

## Development

Geographical divide/Digital divides/**Essential services: financial services**/access to energy/m-Women/agriculture and health/Entrepreneurship

# Developing innovative essential services: financial services

## Challenges/vision/convictions

As part of its global 'Orange for development' approach, the Group works with partners to design appropriate products and services that best drive growth, particularly in the Africa and Middle-East region. Several transformation focuses have been identified, including:

- agriculture, health, women's empowerment, access to energy >> see dedicated documents
- financial services to facilitate access to banking services via mobile, breaking free from the constraints of traditional banking networks with their limited distribution

## Indicators/Key figures

**Bank account ownership rates in sub-Saharan Africa: 35% of the population** (source: GSMA, 02/18)

**More than 40% of the population actively use mobile money in seven African countries** (source: GSMA, 02/18)

**340 million mobile money accounts in sub-Saharan Africa, an increase of 18% between 2016 and 2017** (source: GSMA, 02/18)

**Orange Money: 37 million customers**, with 12 million monthly users and more than 33,000 points of sale in Africa (at the end of 2017) – 40 million customers in mid-2018.

**Orange Money** is a mobile banking solution that allows users to withdraw money in cash, pay bills, make payments in partner retailers, transfer money to friends and family, buy mobile phone credit, transfer money from their bank account to their Orange Money account and vice versa, and more.

Orange Money is celebrating its 10<sup>th</sup> anniversary, and the service is now available in **17 African and Middle-Eastern countries**: Botswana, Burkina Faso, Cameroon, the Central African Republic, Côte d'Ivoire, the Democratic Republic of the Congo, Egypt, Guinea, Guinea-Bissau, Liberia, Madagascar, Mali, Mauritius, Niger, Senegal, Sierra Leone, and Tunisia. In 7 countries, Orange Money has been given Electronic Money Institution status.

## Roadmap

- Improve interoperability to allow customers with bank accounts to transfer money from or to their bank accounts or e-wallets held with other telecoms operators
- Expand BtoB activities, such as paying employees or suppliers
- Offer innovative services using Orange Money as a payment method
- Offer loan and savings services in partnership with credit institutions (pico-loans and savings services).



## Themed documents

# Corporate Social Responsibility

### 2017 news/achievements

- The money transfer service operates for transfers between France and Guinea and France and Madagascar; for regulatory reasons, money transfers to Mali, Côte d'Ivoire and Senegal have been temporarily suspended.
- In 2016, Madagascar became the first country to launch interoperability between three operators, and Cameroon launched a Visa card linked to an Orange Money account.
- Development of services such as mobile payment of taxes in Burkina Faso, payment of school fees in Côte d'Ivoire, and payment of car taxes in Cameroon, etc.
- Orange is working in partnership with the Première Agence de Microfinance (PAMF) to provide access to an innovative savings and loan service, available via Orange Money accounts in Madagascar.
- Liberia update: on 18 May 2017, Orange launched its brand in Liberia with Orange Liberia. One year on, Orange Money has over 300,000 customers, of whom 8% are active customers, and is the first operator to have launched government tax collection via Orange Money, with support from President Georges Weah. Orange is aiming to reach 900,000 Orange Money customers in Liberia and an increased proportion of active users.

#### To learn more...

- [Orange for Development](#)
- [Mobile financial services from Orange](#)
- [Orange Money](#)
- [Digitall](#)