

# Asia's Remittance Business:

## How the Convergence of Mobile Telecoms and Financial Services Will Really Play Out


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Smart Communications, Inc.



# Eva Agoo

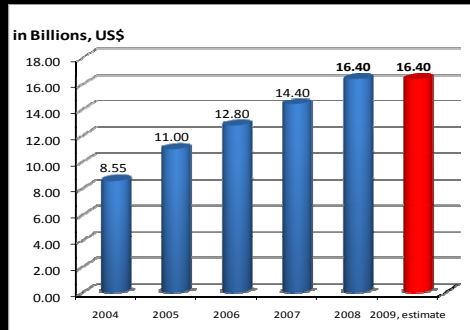


# Mobile Remittance Opportunities

A world map with a light beige background and dark outlines of continents. Scattered across the map are approximately 15 green dollar signs (\$).

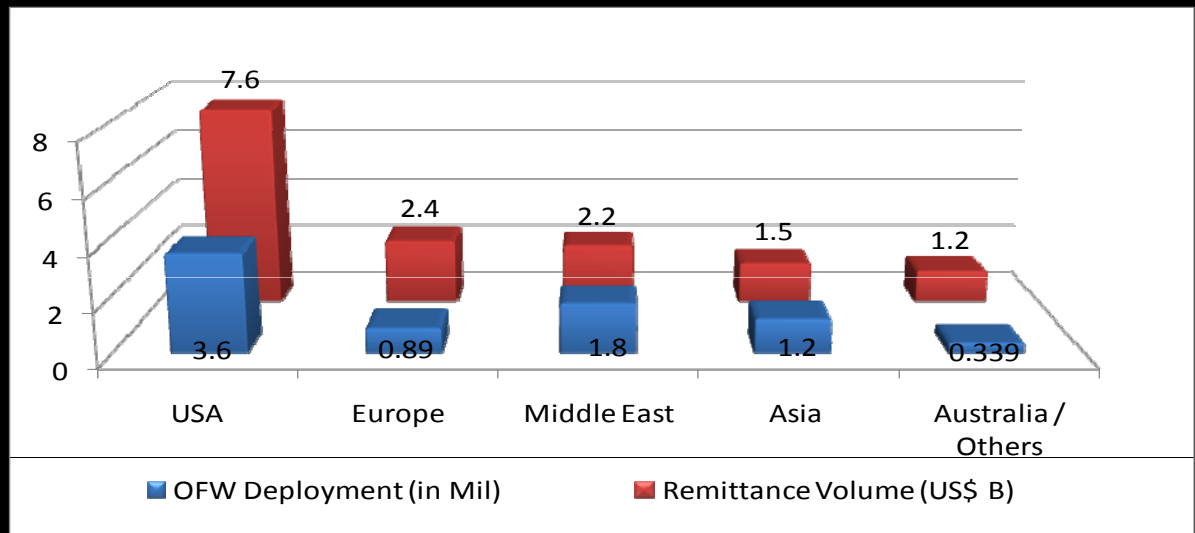
250 million migrants all over the world  
\$300 billion remitted to their home countries  
\$1 trillion total remittances in 5 years

# Remittances to the Philippines



As a result of the worldwide economic crisis, the Central Bank of the Philippines sees that total Philippines Remittance volume for 2009 will not grow compared to 2008 at US\$16.4 B

USA / North America still remains to be the top source of Remittance Volume to the Philippines



Challenge for Remittance Players: Sustain profitability despite the worldwide economic crisis

# Emerging trend: Mobile Money Transfers

Banks, Money Transfer agents, and other Financial institutions are moving into Mobile Money Transfers, which, is seen as an emerging remittance channel

News

## Cellphone industry engages in banking for the poor

BARCELONA, Spain — Extending basic banking services to the world's poor is a major progress in underdeveloped countries and the mobile phone industry is helping to do this.

Network operators are...

## Cell phones double as electronic wallets in Philippines

By Oliver Tores, Associated Press

Home » Sun, Star Zamboanga » Business

## Smart, RBAP to provide countryside m-banking solutions

Wednesday, December 3, 2008

Print Email

LEADING wireless Communication partnership with Philippines (R) services to 69

## Smart powers KSA based-NCB Quick Pay Remittance Service

Award-winning Smart Money platform enables largest bank of the Kingdom of Saudi Arabia to offer new remittance service to migrant workers

[March 3, 2009/ Philippines] - Leading wireless service provider, Smart Communications, Inc. (SMART) has partnered with National Commercial Bank (NCB), the largest bank in the Kingdom of Saudi Arabia (KSA) and in the entire Middle East, to jointly launch an international remittance service utilizing the [Smart Money](#) platform.

## Western Union signs Philippine mobile payment deals

By Joel D. Pinaroc, ZDNet Asia  
Tuesday, February 12, 2008 08:15 PM

transferservices provider Western Union, has signed deals with mobile carriers Smart Communications and Globe to offer remittance services in the Philippines.



**BREAKING NEWS / Infotech**

**More convergent services seen in Asia  
Asia leads in mobile banking**

under VitaFacia  
IRER.net  
5:00 04/23/2009

mobile.philippines.Banking

Business imperative: Catch up with the latest industry trends [or else be left out by the other players]

Forging partnerships to  
develop mobile  
remittance services.



# KEY LEARNINGS

1) Building M-commerce Ecosystems

2) Establishing Partnerships

3) Engaging Regulatory Authorities



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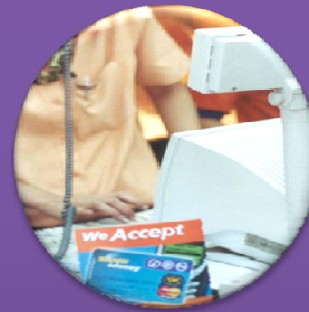
# Building M-commerce Ecosystems



Mobile  
commerce  
engine



Sources of  
funds



Products  
and  
services

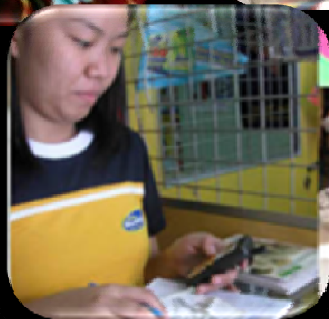


Places to  
shop and  
transact



# Building M-commerce Ecosystems

Easy, ubiquitous conversion of e-cash.



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1) Building M-commerce Ecosystems

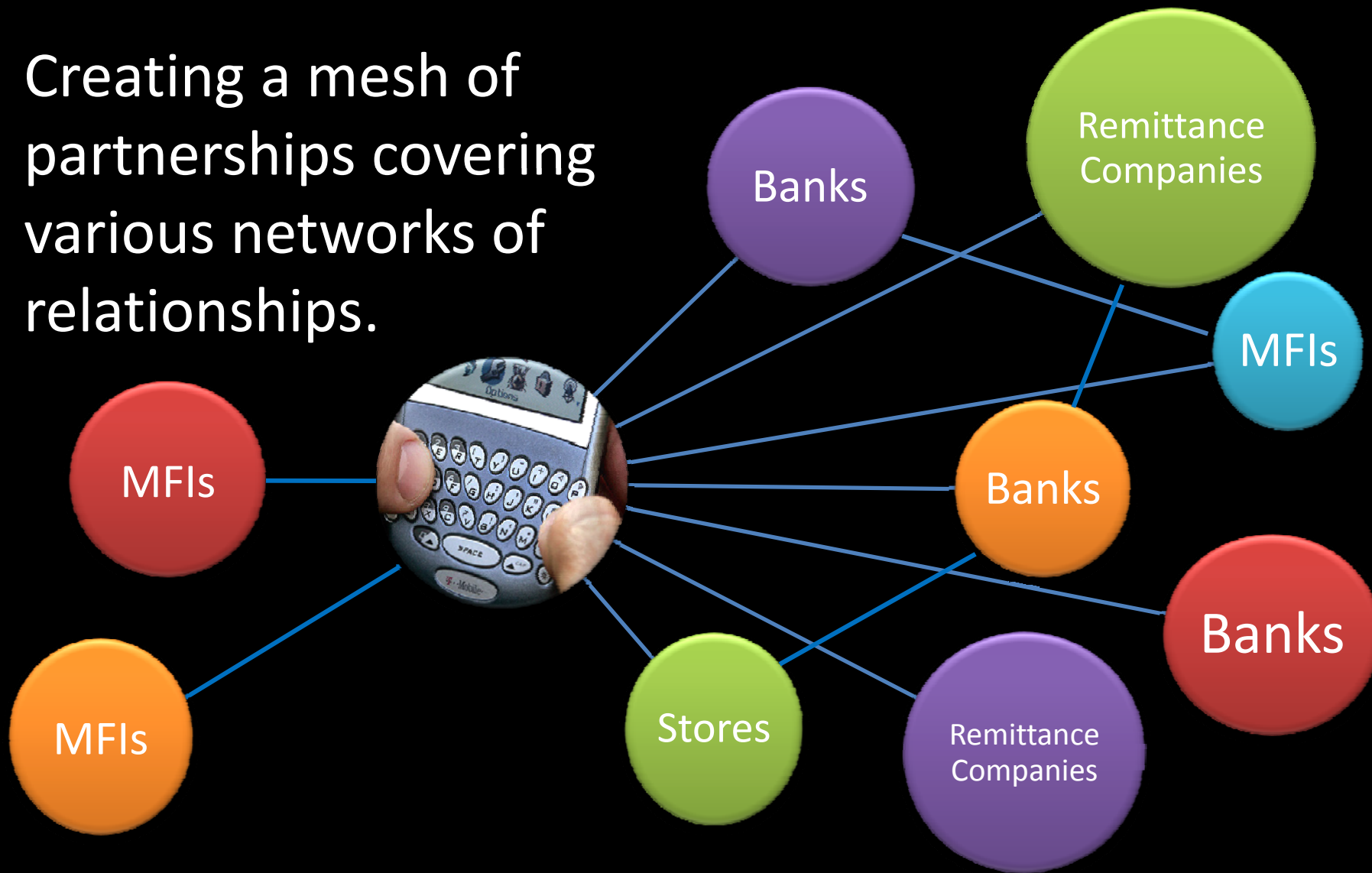
2) Establishing Partnerships

3) Engaging Regulatory Authorities



# Establishing Partnerships

Creating a mesh of partnerships covering various networks of relationships.



# Establishing Partnerships

Engage the right partners who are experts in their respective fields.



The **ASIAN BANKER SUMMIT**  
BAFT ASIA CONFERENCE on CASH, TREASURY & TRADE

# Establishing Partnerships

Committing to bring to market the value proposition of the partnership

**SMART Money and WESTERN UNION join forces to bring you mobile micro-remittance**

Flights working in Hawaii and United Arab Emirates (UAE) can now enjoy their remittance with the partnership of SMART and Western Union. Now, it's your turn to get your Western Union remittance card. Want to transfer, give the beneficiary's SMART Mobile number and the whole process is done with the speed of a text message. It's that simple!

Western Union is a leading provider of global money transfer services, operating through a network of more than 250,000 Western Union agents in more than 200 countries all over the world. With its reputation of providing consumers with fast, reliable and convenient ways to send and receive money around the world, Western Union becomes SMART's first global partner in mobile remittance services. The global partnership aims to provide low-priced, high-volume transactions to millions of migrant workers and their families.

This has been the start among the many partnerships SMART has made in order to improve its QPW services. As a pioneer in mobile remittance services, SMART has forged the most number of alliances with other companies like BDO, KCB, Landbank, Citibank, and National Commercial Bank of Saudi Arabia. This is to ensure that QPW are offered with the fastest, safest and most convenient way of service to the Filipino.

For beneficiaries to enjoy the SMART Money advantage, simply text MONEY to 434 and download a prepaid account. Then they can apply for a SMART Money Card at any SMART Western Union Center. Or they can log on to [www.smart.com.ph/money](http://www.smart.com.ph/money) and apply online.

**WESTERN UNION**  
FAST, RELIABLE, WORLDWIDE MONEY TRANSFER

**SMART MONEY**  
Quick pay  
Money Transfer Simplified

Sa panahon ng gift-giving, Quick Pay na ang gamitin!  
Sa FREE basic ang naghihigit ng Smart Money sa lahat ng remittance na matatagpuan sa buong SMART Money sa Pilipinas, at ngayon din, ang chance Mawala ng buking-proses sa kailalagayan.

**ANG PAMBAYAD NG BAYAN, PANG REMIT NA RIN NG BAYAN!**

Remittance straight to your cellphone.

**SMART FORMS NEW ALLIANCE WITH PNB FOR SUPERIOR REMITTANCE SERVICE.**

Pinakakilala! China Bank SMART Money Card ang pinakamaliit na remittance! Instantly loaded ang remittance sa China Bank SMART Money Card kaya ang padala sa iyo, pwede mo i-withdraw agad sa ATM gamitin na pambayad sa mga department Stores at supermarkets may Banquet POS terminal. Pwede mo rin i-link ang card sa iyo SMART mobile phone para ma-enjoy ang iba pang convenient features.

Pumunta sa pinakamalapit na China bank branch at mag-apply ng China Bank SMART Money Card. Libre

**CHINABANK**  
Para sa ibang detalye, tumawag lang sa 02-8853338 o mag-lingon sa [www.chinabank.ph](http://www.chinabank.ph)

**NCB** **Landbank** **Banquet** **SMART MONEY**

[www.smart.com.ph](http://www.smart.com.ph)

**WESTERN UNION**  
more reasons to smile as remittance from Western Union goes straight to your mobile phone via Smart Money.

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Remittance straight to your cellphone.

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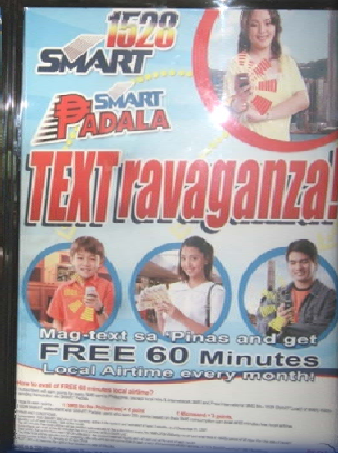
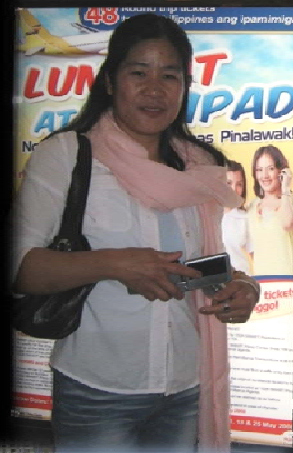


# Engaging Regulatory Authorities



Proactive  
engagement  
of regulatory  
authorities.

No. 1  
barrier:  
government  
regulation.





Excellent  
business  
opportunity

Social  
Responsibility



**Thank you and good day!**  
Thank you and good day!