in Remittance Ecosystem

Agent

Customer

Send

Agent

Customer

Receive
## Service Delivery

<table>
<thead>
<tr>
<th></th>
<th>Device Support</th>
<th>Complexity</th>
<th>User Experience</th>
<th>Language</th>
<th>Offline Support</th>
<th>Device Features</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SMS</strong></td>
<td>All</td>
<td>Simple</td>
<td>Limited</td>
<td>N/A</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td><strong>Mobile Websites</strong></td>
<td>All</td>
<td>Simple</td>
<td>Limited</td>
<td>HTML</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td><strong>Widgets</strong></td>
<td>Some</td>
<td>Medium</td>
<td>Great</td>
<td>HTML</td>
<td>Limited</td>
<td>Limited</td>
</tr>
<tr>
<td><strong>Mobile Web Applications</strong></td>
<td>Some</td>
<td>Medium</td>
<td>Great</td>
<td>HTML, CSS, JavaScript</td>
<td>Limited</td>
<td>Limited</td>
</tr>
<tr>
<td><strong>Native Applications</strong></td>
<td>All</td>
<td>Complex</td>
<td>Excellent</td>
<td>Various</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
UAE Exchange ↔ Agent

- Easier ramping up of operation
- Reduced infrastructure requirement
- Tighter security
- Platform fragmentation can be controlled
- Significant integration efforts required
Agent ↔ Customer

- Ease of use for customer
- Faster customer acquisition
- Platform fragmentation
- Sourcing of transaction (e.g. Boku)
- Conversion from established plastic cards
  - Square
- Multiple payment partners
## Global Deployment of Mobile Wallets

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of Deployments</th>
<th>Number of Wallets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>53</td>
<td>17,486,250.00</td>
</tr>
<tr>
<td>Americas</td>
<td>14</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>30</td>
<td>25,506,600.00</td>
</tr>
<tr>
<td>Europe: Eastern</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Europe: Western</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Middle East</td>
<td>5</td>
<td>115,000.00</td>
</tr>
<tr>
<td>USA/Canada</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>113</strong></td>
<td><strong>43,112,850.00</strong></td>
</tr>
</tbody>
</table>

Ref: www.gsmworld.com
UAE Exchange ↔ Customer

- Direct customer acquisition
- Platform fragmentation
- Sourcing of transaction
- High value transactions
- Platform security
- Payments ecosystem
Thank You