



**MOST INNOVATIVE MOBILE OR FINANCIAL SERVICE PAYMENTS SOLUTION**

Sponsored by Global Processing Services (GPS)



**Airtel Money Uganda by Airtel Uganda and Comviva**

*“The Airtel Uganda Money wallet has shown that with the right partnerships it can make a difference to a whole country by providing financial services to the financially underserved whilst also providing a low cost of entry into digital payments for the merchants.”*

Airtel Money is one of the leading mobile money services in Uganda. Airtel Money leverages mobile technology to extend digital financial services to financially underserved population and create a digital economy. Airtel Money provides a mobile wallet to consumers linked to their mobile number, allowing them to transfer money, save, get loans and make payments instantly, easily and securely, anywhere, anytime. Airtel Money can be accessed by all phones via USSD \*185# or 'My Airtel' mobile app.



**The Project Explained**

Airtel, one of the largest mobile operators in Uganda, leveraged the ubiquity and popularity of mobile phones to launch 'Airtel Money' in February 2012. Airtel Money is powered by Comviva's mobiquity® Money platform. Airtel Money provides all customers a stored value account (virtual prepaid mobile wallet) linked to their mobile number, which acts as a unique identifier, similar to a bank account number. Hence, consumers can transfer money or make transactions by using the recipient's mobile number. The sender's mobile wallet is debited, while the recipient's mobile wallet is credited instantly. Customers only need an Airtel mobile connection. Those registered for an Airtel SIM are automatically registered for Airtel Money. They just need to self-activate the Airtel Money service on mobile phone and a secret PIN.

*“Mobile payments is only going in one direction, and that is up. We are seeing a large number of new propositions which are not even looking at having a physical card. They're mobile only propositions.”* Joanne Dewar, CEO of Global Processing Services

**Artel Money Key USPs**

- Omnichannel device agnostic
- Comprehensive: single-stop shop unified menu for all financial needs
- Affordable: registration, cash-in are free. No hidden account opening and maintenance costs. Money transfer, payments and cash-out have small service-fee
- Secure: all transactions are PIN protected. 3DES data encryption
- Expansive agent-network facilitating last-mile services of deposit and withdrawal
- Extensive partner network consisting of merchants, businesses, money transfer operators and NGOs facilitating services like merchant payments, salary payments, international remittance and financial-aid disbursement
- Hassle-free: only SIM registration and Airtel Money activation required.

**What Made This Initiative Unique**

Airtel Money is enhancing financial inclusion and digitising payments by adopting the following approach:

- Providing easy to register and affordable financial accounts using mobile phones
- Creating expansive last-mile financial infrastructure (agent network) at low costs;

- Replacing informal remittances with quick, convenient, affordable and secure formal remittances
- Helping unbanked customers to securely save money and get loans quickly and digitising Savings and Credit Cooperative Organizations (SACCOs) and Village Savings and Loans Associations (VSLAs)
- Allowing payment collections digitally and remotely, reducing associated time and cost
- Enabling merchants to go digital at low costs
- Facilitating efficient bulk payments like salary payments and financial aid disbursements;
- Boosting new businesses and start-ups with digital payments.

**More about the company:**

Official website: [airtel.co.ug/airtel\\_money](http://airtel.co.ug/airtel_money)

[customerservice@ug.airtel.com](mailto:customerservice@ug.airtel.com)

**Congratulations to the other finalists**

Stocard by Wirecard (Silver Winner)

