



WAVE MONEY

YOMA BANK 
The Responsible Bank.

 **telenor**

Enabling a Wave of Change for Financial Services in Myanmar

Brad Jones
CEO Wave Money

Introducing Wave Money

- Joint venture between Telenor and Yoma Bank
- Mass market focused with goal of providing mobile based financial services
- Initial product offering will be money transfer, either through mobile account or at Wave Money agents
- Currently 'commercially testing' the service in partnership with 3500+ agents and distributors
- Full commercial launch planned for early May





Source: Lauren Serota



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Only 6% of the population use more than one financial services product in Myanmar. 49% of people are completely financially excluded.



At 3.1 branches per 100,000 people, bank branch penetration in Myanmar is on par with South Sudan, Afghanistan and Haiti.

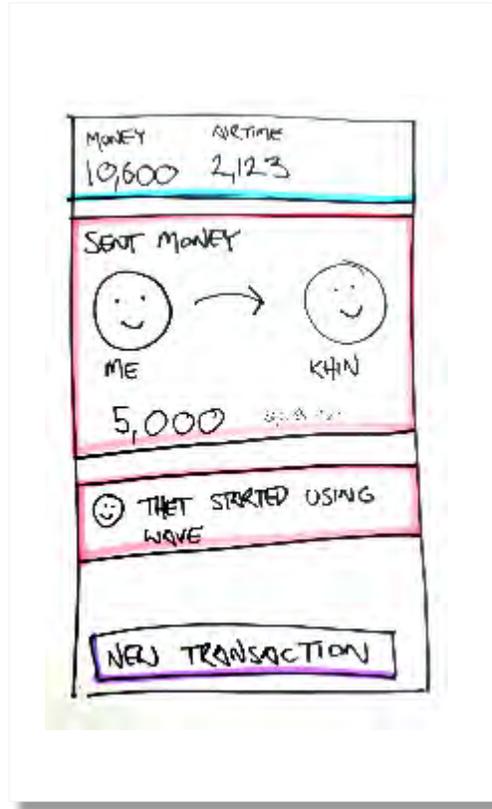


Myanmar is the fourth fastest growing mobile market globally, with penetration now at approximately 63%.



More than 60 percent of Telenor Myanmar users are on 3G or 4G phones, while 57pc of its subscribers use data monthly.

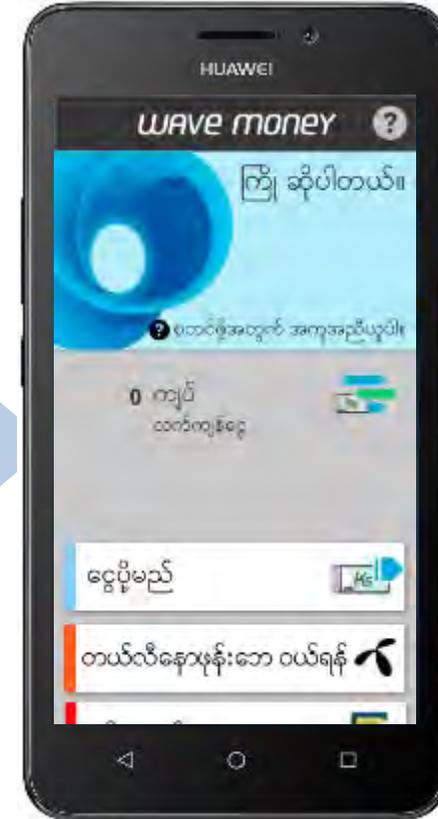
A human centered design approach



Ideation



Paper prototype

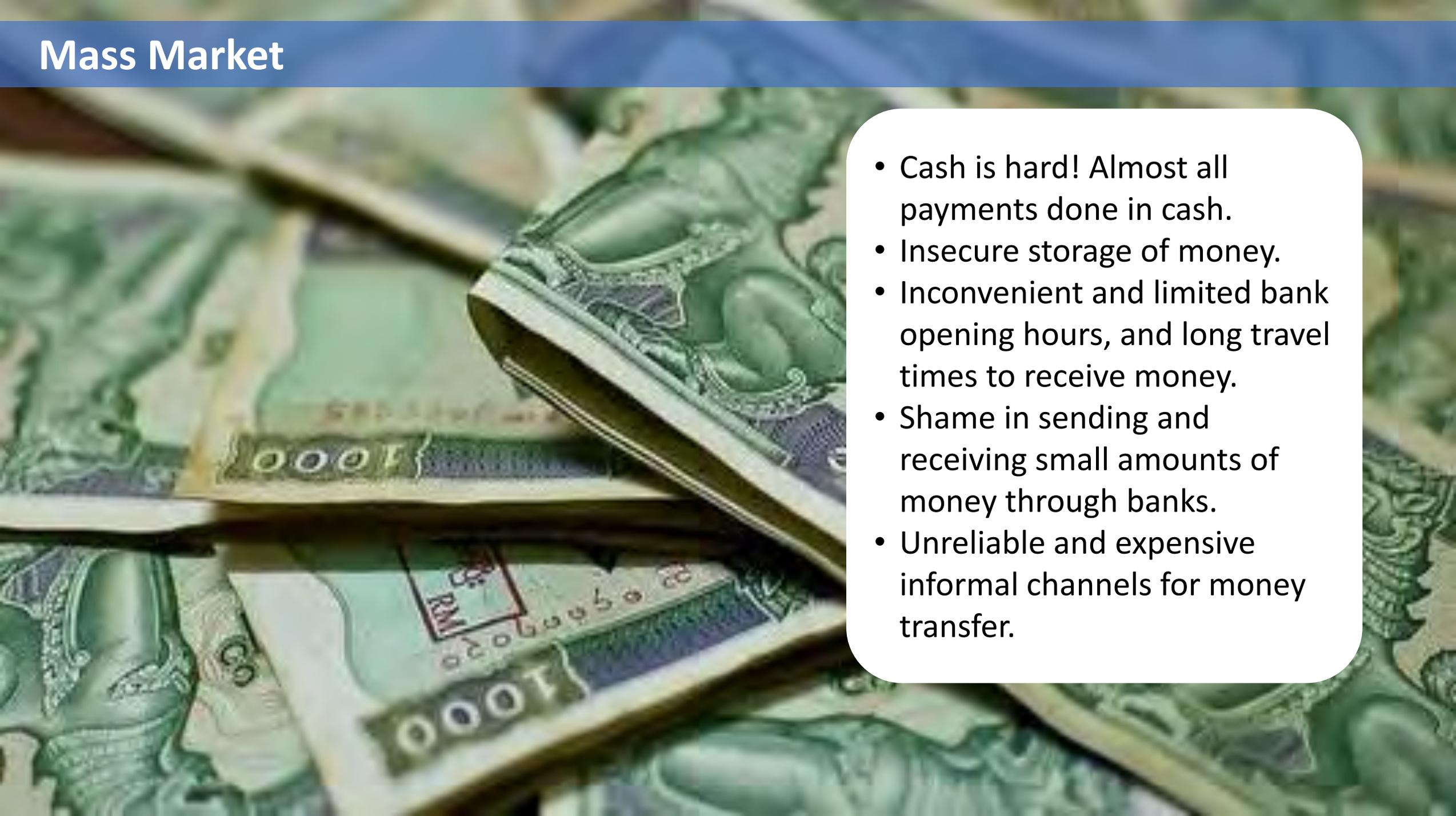


Electronic prototype

Three Areas of Focus



Mass Market

A close-up photograph of several Malaysian 1000 Ringgit banknotes. The notes are green and purple, with intricate patterns and the number '1000' visible. The focus is on the texture and details of the currency.

- Cash is hard! Almost all payments done in cash.
- Insecure storage of money.
- Inconvenient and limited bank opening hours, and long travel times to receive money.
- Shame in sending and receiving small amounts of money through banks.
- Unreliable and expensive informal channels for money transfer.

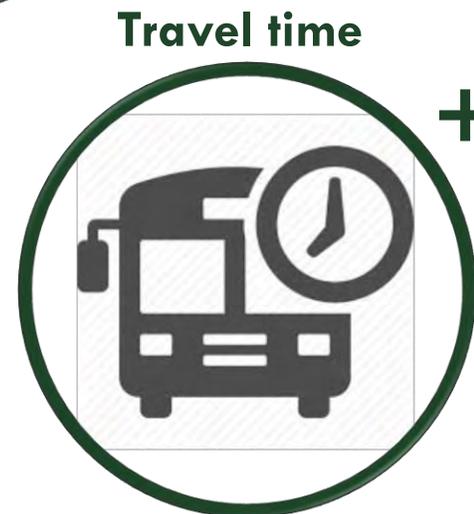
Nominal transaction cost

vs.

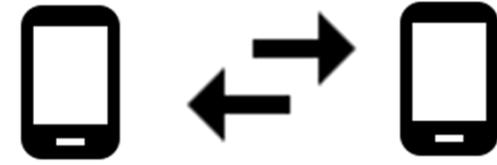
Actual transaction cost...



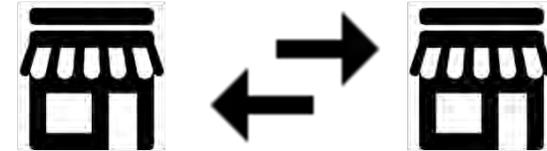
Transaction cost



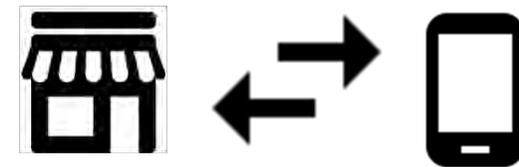
Simple Offering



Wave Account to Wave Account

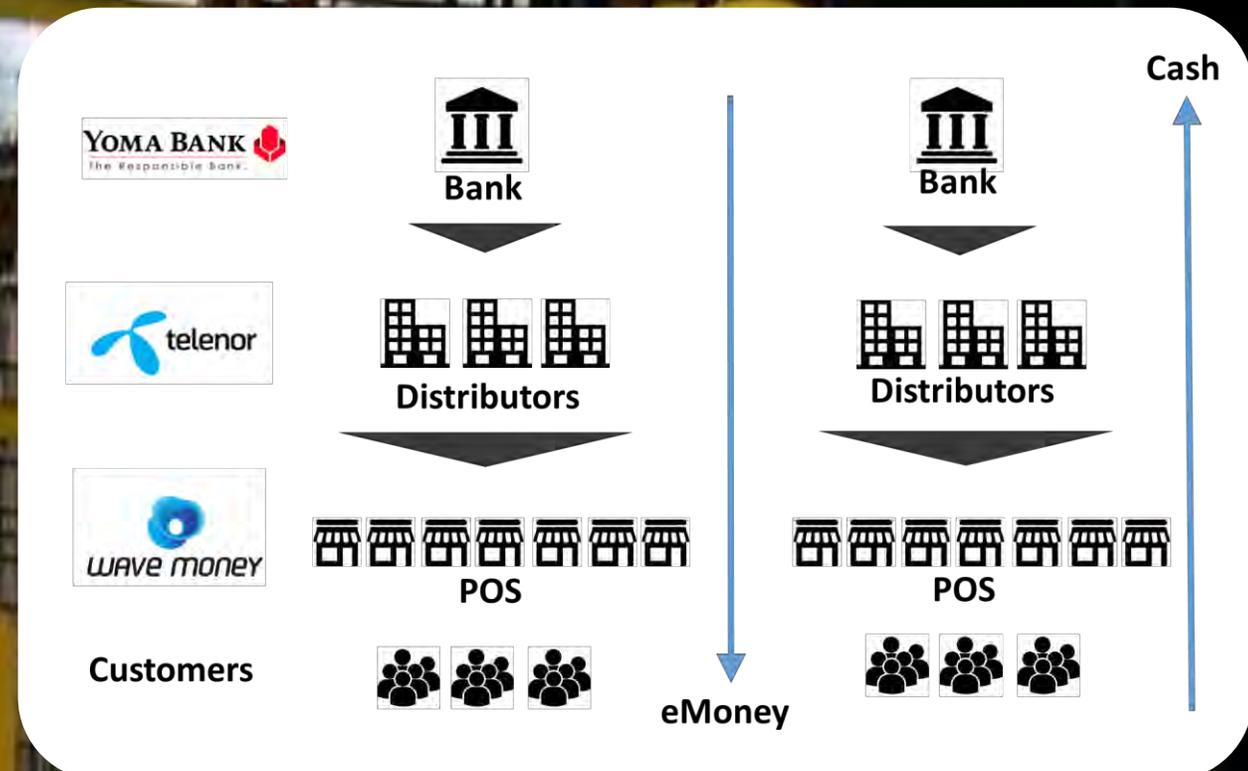


Wave Shop Money Transfer



Wave Shop to Wave Account (or vice versa)

Distribution & Partnerships



Mass Market

Simple Offering

**Distribution &
Partnerships**



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