Myanmar MOBILE MONEY

anywhere
anytime
anyone

Your Phone is Your Bank
Your Phone is Your Mobile Money

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Introduction

- Myanmar Mobile Money (MMM) is the First Mobile Money Platform Service Provider in The Union of Republic of Myanmar. MMM focused on providing solutions that empower the financial sector through the use of Mobile Technology.
- MMM is made up of an integrated team of specialists in the financial, commercial, mobile technology and mobile payment solution fields.
- The goal of MMM is to assist institutions in their quest to reach out to the bottom of the economic ladder in the aim to provide affordable, convenient and flexible financial services that meets the social need and economic requirements.
- By bringing more than 10 years experiences in the Mobile and Mobile Payment technology deployment, and by teaming up with Mobile Payment Technology leader, Oberthur Technologies and More Magic Solutions, we are confident to be completely equipped to take the challenge of bringing financial services to the Unbanked.

Branchless should not mean Un-Banked

- Due to economic considerations, banks are mostly concentrating their efforts on targeting the middle- to high income classes located in urban areas.
- As a consequence, the majority of the population, in particular those in rural areas, is being bypassed when it comes to even basic financial services.
- Financial inclusion of this emergent market segment represents the biggest challenge but also the largest growth opportunity to the formal financial sector.
- Encourage Implementation of Nationwide Mobile Financial Services Development
- Setting Up Agent Network across nationwide for mobile payment settlement
- Encourage Formation of Partnerships with different levels in Eco System
- Building up Agriculture Payment System on MMM Platform
- Provide Loyalty Management to existing dealers, merchants, agents and FMCGs

Our Model

We strongly believe that the responsibility and power must be given to the people and the local institutions of a country to bring change to their own environment.

This is why our model is based around developing strong partnership with local players (Local Banks, Agents, Merchants and Telecom operators) where our role is to deliver the right technology as well as the expertise to design, and deploy a working model that shall increase access to financial services by the Un-served population.

Myanmar Mobile Money Demographic Information

Kachin	
Mega Agent	-
Super Agent	-
Agent	2
Sub-Agent	-
Merchant	-

Kayin	
Mega Agent	-
Super Agent	-
Agent	3
Sub-Agent	-
Merchant	2

Bago	
Mega Agent	-
Super Agent	2
Agent	4
Sub-Agent	6
Merchant	5

Shan	
Mega Agent	-
Super Agent	-
Agent	8
Sub-Agent	5
Merchant	4

Mon	
Mega Agent	-
Super Agent	-
Agent	2
Sub-Agent	1
Merchant	-

Rakhaing	
Mega Agent	-
Super Agent	1
Agent	5
Sub-Agent	1
Merchant	3

Mandalay	
Mega Agent	-
Super Agent	13
Agent	35
Sub-Agent	5
Merchant	11

Tanintharyi	
Mega Agent	-
Super Agent	1
Agent	2
Sub-Agent	4
Merchant	1

Magwe	
Mega Agent	-
Super Agent	2
Agent	6
Sub-Agent	23
Merchant	2

Naypyidaw	
Mega Agent	1
Super Agent	4
Agent	12
Sub-Agent	6
Merchant	11

Yangon	
Mega Agent	2
Super Agent	28
Agent	44
Sub-Agent	55
Merchant	78

Chin	
Mega Agent	-
Super Agent	-
Agent	-
Sub-Agent	1
Merchant	-

Kayah	
Mega Agent	-
Super Agent	-
Agent	1
Sub-Agent	-
Merchant	1

Ayeyarwady	
Mega Agent	-
Super Agent	4
Agent	32
Sub-Agent	4
Merchant	9

Sagaing	
Mega Agent	-
Super Agent	5
Agent	18
Sub-Agent	6
Merchant	20

Customer’ s Form, Limitation and Strength

Myanmar MOBILE MONEY anywhere anytime anyone

Serial Number:

Date: __/__/____

Photo

(Mobile Customer Application Form)

(Mobile Phone No.)

(NRC No.)

(Date of Birth)

(Mobile Customer Application Form)

E-mail

WWW.CONFIDENTIAL

Customer Limitation

KYC (Know Your Customer)	2,000,000 MMK
Non KYC	50,000 MMK

Get the Application Form to expand your mobile wallet to (2,000,000) MMK at any Agent of Myanmar Mobile Money Services.

Strength

Customer	66000+
Agent	700+

Balance

Customer	38,269,738.51 MMK
Agent	1,611,328,926.45 MMK

Why Work with us?

- 2 Years experience in Banking and Mobile Technology
- Mobile carrier and Telephone independent
- Mobile Payment and Distribution Market Experience
- Limited upfront Investment
- Proven cutting Edge Technology

MMM Platform

MMM uses a unique architecture and is designed to function as a stand-alone mobile wallet solution and/or to function as a front-end to end transaction technology to be integrated with existing prepaid system or core banking back offices.

MMM is a way of using a More Magic Mobile Money platform with user accounts managed by Back-Office: typically a mobile wallet solution. Users can make any of the existing transactions supported by MMM (e.g. person to person transactions, payments on merchant's POS terminals, etc.) using the account managed by the external Back-Office and/or using the stored value account managed by the MMM platform.

MMM Platform closer Look with Standard Redundancy Architecture

The primary elements of this architecture are:

1) Application Servers
2) DB Servers with a RAC Node Bank

Flow of Funds into Account

Link the phone to an account (i.e. Bank/Card)

Cash deposited with an agent

Money transferred from another account

Salaries* sent to the phone

* Pensions and other funding sources can also be sent

Flow of Funds out Account

Withdraw cash from an agent

Pay for goods and services
(Web, in store, bills, airtime, etc.)

Send money to others (remittances)

Savings, health insurance, etc.

A Breath of Services

What makes Myanmar Mobile Money unique is the ability to provide not only the basic Mobile Money services such as Cash IN, Cash Out, Remittance; but a huge range of value added services that enable the Mobile Money user to take advantage of the same services provided by traditional banks and more. This way, we create a cashless environment where cash is no longer required for financial transactions.

Mobile Payment Users

Customer

- ✓ P2P & Cash transfers
- ✓ Pay in stores
- ✓ Pay on the web
- ✓ Load and withdraw funds
- ✓ Receive/Send salaries/pensions
- ✓ Pay Bills
- ✓ Purchase Airtime
- ✓ Receive/Repay loans

Merchant

- ✓ Accept mobile payments in store
- ✓ Accept mobile payments on the web
- ✓ Propose prepaid accounts to clients
- ✓ Loyalty
- ✓ Promotions

Agent

- ✓ Enroll new Clients
- ✓ Manage Clients' accounts
- ✓ Cash-in (deposit) to Clients' accounts
- ✓ Cash-out (withdrawal) from Clients' accounts
- ✓ Bill payment processing
- ✓ Airtime top-up services

Mobile Payment Terminal

- Terminals designed for developing markets.
- What can be a terminal?

Just a Phone

Just a Computer

Hardware POS Terminal

Client Use

Feature phones: SMS and USSD

Smart phones: Client app.

1MOBILE Market

Merchant & Agent Transactions

Administrator/ Supervisor Functions

- Manage client KYC & account status
- Reset client pin code, etc.
- Manages classes of service, currencies, countries, and fees
- Merchant, Agent, and Super Agent Account creation and class of service
- Create and administration attribute to supervisor (admin only)
- Credit extension authorization
- Merchant and Agent payment via statement of account
- View Network activity, balances, and alerts

Organizations and Contracted Partners for MMM

မြန်မာ့စီးပွားရေးကော်ပိုရေးရှင်း
Myanmar Economic Coporation

အင်းဝဘဏ်လီမိတက်
Innwa Bank Limited

Myanmar Economic Coporation
Telecommunication

မြန်မာ့ဆက်သွယ်ရေးလုပ်ငန်း
Myanmar Post & Telecommunication

Myanmar Telecommunication &
Technology Services

Group Partner

INNWA BANK LIMITED

Consultant

Retail and Exchange Currency Services

IT and Telecom

Banking, Salary Transfer and Onling Payment Services

Myanmar Agriculture
&
Rural Development Bank

Myanmar Mobile Money Services

The mobile phone is changing how people conduct their financial activities. Our pioneering mobile money solutions allow the trusted relationships with their customers and retail agents to deploy industry leading services ranging from recharge and payments to mobile commerce or international money transfer

Register (USSD)

Customer Cash Out (USSD)

Customer Top Up (USSD)

Customer Cash in(SMS)

Customer Cash Out (SMS)

Customer P to P (SMS)

Customer Top Up (SMS)

Salary Disbursement (SMS)

MMM's POS Terminal and Pay Slips

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anywhere
anytime
anyone

Customer ID: 2249808
Date : 5.8.2013 Time : 03:32 PM

Transaction ID	053483
Transaction Type	Cash Out
Cash Out by	008492
Cash Out Amount	150,000 Ks
New Balance	6,660 Ks

Thank You

သုံးစွဲသူနံပါတ် - ၂၂၄၉၉၀၈
ရက်စွဲ - ၅.၈.၂၀၁၃ အချိန် - ၀၃:၃၂

လုပ်ငန်းအမှတ်စဉ်	-	၀၅၃၄၄၃
လုပ်ငန်းအမျိုးအစား	-	ငွေထုတ်ယူခြင်း
ငွေထုတ်ပေးသူ	-	၀၀၈၄၄၂
ငွေပမာဏ	-	၁၅၀၀၀၀ ကျပ်
လက်ကျန်ငွေ	-	၆၆၆၀ ကျပ်

ကျေးဇူးတင်ပါသည်။

Fees & Commissions

Avaliable Transaction	Charges (Kyats)
New Account Opening	500
Monthly Fee	Free
Top-up	Free
Pin Change	200
Balance Inquiry	Free
Account History	Free

Avalibale Transaction	Min	Max	Charges (Kyats)
Cash In	5,000	10,000	Free
	10,001	500,000	200
	500,001	1,000,000	300
Cash Out	1,000	50,000	100
(Register User)	50,001	100,000	200
	100,001	200,000	300
	200,001	500,000	400
	500,001	1,000,000	500
P2P Transfer	1,000	200,000	100
	200,001	500,000	200
P2P Transfer + Cash Out	1,000	50,000	500
(Unregister User)	50,001	100,000	1,000
	100,001	200,000	2,000
Salary Disbursement			
- Pension Providers			0
- Employers			100
- Inbound Salary Distrubutors			500

Innwa Bank Limited

Date : Jan 10,2014

(Myanmar Mobile Money Network Connectivity)

All deposits are held with Innwa Bank Limited (At Present)

Myanmar MOBILE MONEY anywhere anytime anyone

Clean Cash Report

16/01/2015 15:00:00 - 19/01/2015 15:00:00

All values in Ks.

DR				CR		
FundIn	CashIn	Total	A/C Head	FundOut	CashOut	Total
XXXXXXX.XX	XXXXXXXX.XX	XXXXXXXX.XX	Merchant	XXXXXXX.XX	XXXXXXXX.XX	XXXXXXXX.XX
X.XX	XXXXXXX.XX	XXXXXXX.XX	Customer	X.XX	XXXXXXX.XX	XXXXXXX.XX
	XXXXXXXX.XX	XXXXXXXX.XX	Airtime Topup(MPT)	X.XX	X.XX	X.XX
	XXXXXXX.XX	XXXXXXX.XX	Airtime Topup(Mectel)	X.XX	X.XX	X.XX
	X.XX	X.XX	MPT Revenue A/C	X.XX		X.XX
	X.XX	X.XX	Mectel Revenue A/C	X.XX		X.XX
XXXX.XX	XXXXXXX.XX	XXXXXXX.XX	Income	X.XX	XXXXXX.XX	XXXXXX.XX
XXXXXXX.XX	XXXXXXXXXX	XXXXXXXXXX	Total	XXXXXXX.XX	XXXXXXXX.XX	XXXXXXXX.XX
XXXXXXXXXX.XX			Opening Bal			
			Closing Bal	XXXXXXXXXX.XX		XXXXXXXXX.XX
XXXXXXXXXX.XX			Grand Total	XXXXXXXXXX.XX	XXXXXXXX.XX	XXXXXXXXX.XX

Social Responsibility

MMM places the utmost importance on acting with integrity in all areas of our business. We are committed to being a respected and sustainable company providing technologically advanced solutions to the Mobile Money Business in our Country.
We believe in transparency and openness in all of our interactions and endeavor to foster positive relationships in all that we do.

MMM appreciate the potential for technology to change lives, create opportunity and empower people. Through a continued commitment to innovation, our aim is to create long term value for all stakeholders by offering industry leading solutions.

Our focus on innovation extends not just to our products and solutions but also to our values and our business practices.
We strive to be responsible citizens in all communities where we do business with the constant aim of gaining and maintaining the trust of our employees, customers, partners, shareholders and the wider community.

We are guided by the principles outlined in our Code of Ethics and consider this integral to our continued success.

Prevention of Conflicts of interest

Positive Relationships

Confidentiality

Loyalty and Transparency

Rural Development Bank Project

MMM ꩜ Account Opening in MEB
Myanmar Mobile Money
BANK
MEB Branch (2)
Cash Point
MEB Branches as Cash Points
Account (MMM-MEB-00011)
Customer
Services
Cash In
Cash Out
Top-Up
Salary Disbursement
Mobile Pension
BANK
MEB Branch (2)
Trust Account
1000 lakhs
MMM Head Office

Micro Finance

Provision of financial services to low-income people

- Overview
- Needs and Challenges
- Solution Overview
- Functional Architecture
- Key Features
- Sample Screenshots

Percentage of Population living on less than $1 a day

World population with access to finance

Strategy battling an immense problem

Deliver financial services to the poor on a sustainable basis

Source: World Bank, CK Prahlad

- High Volume of Financial Transaction but value wise very low
- Majority of the financial transactions are off-site in nature
- Geographic spread of operations and density of customers
- Lack of infrastructure facilities like power, broadband etc.
- Unsecured lending and no documented financial history is available
- Combination of above, lead to high operating cost

- Fully integrated → offering a broad range of essential modules
- Creation and maintenance of
  - customer accounts,
  - Loans, Bank General Ledgers and other Products related to banking
- High quality architecture to enable fast and efficient work-flow as per the business goals and objectives.
- GUI-based Solution catering to a wide spectrum of micro-finance operations, including diverse lending methodologies & institutional models, interest calculation, & repayment schedules etc.
- Highly secured platform enabling Banks and FIs to provide loan and other value added services to their customers on their handsets.
- Highly scalable, customizable and robust platform, developed after years of research and development by a dedicated team of subject matter experts.
- Capable to support integration of third party content, equipped with APIs and development tools for deploying multiple value added services and offer customers competitive benefits.

Enabling MFIs to reduce costs of operations, add flexibility and improve data accuracy

Ease of service distribution, customer acquisition and greater reach through secure & hassle free channel

Helping MFIs to reduce fraud and defaults

- Seamless Integration with Mobile Operator or 3rd party system
- Multi-functional - the platform automates all of our processes from customer registration to loan repayment
- Built for adaptability to changing business needs
- The platform can incorporate new product and business models easily, as well as fine-tune and adjust existing processes and workflows as required
- Full redundancy and security, with 24/7 technical support

Loans
Deposits
Advance

Loan Product

- Support for group or individual
- Support for flat/ flexible interest calculation
- Support for early/ partial loan repayments
- Configuration to amend loan details
- Pre-payment/ Pre-closure related penalty configuration

Enables configuration of instalments

- Maximum and minimum limits
- Maximum and minimum amounts

Instalment due date configuration

Penalties on late payments/ on any other checkpoint

- Maximum/ minimum penalty configuration
- Fixed or percentage penalty configuration
- Tiered configuration based on customer type/ MF product

Maker checker process

Deposits product

- Support for multiple deposit accounts for same customer
- Support for deposits interest calculation
- Support for differential interests/ taxes based on customer/ deposit account type
- Configuration to amend deposits details
- Facility for over-drafts
- Support for implementing regulatory norms and tax implications

Real time dashboards and detailed reports for measuring performance of Agents

Accounting for loan products

- General ledger
- Rate revision alerts for loans
- Disbursements and disbursement reversal reports and alerts
- Tax configuration as per government and regulatory provisions

Accounting for deposit products

- General ledger
- Tiered interests
  - Account type
  - Location
  - Customer category ….
- Interest paid reports and alerts
- Tax configuration as per government and regulatory provisions

- Turnover report
- Dormant accounts
- Due disbursement report (Sanction letter)
- Branch performance report
- Branch cash confirmation /Detailed cash and bank balance
- Aging report (Pending or due collection)
- Indebtedness every month
- Daily disbursement and recovery report
- Daily glance
- Demand report – Recovery expected
- Collection report
- Disbursement report
- Disbursement voucher report (Upfront fee)
- Loan wise portfolio report
- Repayment per branch/dashboard
- Loan disbursement during a period
- Bank statement for reconciliation
- Blacklisted members or categorization (active/performing)
- Balance of all members
- Notification for all loans disbursed, and all loans collected
- All loan details report
- Projected loan closing on particular date

Flexible Reporting Tool with Ease of Customization

MICROFINANCE

Welcome: Super Admin
Your last visit was on : 2015-02-25 17:39:38.0

Dashboard
Product Management
Loan Products
Deposit Products
Advance Products
Tax Management
Branch Management
Role Management
User Management
Request Management
Settings

Add Loan Product

Main | Interest | Fees | Other Information

	Min	Max	Default
Fixed Entry Fee			
Variable Entry Fee			
Fixed Anticipated			
Variable Anticipate			

Defining Fees structure

MICROFINANCE

Welcome: Super Admin
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Dashboard
Product Management
Loan Products
Deposit Products
Advance Products
Tax Management
Branch Management
Role Management
User Management
Request Management
Settings

Add Loan Product

Main | Interest | Fees | Other Information

	Min	Max	Default
Assets	%	%	%
Saving value	%	%	%
Insurance	%	%	%
Guarantor	%	%	%

Save | Save & Confirm | Cancel

Entry of asset /liability related extra information

Deposits would help customer to save a small amount on daily or regular basis which would earn defined interest

MICROFINANCE

Welcome: Super Admin
Your last visit was on : 2015-02-25 17:39:38.0

- Dashboard
- Product Management
  - Loan Products
  - Deposit Products
  - Advance Products
- Tax Management
- Branch Management
- Role Management
- User Management
- Request Management
- Settings

Add Deposit Product

Main | Deposit

Deposit Type * Please Select

Interest Type * Please Select

	Min	Max	Default
Duration (days) *			
Number of Installments *			

Save | Save & Confirm | Cancel

MICROFINANCE

Welcome: Super Admin
Your last visit was on : 2015-02-25 17:39:38.0

- Dashboard
- Product Management
  - Loan Products
  - Deposit Products
  - Advance Products
- Tax Management
- Branch Management
- Role Management
- User Management
- Request Management
- Settings

Add Advance Product

Main | Product Definition

	Min	Max	Default
Advance Amount			

	Min	Max	Default
Advance Duration			

Deposit Product *: Please Select

Tax can be configured as per country regulations

MICROFINANCE

Welcome: Super Admin
Your last visit was on : 2015-02-25 17:39:38.0

- Dashboard
- Product Management
- Tax Management
- Branch Management
- Role Management
- User Management
- Request Management
- Settings

Tax updated successfully

View Tax

Tax1	2.0
Tax2	12.0

Update

Administrator of the platform can create various branches as per different locations and regions

Dynamic Role Management

MICROFINANCE

Welcome: Super Admin
Your last visit was on : 2015-02-25 17:39:38.0

- Dashboard
- Product Management
- Tax Management
- Branch Management
- Role Management
- User Management
- Request Management
- Settings

Add Role

Admin Type Regional Admin

Role Name *

Description *

Role Actions

		Name	Description
1		Advance Application Management	Advance Application Management
2		Advance Request Management	Advance Request Management
3		Agent Management	Agent Management
4		Customer Management	Customer Management
5		Deposit Application Management	Deposit Application Management
6		Deposit Request Management	Deposit Request Management
7		Loan Application Management	Loan Application Management

Add Cancel

MICROFINANCE

Welcome: Super Admin
Your last visit was on : 2015-02-25 17:39:38.0

Dashboard
Product Management
Tax Management
Branch Management
Role Management
User Management
Admin Management
Agent Management
Customer Management
Request Management
Settings

Add Admin

Admin Type Global Admin

User Name *

First Nar

Middle N

Last Nar

Phone N

Alternat

Creating/Admin User

MICROFINANCE

Welcome: Super Admin
Your last visit was on : 2015-02-25 17:39:38.0

Dashboard
Product Management
Tax Management
Branch Management
Role Management
User Management
Admin Management
Agent Management
Customer Management
Request Management
Settings

Add Customer

User Name *

First Name *

Middle Name

Last Name *

Phone Number *

Email *

Gender * Male Female

Save Cancel

Creating Other User – Agent/Customer

Customer can track his request for Loan or Deposit etc

MICROFINANCE

Welcome: nbfvaw fskbb bsfkjsbskjb
Your last visit was on : 2015-02-23 17:19:23.0

- Dashboard
- Customer Requests
- Settings

Loan Request List

Raise Loan Request

	Product Name	Customer Requirement	Status	Action
1	Home Loann	sfsdf	Assigned	
2	Home Loan		Rejected	
3	asdfasdf	asdfasdf	Rejected	
4	asdfasdf	asdfasdf	Accepted	

10 Page 1 of 1 Displaying 1 to 5 of 5 items

Deposit Request List

Raise Deposit Request

	Name	Customer Requirement	Status	Action
1	FixedDeposit	asdfasdf	New	
2	FixedDeposit	asdfasdf	Rejected	
3	FixedDeposit	I want to make a fixed deposit for 10,00	Assigned	

10 Page 1 of 1 Displaying 1 to 3 of 3 items

Thank You