Econet Wireless Zimbabwe Limited

Presentation by

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Mobile Money - The Econet Story
1. Market Situation.
2. Opportunities in Zimbabwe.
3. Mobile Money - The Econet way.
4. Key Milestones.
5. Success factors.
6. Socio-Economic Impact.
Global trends in Mobile Money Transfer

• Mobile banking is growing in Africa.
• Zimbabwe is on a high growth trajectory.

Source: [www.businessmonitor.com](http://www.businessmonitor.com) - 2011
Mobile Penetration vs Banked Population in Zimbabwe

- Approx 1.1 million people in Zimbabwe have a bank account. (9% of the total population).
- Over 70 out of every 100 people have a mobile phone hence the opportunity for Mobile Money.

Source: World Bank Database - World Development Indicators - 2010
Presentation Outline

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72% of population have mobile phones. Growth expected to reach 100% by 2015.
At least US$2.5 billion circulating outside the formal banking system in Zimbabwe

Source: Labour and Development Research Institute, Zimbabwe (2012)
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Mobile Money - The Econet Way

- Send Money
- Receive Money
- Buy Airtime
- Merchant Payments
Mobile Money - Unique Selling Proposition

- No new SIM card required
- No bank Account needed
- Works across all networks
Mobile Money - EcoCash Ecosystem

- **BANKS**
- **CORPORATES**
- **AGENTS**
- **MECHANTS**
- **CONSUMERS**

- **Keep float**
- **Salaries Aid Distribution**
- **Airtime**
- **Electricity**
- **Water**
- **DStv**
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Key Milestones - Subscriber acquisition

Fastest Rate of subscriber acquisitions in the world!

Over 1 million subscribers registered within first 6 months from launch - 16% of subscriber base.
Key Milestones - Subscriber acquisition

Fastest Rate of subscriber acquisitions in the world!

![Customer acquisition graph showing increasing trends from October to February.]

- October: 50,746
- November: 188,160
- December: 395,162
- January: 678,193
- February: 1,003,913

ECONET
Inspired to change your world
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Success Factors - Simplified Product Mix

Easy registration process and the simplicity of the user menu.
Success Factors - Extensive distribution network

Signed over 1,000 agents, dotted across the country to service the diverse Econet’s customer base.
Econet’s strong brand equity has instilled confidence on the Zimbabwean market.
Econet has created a dedicated Call Centre and Service Centres for EcoCash customer support.

Success Factors - Strong Customer support
EcoCash branded 1000 Combi’s countrywide. Combi’s are Zimbabwe’s main mode of transport and an ideal platform for community engagement.
Success Factors - Competitive Pricing Regime

EcoCash provides the most cost effective solution for the unbanked community.
Success Factors - Effective Community Engagement

EcoCash representatives effectively engaged the community on registration and customer education.
Success Factors - Literacy rate in Zimbabwe

Zimbabwe has an adult literacy rate of approximately 90% which is amongst the highest in Africa.

Source: CIA World Factbook (2012)
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6. Socio-Economic Impact.
Mobile Money creates positive socio-economical developments, improve people’s lives as funds move from surplus units to deficit units.
EcoCash Agent footprint allows one to have access to their money whenever they need it.
Socio-Economic Impact - Transforming lives

Ecocash changing the way people transact.
“What matters most about a new technology is not how it works, but how people use it and the changes it brings about in human lives...”

Frances Cairncross
Thank you