



Inclusive mobile banking service transforms economic mobility in Mauritania

CLIENT

Banque Populaire de Mauritanie (BPM)
A leading bank in Mauritania

Enabling a digital banking revolution in Mauritania

People can open and manage bank accounts, transfer money, and make payments using mobile phones.



Through Bankily, BPM aims to extend financial inclusion and banking penetration in Mauritania. The product aims to make the opening of a bank account accessible to all Mauritanian citizens regardless of their geographic location and purchasing power. This mobile banking service, fully supports the measures undertaken by the Central Bank of Mauritania to modernise and digitise the means of payments in the country.

We are happy to partner with Comviva for offering Bankily services and meet the financial aspirations of our customers.



Mohamed M'Rabih Rabou
Chief, Digital Banking Services
at Banque Populaire de Mauritanie

Bankily is firmly on the path to becoming the largest financial service provider in Mauritania



CHALLENGES

- Over **4.65 million people** in Mauritania - a country with low banking penetration and income levels.
- **Just 30%** of the country's adult population has banking access.
- Opening and managing bank accounts is **costly** and involves **complex processes**, documentation, etc.
- While mobile penetration is widespread, **not everyone has access to smartphones**, making it necessary for our client to offer a USSD based (dial-a-code) banking sign-up process for non-smartphone users.

OBJECTIVE



To overcome *price, access, infrastructure and cultural barriers*, BPM desired to launch a mobile banking service to provide **digital remote bank account opening services** and enable widespread access to money transfer and payments or digital payments – for both the banked and unbanked segments in the country.



To **encourage financial inclusion** in Mauritania and **modernise the banking system**, the service aims to allow users to conduct multiple financial transactions digitally using next-generation digital technologies such as *NFC, QR Code, and Facebook* integration.

SOLUTION

Comviva deployed the mobiquity® Banking Suite to help launch Mauritania's first mobile bank Bankily for BPM in January 2020.

Bankily is accessible through all mobile phones - smartphones or feature phones using mobile app or USSD *888#.



Bank Account accessible to all
Irrespective of geographic location, purchasing power or phone type

Financial inclusion + modernise
Conduct multiple financial transactions digitally using next-generation digital technologies

Towards a digital, cash-light economy
Create a banking ecosystem of agents and merchants

IMPACT

Transforming financial inclusion

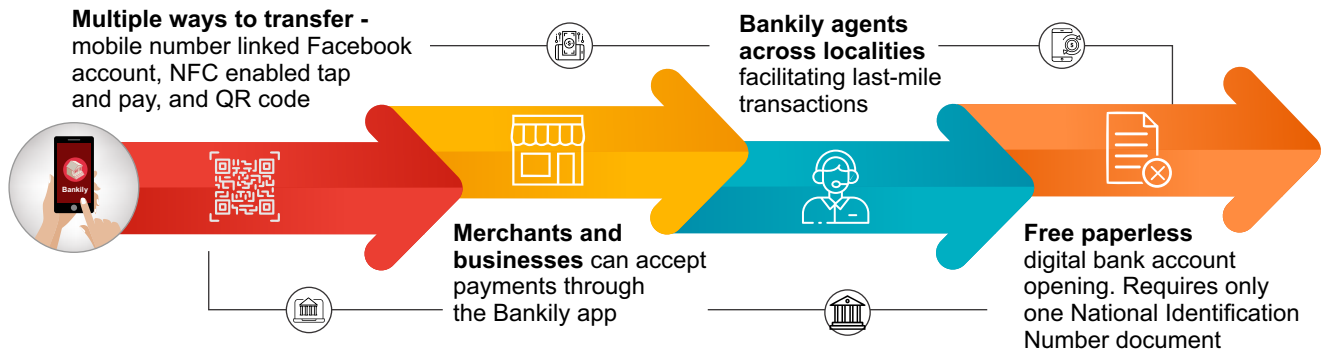
>100,000
customers registered via the Bankily app in just a few months

3.5%
of Mauritania's adult population has used Bankily since launch

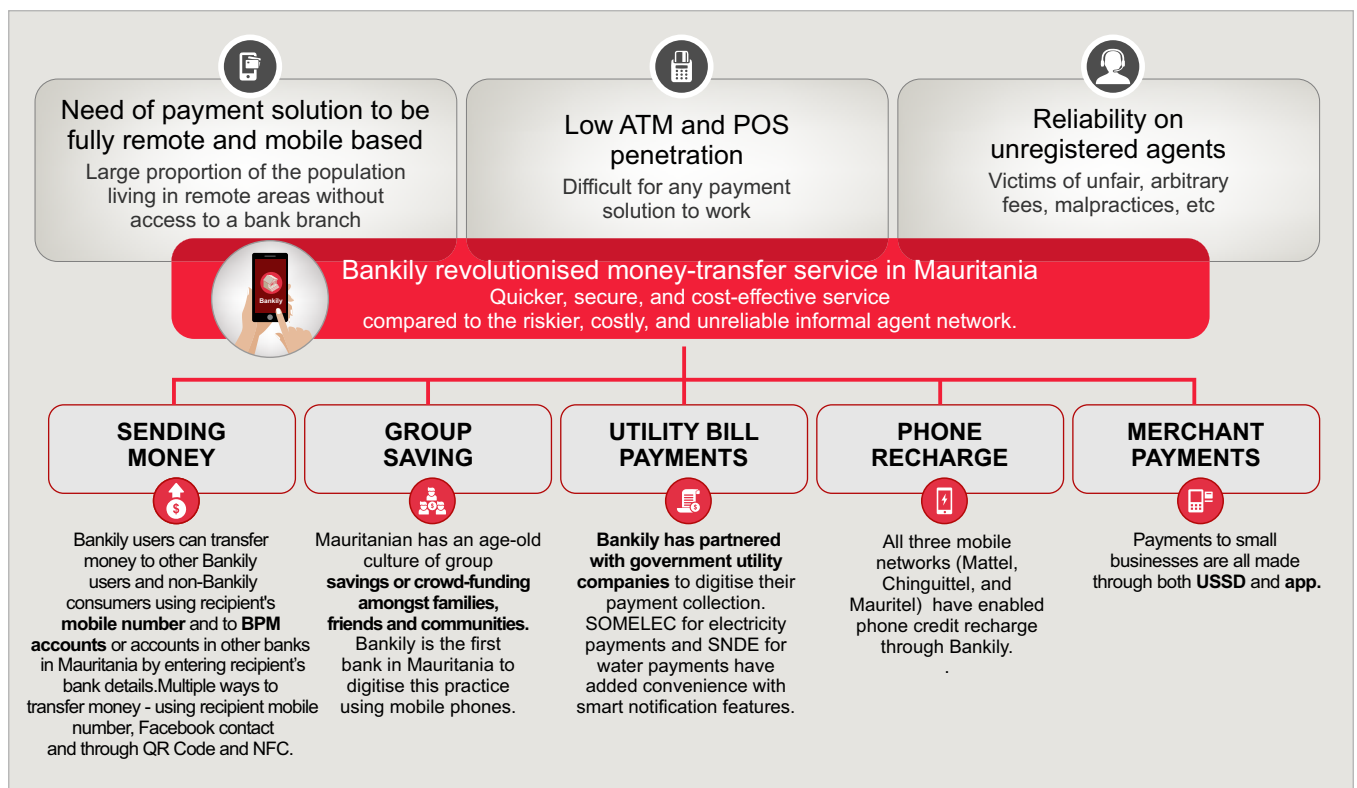
120+
Bankily agents across localities facilitating last-mile transactions.

>1200
merchants and businesses accept payments through the Bankily app.

Comprehensive mobile banking solution democratises banking for Mauritians



Addressing Unique Market Needs

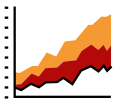


A Phenomenal Impact: Accelerating Financial Inclusion in Mauritania



World Class Banking Experience

Comviva's mobiquity® Banking Suite features instant **frictionless, convenient and secure banking and payment experience** which empowers banks to deliver a hyper-personalised experience. Bankily has app ratings of 4.3/5 on Google Play Store and 4.6/5 on the Apple Appstore.



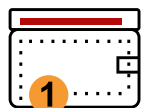
Rapid Adoption

Since launch in November 2020, over 100,000 customers have registered with Bankily, conducting millions of transactions - remarkable numbers not previously achieved by any bank in Mauritania.



Fintech Powered Digital Transformation

Within just a few months 3.5% of Mauritania's adult population are using Bankily, massively accelerating financial-inclusion in Mauritania. **Bankily is firmly on the path to becoming the largest financial service provider in the country.** To further boost financial inclusion, BPM has created an extensive Bankily agent physical network.



Award-Winning Service

Bankily has been recognized at the **Payments Awards 2020, Banking Tech Awards 2020, Emerging Payments Awards 2021**

Bankily won in 'Best B2B/B2C Banking Initiative' category Award 2020 in the 'Payment Infrastructure Award' category

It was highly commended at the Banking Tech Award 2020 in the 'Best Contribution to Economic Mobility in Banking/Finance' category.

About Comviva Technologies

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market, and flexibility to meet our customers' evolving needs better as they drive growth, transform, and bring efficiency. From maximising customer lifetime value to enabling large-scale digital transformation, we partner globally with communications and financial industry organizations to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries. They have delivered the benefits of digital and mobility to billions of people around the world.

For more information, visit us at www.comviva.com