Optimizing Faster Payments

A Regional Payments Landscape Review

An industry Report by 4SiGHT Research & Analytics, commissioned by Visa

April 2022

VISA | 4SiGHT
Our insight drives your foresight

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Foreword

These are exciting times to be in payments as the world demands greater precision, speed and reliability when sending and receiving funds. Stakeholders inside the payments ecosystem continue to innovate to keep up with the demand and ensure that their customers are in positions where they can benefit. This includes payment networks, banks, technology companies and governments supporting myriad use cases, geographies and industries. The progress made by the payments industry in recent years has propelled the globe to expect fast, safe and seamless payment experiences, and so it is now not a question of whether a faster payment solution or a global network is the right method to use, but more a question of which solution and network is best.

Visa is the hub for much of this activity, enabling its partners to exceed market expectations through offering business, government, small merchants and individuals an optimized payment experience. This concept is similar across markets and regions, be it, Africa, the Middle East, or elsewhere. Visa understands the value of moving money faster, getting it in the hands of small businesses, workers, constituents, and those that need it most, and we believe the right solutions will have a profound impact on economies and societies globally.

To that end, in an effort to refine market understanding of payment sender and receiver preferences, Visa commissioned research with 4Sight Research and Analytics in Africa, the Middle East, and Eastern Europe. The research sought to understand the preferences of consumers and small businesses to receive payments, along with merchant priorities for disbursing funds. Specifically, this analysis explored improving the customer experience and methods to provide a smooth, digital experience that meets fast-changing consumer preferences and rising global payments challenges, covering funds disbursements and person-to-person money transfers.

This research clarified solutions and a path forward to meet the requirements of consumers and businesses. With Visa Direct, Visa is well positioned to meet the momentum for faster and more reliable payment transfers and disbursements, providing fast, secure and convenient solutions for Visa's ecosystem of clients and partners. As the concept of faster payments continues to evolve, we will keep investing in technologies that make Visa the best way to pay and be paid.

Uttam Nayak

SVP, Visa Direct, CEMEA

Executive Summary

The payments landscape has seen a significant shift over the last two years. While digitisation of the payments industry is certainly not new, a rapid acceleration brought on by the COVID-19 pandemic has seen an increase in behaviour shifting away from traditional payment methods to becoming increasingly cashless. It is estimated that global cashless payment volumes are set to increase by more than 80% from 2020 to 2025 . With this shift, consumer and business expectations have increased in relation to speed of transfer, with expectation that funds should be reflected within minutes, if not seconds.

This report looks at the current payments landscape in Ghana, Nigeria, South Africa, the UAE, and Serbia and examines what the future holds for payments across these markets. In this paper, we examine the preference of consumers when it comes to Peer to Peer (P2P) payments, as well as merchant fund disbursement.

75% of consumers are interested in switching to a faster payments solution

70% of merchants would request their payor to pay them with a faster payments solution

69% of merchants would be interested in a faster payments solution that provides instant transfer with real-time notifications

[1] Analysis by PwC and Strategy & https://www.pwc.com/gx/en/industries/financial-services/publications/financial-services-in-2025/payments-in-2025.html

Peer to Peer (P2P) transfer

- With the decline in cash usage, in most markets account-to-account transfers are the predominant payment method used by consumers for domestic P2P transfers (Ghana is the only market where this isn't the case). The convenience of online banking and the security provided by banks means this is the go-to choice. Additionally, speed of transfer via this method has dramatically improved over the years, with consumers in most markets perceiving their transaction to be instantaneous.

- However, frustrations still exist particularly in relation to the ease of adding beneficiaries and the process of sending funds overseas. Additionally, in African markets consumers are limited with payment options for those who don't have a bank account, with account-to-account irrelevant for these transactions. And while most domestic transactions are considered to be fast, cross border transfers can still take several days to reach the intended recipient.

- Across markets, new methods of payments are growing in popularity, with mobile payments and e-wallets being the predominant growth players in African markets and card-to-card in Serbia. In Ghana, MTN MoMo, a mobile money payment provider, has virtual dominance of P2P transfers, with the vast majority (89%) of domestic consumer P2P payments using this method. In South Africa and Nigeria, while still far behind account-to-account and cash transactions, mobile payments and e-wallets are growing in popularity filling the need gap for instant, low/no cost transfers for smaller value transactions.

- However, these new methods of payments come with their own drawbacks the most significant being lack of valid proof of payment, or ability to easily track payments. As well as a slow and cumbersome reversals process should anything go wrong with the transaction.

Figure 1: Domestic P2P Transfer Methods by Volume of Transactions

For more information, please see Annex on page 48

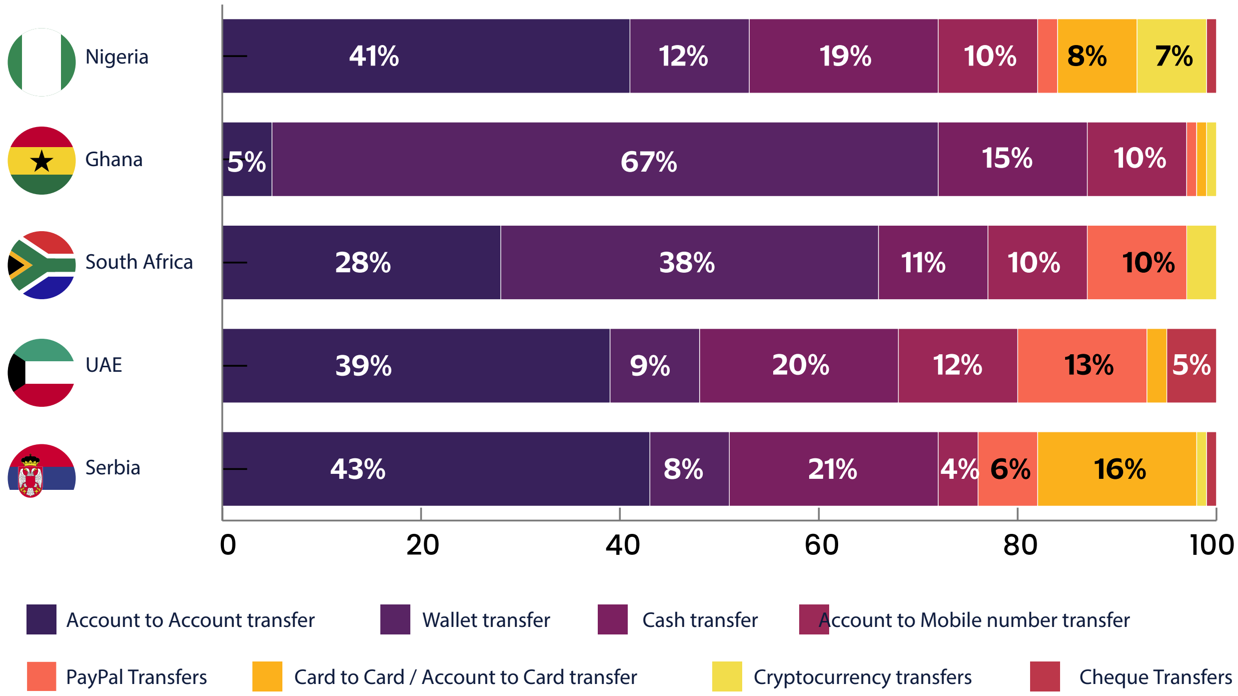
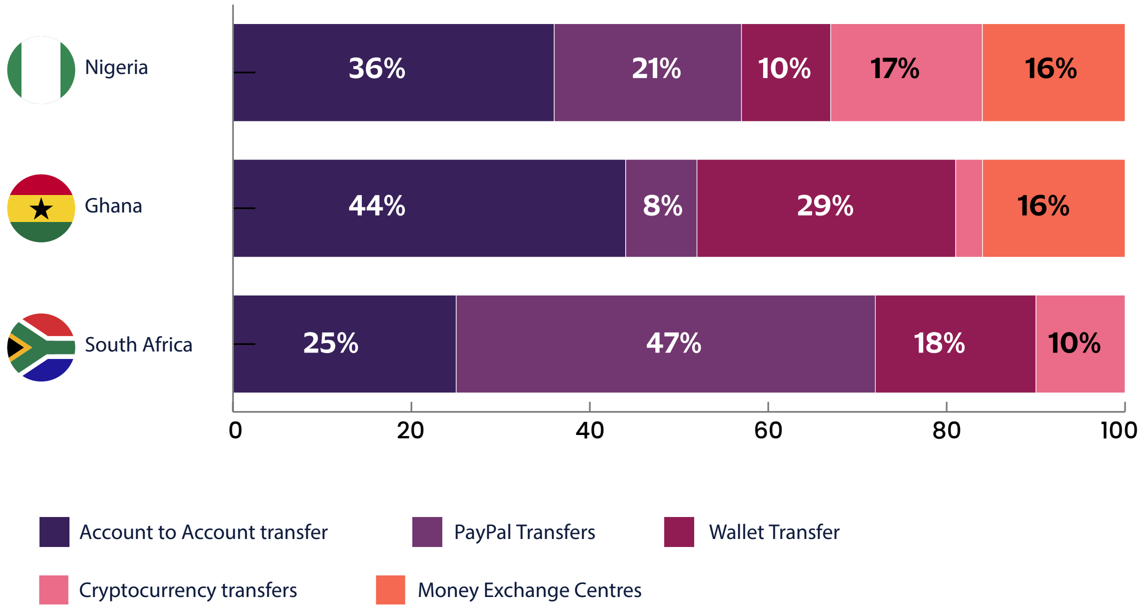


Figure 2: Intra-Africa Cross Border P2P Transfer Methods by Volume of Transactions

For more information, please see Annex on page 48



Merchant Fund Disbursement

- For merchants, their core focus for fund disbursement is on the security and reliability of the recipient receiving the funds. While instant transfer is desirable, proof of payment is absolutely critical as it provides reassurance of successful transactions; 39% would choose a solution that gives better control over tracking payments. Across most markets, difficulty managing cash flow in order to pay suppliers was the biggest issue of delayed payments.

- Account-to-account transfers are the dominant payment method for domestic funds disbursement, providing the necessary level of security and confidence in the payment method, along with valid proof of payment. Interestingly, across all markets, merchants perceive account-to-account transfers as slower compared to consumers. This presents an important need gap for merchants, for a solution that offers both security and reliability along with a faster speed of transfer.

Figure 3: Domestic Merchant Fund Disbursement by Volume of Transactions

For more information, please see Annex on page 48

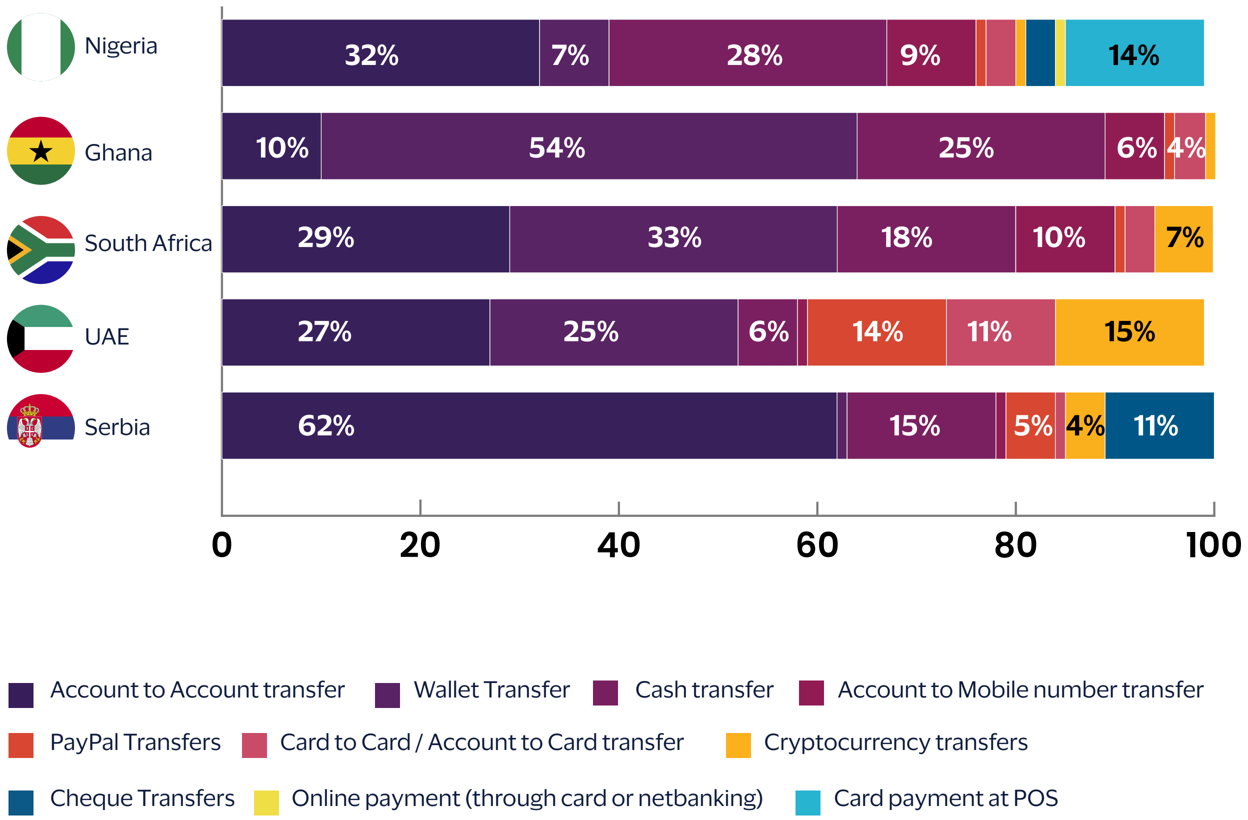


Figure 4: Intra-Africa Cross Border Merchant Fund Disbursement Methods by Volume of Transactions

For more information, please see Annex on page 48

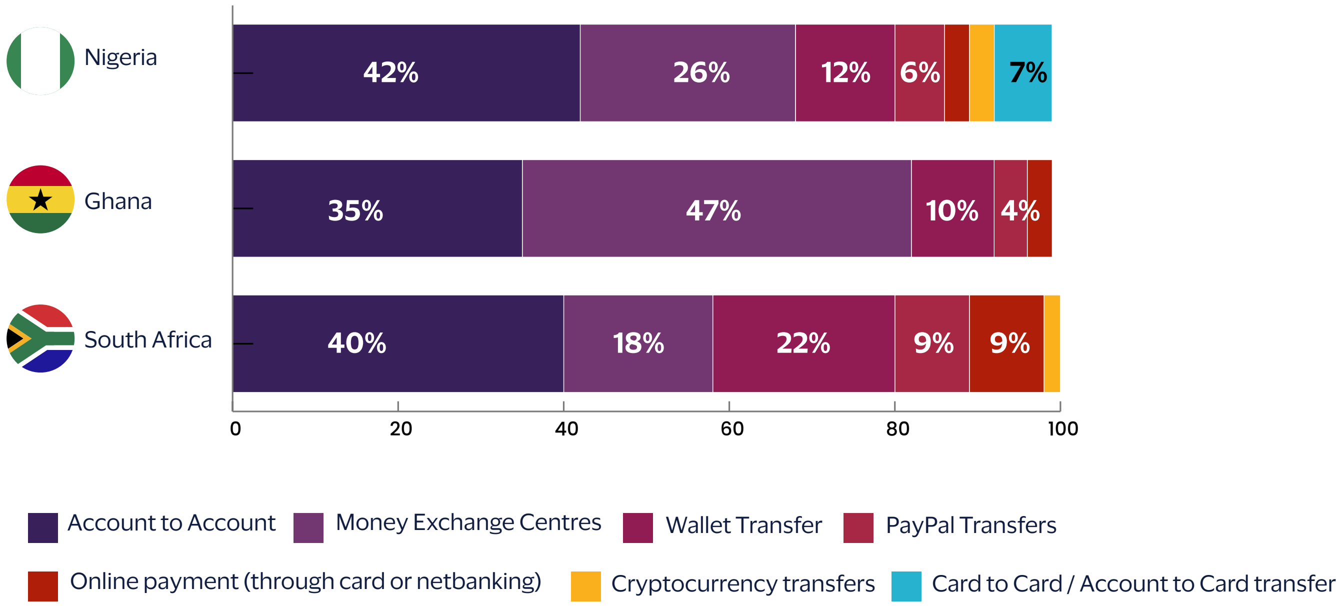
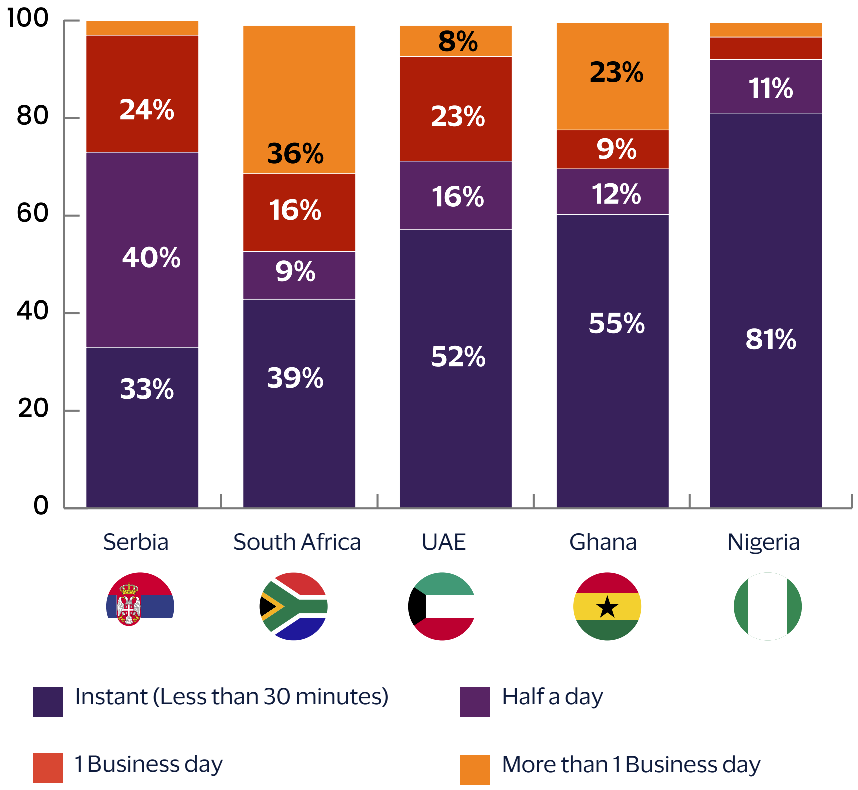


Figure 5: Time taken for Account-to-Account Transfer (%) by Volume of Transactions

For more information, please see Annex on page 49



- Intra-Africa cross-border transfers pose significant pain points with respect to the time taken to receive funds, as well as high charges ranging anywhere between 3% to 15% of the value of the transfer. Though options are available, satisfaction levels are low. Registering an international beneficiary takes time (1-3 days in many cases), and with respect to speed of transfer, the slower time to receive funds could mean a big business opportunity loss not getting access to funds.

“

A delay of 2-3 days in receiving payments causes anxiety and loss for business. But we also need to be careful to use proper channels for making large transfers.

Our research with consumers and merchants revealed that none of the current payment solutions are fully delivering to consumer and merchant needs, and that there is room for a solution that delivers the following capabilities, which are absent from most payout experiences:

Real-time and truly instant transfer with notifications:
End to end process completed within few seconds. The sender and receiver are notified in real-time about the successful completion of the transfer

Insights into account activity:
System to be able to track the movement of funds and generate electronic records as valid proof of payment, and confirmation of receipt

Faster and easier process for registration of beneficiary:
Registering a beneficiary can be done using just mobile number and name, without a lengthy process of authentication required

Faster and easier refund process:
Refunds should be processed fast, almost instantly to within 24hrs

Faster and seamless international transactions:
Instant cross border transfers, or at least within 2-3hrs

Platforms independent of the internet:
For markets where internet is not reliable, a solution that can be independent of internet connection is desired

1

Introduction

The payments landscape has changed dramatically over the last decade, with an acceleration in behaviour change seen in the last two years due to the COVID-19 pandemic. The pandemic has driven digitization of almost all aspects of life, from shopping and food delivery to education and working. This shift is reflected in the total number of real-time transactions, which in 2020 was $70.3 bn, up 41 percent compared to 2019. Additionally, the real-time share of global electronic transactions in 2020 was 9.8 percent, up from 7.6 percent in 2019; it is predicted to be 17.4 percent by 2025. Alongside this drive to real-time is mobile wallet adoption which rose to a historic high of 46 percent in 2020, up from 40.6 percent in 2019 and 18.9 percent in 2018. Total mobile wallet transactions amounted to $102.7 bn in 2020 and are expected to reach $2,582.8 bn by 2025 .

Expectations have changed along with this shift to digitization, in particular the expectation of the speed in which transfers should occur. With a proliferation of faster payment options in the form of digital and mobile wallets, as well as the improvement in payment processing of traditional account-to-account methods, consumers and merchants alike now expect domestic payments to be within an instant. This has implications to what the future of the payments industry looks like, with speed no longer providing a differentiating factor, but more a basis on which other benefits should be built.

For both consumer P2P payments and merchant fund disbursement, while many transfer options are available for domestic payments, only a few are used frequently and account for the major volume of payments within each market. These are often ingrained payment methods that users are comfortable with and find convenient. They provide speed and the perception of being a safe and secure method, however, most have significant drawbacks. But while alternatives may provide an even better speed, or perhaps are more accessible to larger sections of the unbanked population, they fall down on critical aspects such as the perception of being 'safe'. When it comes to cross border solutions, there is a real lack of any solution that delivers to the core need of speed, with most delivering on just security and convenience.

[2] https://www.businesswire.com/news/home/20210329005045/en/Global-Real-Time-Payments-Transactions-Surge-by-41-Percent-in-2020-as-COVID-19-Pandemic-Accelerates-Shift-to-Digital-Payments---New-ACI-Worldwide--Research-Reveals

2

Domestic Consumer P2P Payments

Digital as a way of life

Across all markets, dependence on and use of technology is omnipresent covering almost every sphere of life. Everything is happening online, from grocery shopping, food delivery, taxi services, online classes for students, money transfer, paying utility bills... the list goes on. Along with this switch to digital is the increase in the usage of smartphones for convenience. This widespread usage of apps for daily life, has had the impact of increased confidence in doing payment transactions online.

Looking at specific markets, the UAE has one of the highest smartphone penetration rates with high access to internet connectivity. Additionally, the Government is driving a policy to make the UAE a cashless society, therefore there has been a move in recent years to improve the digital payment ecosystem in the country.

Ghana and South Africa have high mobile penetration, and while internet access is lower and strength of internet connection or mobile data is a concern, consumers do not consider it a limitation and use their smartphone for almost everything from online shopping, education, money transfer, to communicating with family.

Nigeria has fairly low mobile penetration, although this is growing at a rapid rate. And like Ghana and South Africa, consumers are becoming more comfortable with living life online and conducting daily transactions via the internet.

This shift is being reflected in the types of methods used for P2P payments across markets. While frequency of using cash remains relatively high, the overall volume of cash as a proportion of P2P payments is now much lower than other methods in each market. This indicates that cash is only being used for smaller value transactions. Ghana and South Africa have embraced new technologies with mobile and e-wallets being the predominant method by volume, in particular in Ghana MTN MoMo, a mobile money payment solution, accounts for two-thirds of the P2P payment volume with close to 90% having used this method in the last 12 months. In other markets of Nigeria, the UAE and Serbia, account-to-account transfers make up the largest volume of P2P payment volume, although in terms of frequency of use it is at a similar level to cash.

Before Covid-19, it was mandatory to go to the bank or various offices to make payment, but right now, making payments is easier with just the tap of a button on your phone.

Figure 6: Domestic P2P transfer methods by Volume

For more information, please see Annex on page 49

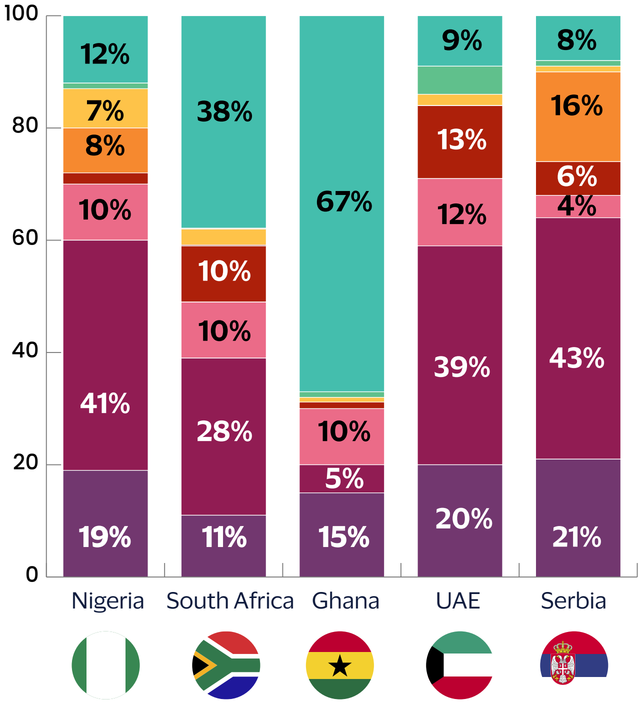


Figure 7: Domestic P2P transfer methods used in the last 12 months

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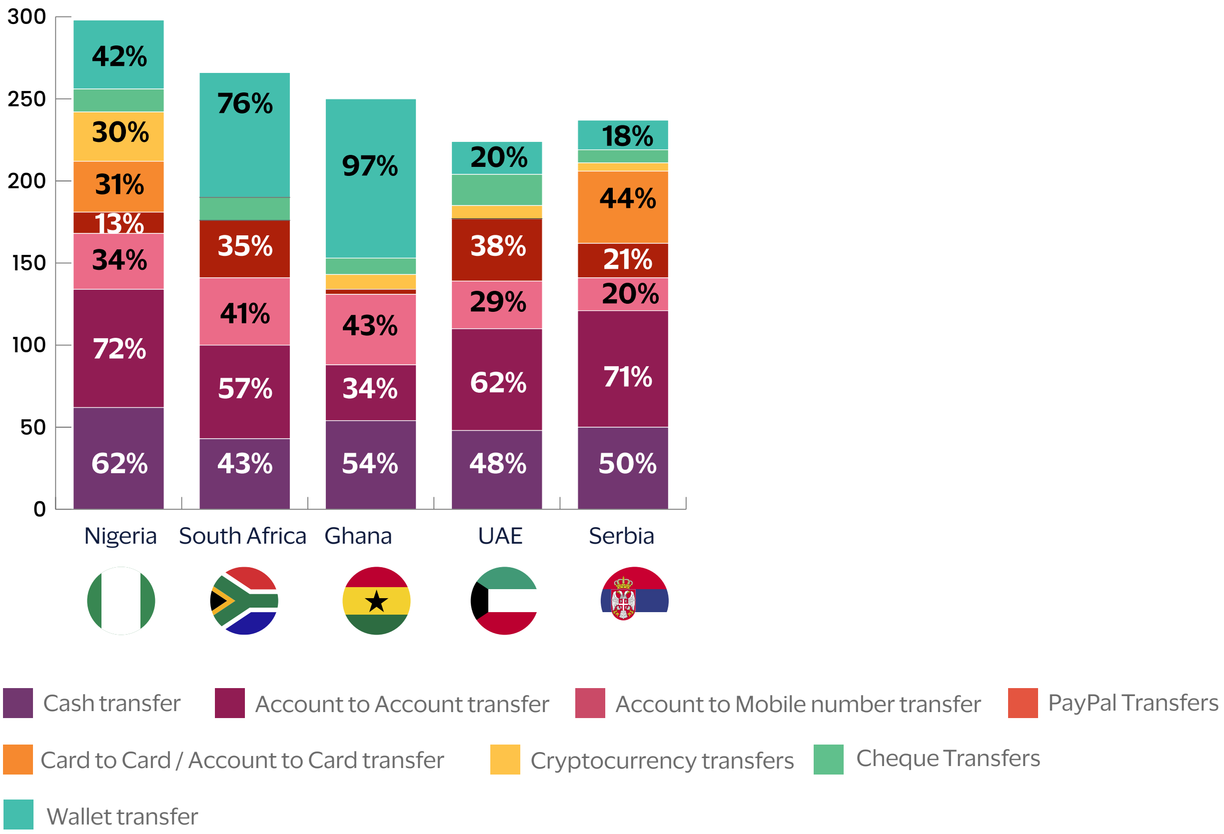


For consumers, P2P payments are most commonly made to provide money as a support to friends, family or colleagues (64%) or paying for services provided (61%). Additionally, paying for house rent or household support services was done by half (53%), while splitting a bill was cited by 39%.

Instant is an expectation, not a differentiator

A plethora of payment options are available for domestic P2P transfers that are considered to be instant by consumers, including account-to-account, mobile payments and digital wallets.

While many consumers still rely on cash transfer for smaller value transactions, as seen above, its volume is now well below other methods across all markets.

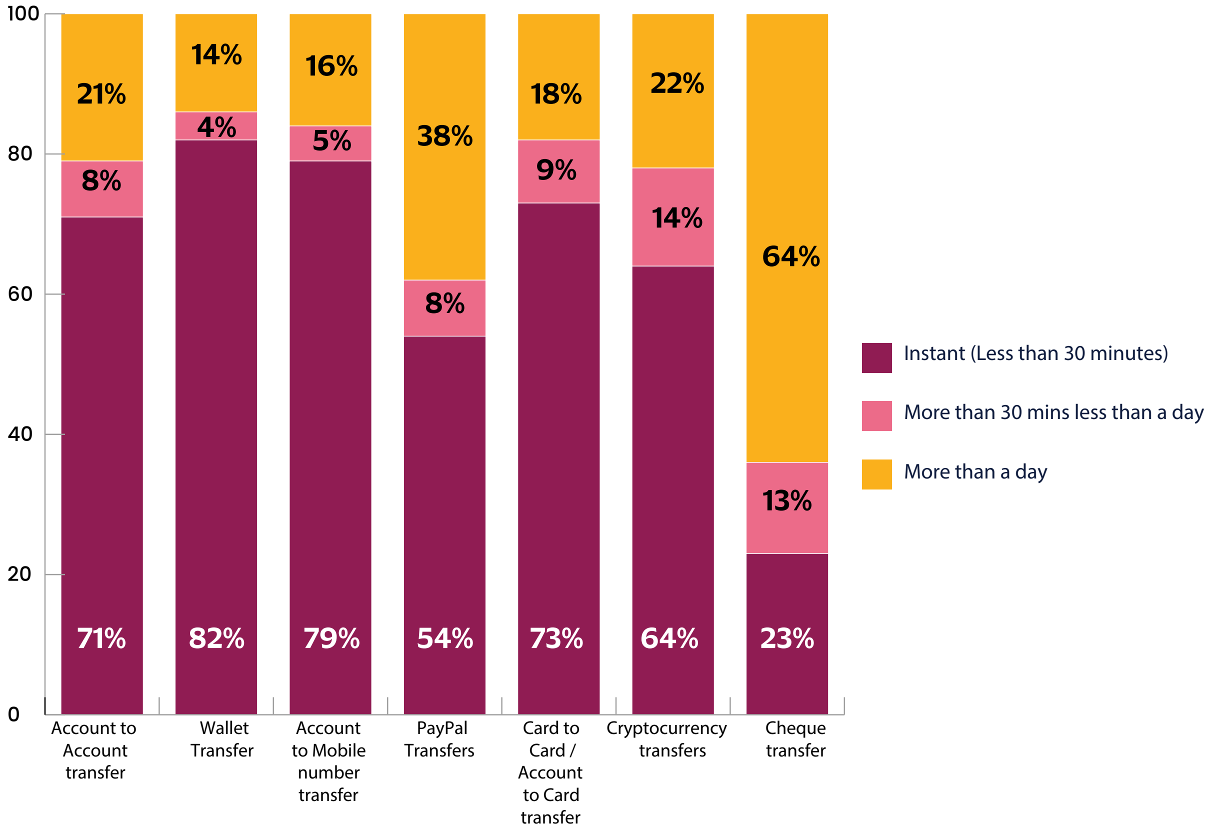
We love to see instant! Money transfer is super fast these days with the help of technology. Effort required is minimal and everything is done in a few seconds.

Wallet payment, including digital wallets and mobile wallets, is growing in prominence, especially in South Africa and Ghana where it accounts for the largest volume of P2P domestic transfers. In the other markets of Nigeria, the UAE and Serbia, account-to-account remains the predominant method.

Most consumers consider their P2P transfers to happen in an instant, with the most popular payment method in each country supporting an almost immediate money transfer. Wallet transfer remains the fastest method of domestic P2P payments, with 82% of consumers claiming transactions using this method are processed within 30 minutes. This has set the expectation of speed being a hygiene factor for P2P domestic transfers, it is no longer a differentiator. However, compared to real-time transfer, there is still scope for a future solution to further bridge the gap and provide a faster transfer solution (i.e., within seconds).

Figure 8: Time taken for different transfer methods

For more information, please see Annex on page 49



Benefits of P2P domestic payment methods

With speed of transfer being an expectation, other factors consumers are focused on for P2P payments include the ease and convenience of conducting the transfer, and how secure a method is. Ease and convenience relate to a number of different aspects. Firstly, is the ability to do a transaction online or via a mobile phone, and not having to visit a bank. Secondly, the method is quick to do; for example, adding a beneficiary is a simple process that doesn't need too many details, or sending money can be done with just a few clicks of a button in an app. Thirdly, it means the method is accessible to everyone, that your intended recipient has access to the funds.

Accessibility to all is a huge issue, particularly in the African markets we investigated. The proportion of 'unbanked' consumers in Nigeria, Ghana and, to some extent, South Africa means that new payment methods are required, other than account-to-account transfers, to move consumers away from cash. The World Bank had a goal under its United Financial Access program that by 2020, adults, who currently aren't part of the formal financial system, are able to have access to a transaction account to store money, send and receive payments as the basic building block to manage their financial lives . While this is some way off, the growth of mobile and e-wallets is beginning to fill that need gap when it comes to domestic P2P payments.

For a method to be considered secure, it has to be trusted that the method is reliable, and the funds will reach the intended recipient, it has to be safe from fraud or hacking, in case of reversals it has to be easy to get your money back, and you do not have to disclose too many details to complete the transaction.

When it comes to the various payment methods currently in use, account-to-account transfer, in general, is perceived as safe and secure since it involves the banking infrastructure, there is trust that the funds will reach the recipient and it is secure from fraud. Additionally, the proof of payment received is considered a valid form of receipt, as well as the ability to easily keep track of payments. For markets such as Serbia, government regulations with digital wallets have meant bank account-to-account transfers are the safer option to ensure they are complying with latest requirements.

On the other hand, mobile and digital wallet payments provide ease and accessibility. Transactions can be done quickly and seamlessly through the phone and in markets such as Ghana where penetration is very high, it is available to all.

Pain points of P2P domestic payment methods

All methods currently used have significant pain points associated, with no solution delivering to all consumer needs. While there are common themes across markets, each market also has its own unique issues with the payment methods available.

- Issues faced while registering a beneficiary
- Challenges in refunds/reversals
- Inconsistent internet hampers online/app-based transactions
- Restrictions on timing for making transfers
- Doesn't generate a receipt / valid proof of payment
- International transfer can be a tedious process
- High transfer charges for local and international transfer

[3] https://www.worldbank.org/en/topic/financialinclusion/brief/achieving-universal-financial-access-by-2020

In **South Africa,** account-to-account transfer is the most commonly used method for domestic P2P transfers and users have the option of traditional EFT which typically takes 1-3 days to process, or instant RTC which is a real-time solution but comes at a cost. Consumers choose this method for P2P payments due to the fast processing (for a fee), the ability to track payments and save records, and the safety and security provided by bank transactions. But they still face hurdles and pain points with this method, most notably in relation to the speed versus cost, the process of adding beneficiaries which can take several days, and the unreliability of internet causing transactions to fail. Account to mobile and e-wallets are the growing opportunity domestically, filling the need gap for instant, low/no cost transfers for smaller value transactions. Currently these mobile payments and e-wallets are mostly dominated by bank offerings. However, there are major pain points including a difficult reversals process, difficulty in tracking payments, limits on funds transfer, and time limitations on accessing the funds.

In **Nigeria,** account-to-account transfer is the dominant method which delivers fast speed, is considered to be safe and secure, and allows for easy tracking of payments made. However, with only 39.7% of consumers having a bank account accessibility is a major issue with this method, as well as issues around the reliability of the internet. Additionally, consumers trying to make an account-to-account transfer have to provide a lot of information prior to the first transfer.

“

I am looking forward to seeing an application that is reliable, fast, secured with minimal internet connection. The internet connection is really bad at times and when transactions don't go through.. it is really stressful.

In **Ghana,** MTN MoMo, a mobile money payment solution has complete dominance over the P2P domestic transfer market because of its fast speed, ease of use, accessibility to all and freedom from the internet (transfers can be made via USSD rather than internet). However, lack of valid proof of payment and a long wait for reversals or refunds are the major pain points for consumers.

In the **UAE,** account-to-account transfer is the dominant method due to fast processing, the perception of safety with banking institutions, and the ability to track and save records. However, frustrations include the 2pm cut off time for transfers to be made in order to be processed the same-day, and the process of registering a beneficiary which can take 1-2 days.

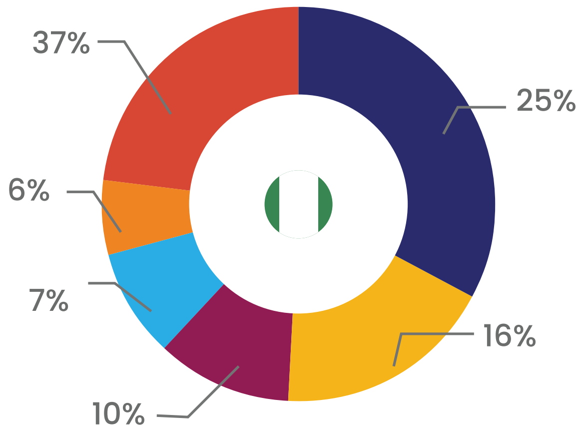
Finally, in **Serbia,** account-to-account is also the dominant method for P2P domestic transfers, with approximately three-quarters believing these transactions to be instant (<30mins). They are also seen as convenient, safe, secure, and importantly it provides legitimacy to meet government requirements. In Serbia, the process of registering a beneficiary is the biggest pain point for consumers.

3

Intra-Africa Cross Border Consumer P2P Payments

The main markets which make up approximately 50% of the payment corridors for each market were Ghana, South Africa and Benin for payments originating from Nigeria; Nigeria and Togo for payments originating from Ghana; and Zimbabwe, Botswana and Lesotho for payments originating from South Africa.

Figure 9: From Nigeria



[4] TBC

Figure 10: From Ghana

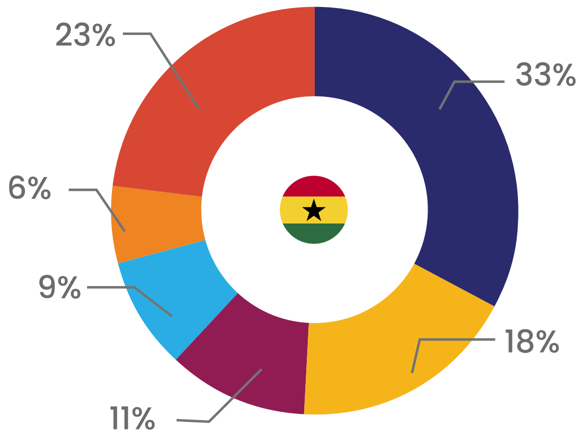
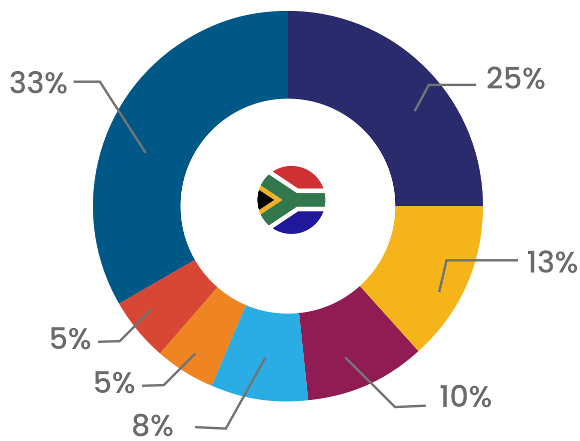


Figure 11: From South Africa



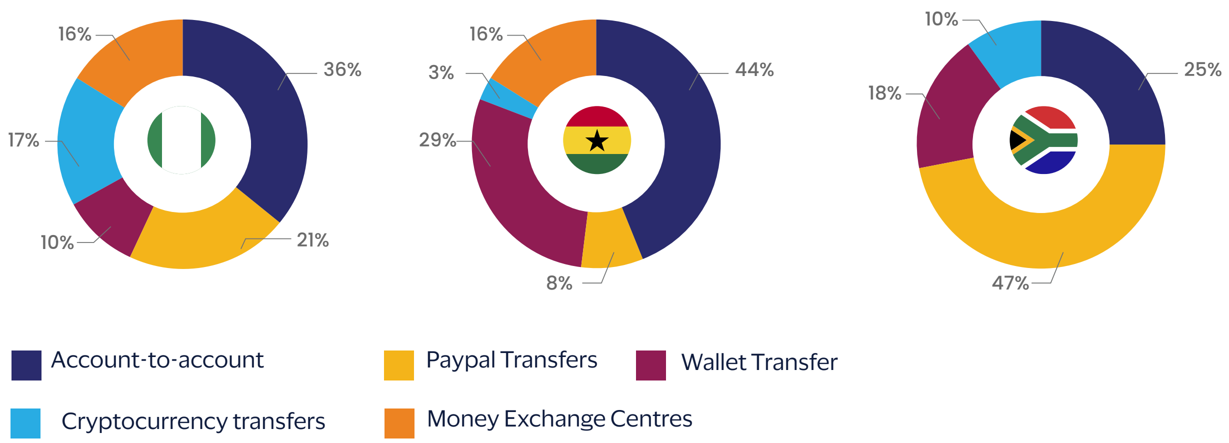
Traditional methods dominate with limited new solutions available

Account-to-account transfer accounts for a third of the cross-border money transfers within the African markets investigated, mainly due to regulatory constraints in using other payment modes. PayPal is a dominant method used in South Africa, as it is considered safe, fast, and has lower transfer charges compared to other methods.

For account-to-account transfer, safety and security are the major drivers across the three markets. Consumers have trust in bank facilitated transactions and they can visit the bank in case of disputes. Additional driving factors are the ability to maintain and generate records with the account-to-account transfer. With funds being transferred within 24hrs to few days, consumers are comfortable opting for account-to-account transfer for intra-Africa cross border.

Figure 12: Intra-Africa cross border P2P payment methods by volume

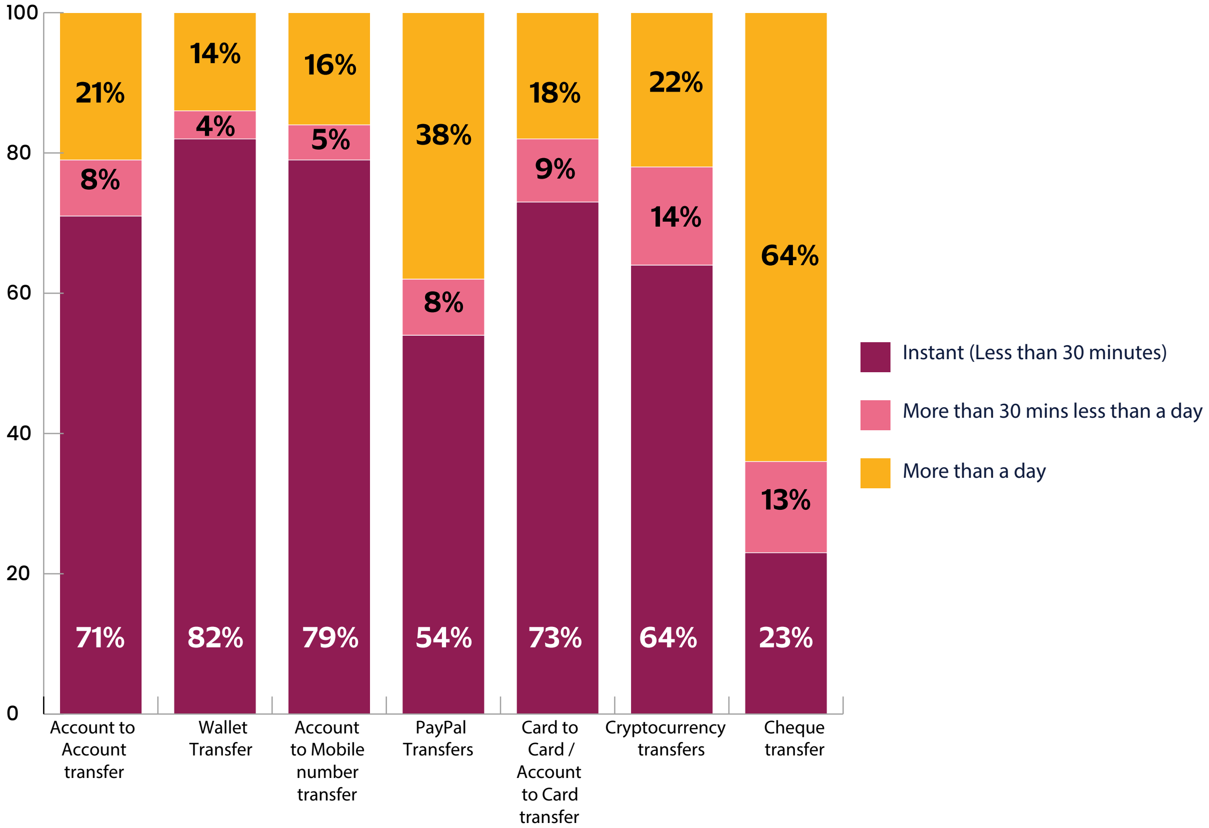
For more information, please see Annex on page 50



Although account-to-account Transfer accounts for the majority of intra-Africa cross-border P2P transfers, it is not the perfect solution available. Instant transfer is not as common for cross-border payments as is seen with domestic payments. Only 58% of consumers claim these transfers are completed within 30 minutes. Typically, transactions can take up to days to be reflected in the receiver's account, making it a time-consuming process. Additionally, the complexity of the process is a significant pain point. Adding beneficiaries is time-consuming (taking more than 2 days in some cases) and may require consumers to visit the bank. Alongside the complexity, account-to-account transfer incurs high transfer fees.

Figure 13: Time taken for different transfer methods

For more information, please see Annex on page 50



Another commonly used traditional method is money exchange centres. These are seen as safe, secure and relatively convenient. The amount sent, is also the amount received by the recipient with charges borne by the payer and no unexpected fees being taken from the transferred fund. However, while the perception of the payer may be that it is instant, for the receiver we know that actual use of the money may not be possible for a day or more. Additionally, consumers may have to visit the center to initiate the transfer, and it frequently incurs high transfer rates/commissions.

For PayPal transfers, consumers do not need to share banking details for the transfer, making PayPal easy to use. PayPal also enables ease of transfer, with funds getting transferred directly to the recipient's PayPal wallet, making it fast and seamless. But while PayPal has the benefit of being easy and convenient, safe, and with perceived lower charges, it has several drawbacks. The major pain points being, standard transfers take 1-3 days, or consumers have to pay a high cost for an 'instant' option, and it doesn't operate in all markets.

For intra-Africa cross-border P2P transfers, no single solution is delivering on being consistently instant, easy and convenient, safe and secure, with reasonable transfer charges.

4

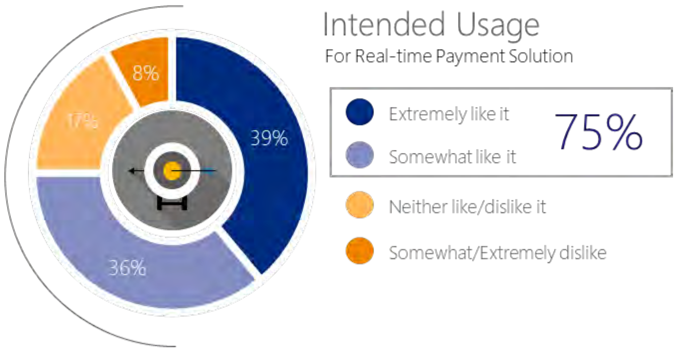
What Is The Future Of P2P Payments?

With account-to-account transfer not consistently fast and easy, and mobile and e-wallets not providing the level of trust and security for many, there are opportunities for next-generation transfer solutions to provide the best of both worlds. Additionally, the lack of next-generation options currently available for intra-Africa cross-border P2P payments indicates an opportunity for a solution to deliver both an enhanced domestic transfer experience, as well as a new option for cross-border transfers. In particular a solution is sought that would deliver the following benefits:

Interest in a new faster payments solution was relatively high across all markets, with 75% intending to use a solution that provided a fast, safe and secure transfer, which allows for both domestic and cross border payments. Features that drove interest were receiving notifications for both the payer and payee on completion of transaction, capability of instant retrieval of payments in case of wrong transactions and the solution being integrated with multiple banks and systems. This final feature was seen to be beneficial due to a perception that if it is compatible with multiple banks and systems, there would be no delay to payments, as well as indicating a level of reliability and security of the solution.

Figure 14: Intended usage of a real-time payment solution

For more information, please see Annex on page 50



Given the issues experienced with cross border payments such as slow speed, high transfer charges and the hassle of either visiting the bank or money exchange centers, there is a strong intent to switch for a faster payments solution that can deliver speed and security, through an easy to use digital or mobile tool that would reshape P2P cross-border transfers.

5

Domestic Merchant Fund Disbursement

Merchant fund disbursement transactions revolve around core business functions, such as payment made for products/services, product delivery charges, and business expense reimbursement to staff. Typically, payments are being made several times a week across all markets.

Figure 15: Reasons for making fund disbursements

For more information, please see Annex on page 50

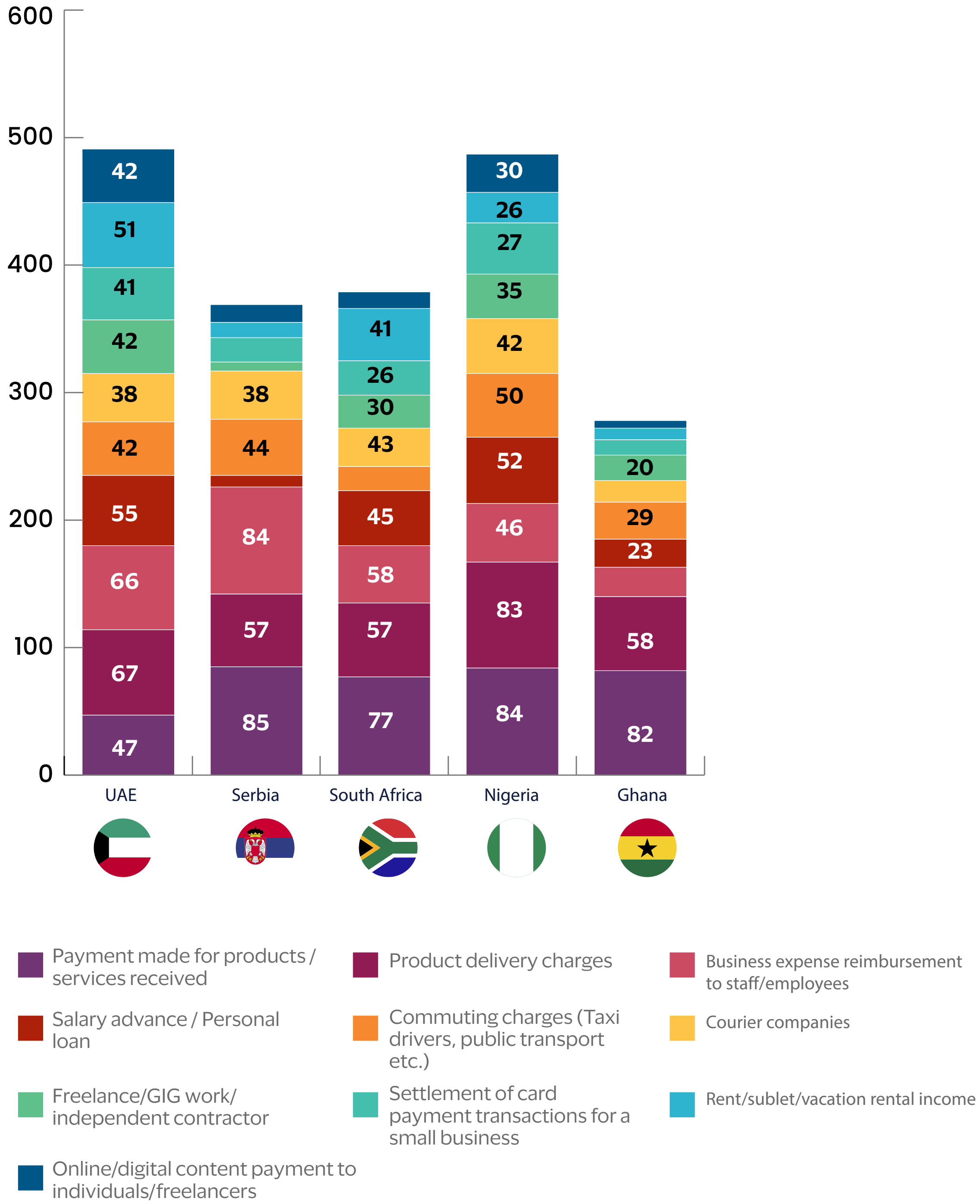


Figure 16: Frequency of making fund disbursements

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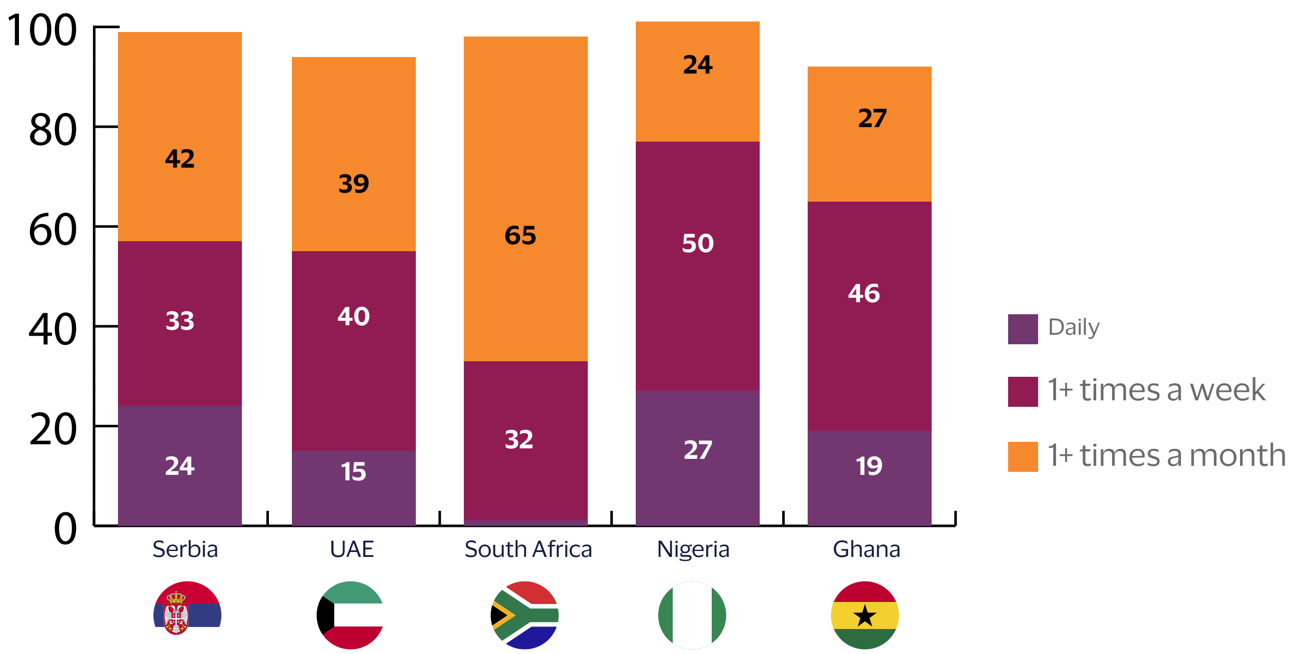


The importance of reliability in payment method

Contrary to consumer P2P payments, merchants are less focused on the importance of instant transfer. Instead, ease of transferring, convenience, and safe to use are the key drivers for domestic fund disbursement.

When it comes to the preferred method for fund disbursement, merchants across most markets rely on account-to-account transfers and cash as modes of transferring money. Although as seen with consumer P2P payments, Ghana is dominated by MTN MoMo as the predominant payment method for fund disbursements. In Nigeria and UAE, cash is heavily used for small value domestic transfers as a convenient way to pay suppliers and those who don't have a bank account.

Figure 17: Domestic merchant fund disbursement methods

For more information, please see Annex on page 51

by Volume

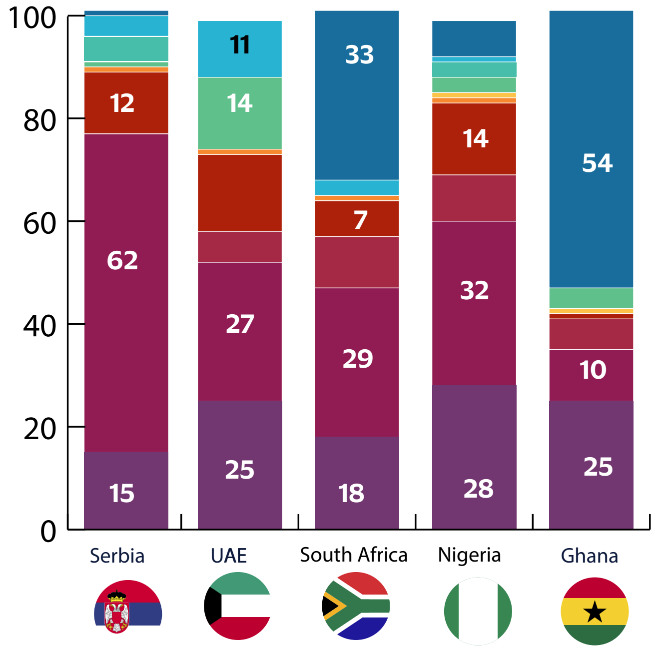
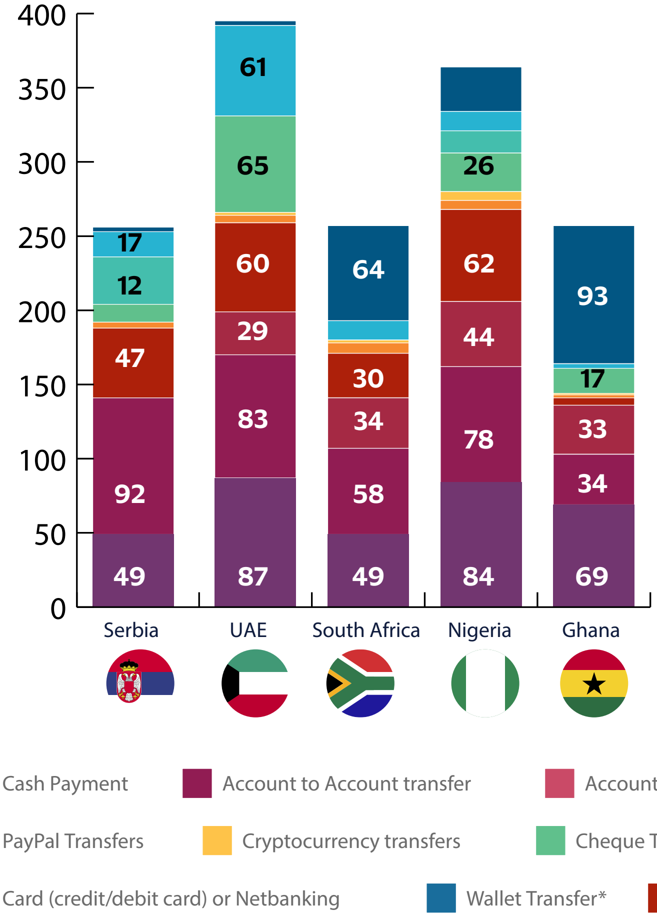


Figure 18: Domestic merchant fund disbursement methods

For more information, please see Annex on page 51

used in the last 12 months



For account-to-account transfer, safety and convenience are the major driving factors. The involvement of the bank makes the proof of transfer legitimate and secure. This is an important factor for merchants who need that confidence that funds will be received by the intended recipient, and if not, the process for tracking down the transaction is easier.

In the case of wallet transfers for merchant fund disbursement, freedom from the internet (for African markets) and convenience are the major driving factors. It is considered easy and quick to set up and doesn't require much detail to make smaller payments to merchants.

For card payment at POS, quick transfer and efficiency are the two major driving factors. Another advantage of card payments is that money gets transferred directly into the account and both parties have access to physical receipts confirming the transfer.

Key challenges of domestic merchant fund disbursement methods

For fund disbursement, there is no one clear winner in terms of delivering to needs of merchants. While account-to-account transfer is perceived to be safest, it is relatively slow and can take time to be reflected in the beneficiaries' account. Although merchants focus less on the importance of 'instant' transfer, account-to-account (the predominant disbursement method in most markets) it is interesting that they consider it to be much slower than consumers do for P2P money transfers. Indicating there is a need gap for a faster transfer option being available. Account-to-account is seen to be particularly slow in Serbia, and South Africa where only 33% and 39% respectively state the transfer is instant (received within 30 minutes). South Africa has a particular issue with over a third (36%) saying it takes longer than 1 business day. While we know that safety and reliability are the key drivers for merchants, this does indicate an opportunity for a faster payment solution that is also safe and reliable.

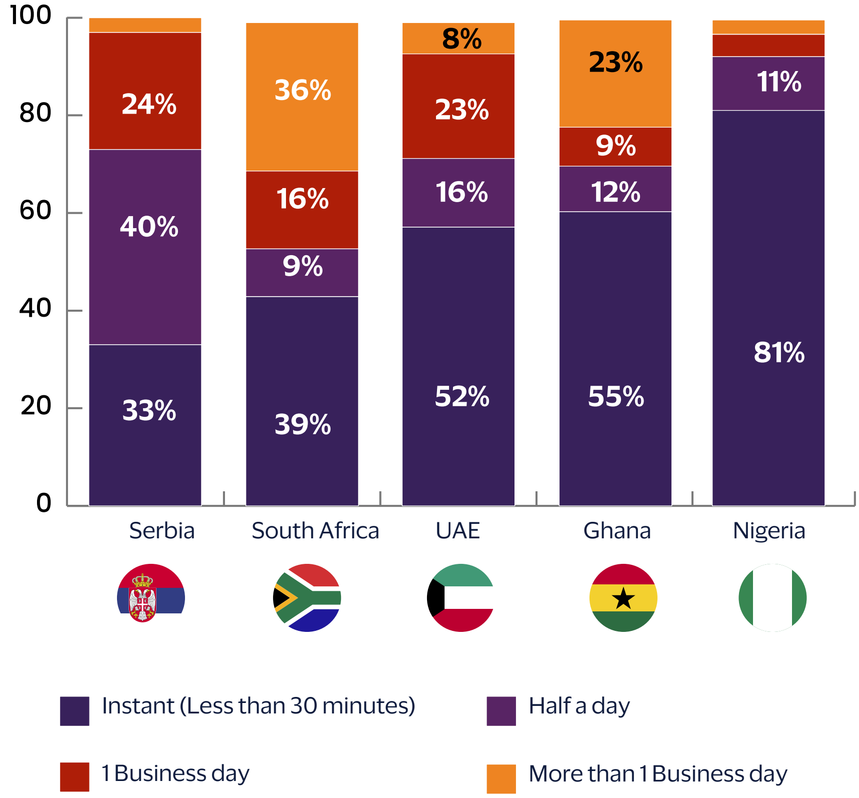
Additionally, for account-to-account transfers in UAE, the cut-off time for making a transfer is 2pm to ensure that the transaction goes through same-day. This has obvious implications for merchants paying staff salaries, expenses, or other staff payments where delays impact employees. In, account-to-account transfer can be arduous with merchants being required to provide extensive details of the transaction including the purpose of payment, as well as documents or contracts.

In South Africa and Nigeria, many beneficiaries don't have a bank account, making account-to-account transfer irrelevant, and driving the need for cash payments still.

In the case of mobile and e-wallet transfer for domestic fund disbursements, it is considered fairly difficult to track as USSD codes don't generate a receipt of transfer and users don't get a bank alert. Additionally, there is usually a transfer limit that can be a restriction for merchants who have need to make payments of higher amounts. In markets such as Serbia, the government has placed certain restriction or tax implications on wallet transfers, again making these less desirable to merchants as a legitimate form of payment. Finally, the difficult reversal process which can take days, or even weeks, to get a refund in case of failed transfers means that these methods don't meet the needs of merchants.

Figure 19: Time taken for Account-to-Account transfer (%)

For more information, please see Annex on page 51



6

Intra-Africa Cross Border Merchant Fund Disbursement

Intra-Africa cross-border payments are generally made for payments for product delivery, courier companies, freelancing services received, or to the employees working from offshore. Reliance is high on the traditional modes of payments for cross-border transfers, with account-to-account transfer and money exchange centres most commonly used to transfer money intra-Africa. In the status-quo, every mode of payment available in the region either has a long waiting period for the transfer or charges high transfer fees or charges.

Figure 20: Methods of Intra-Africa fund disbursement by Volume

For more information, please see Annex on page 51

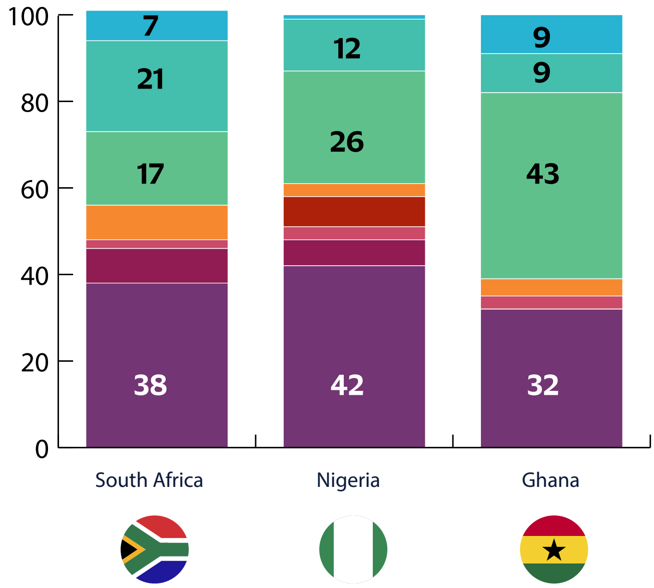
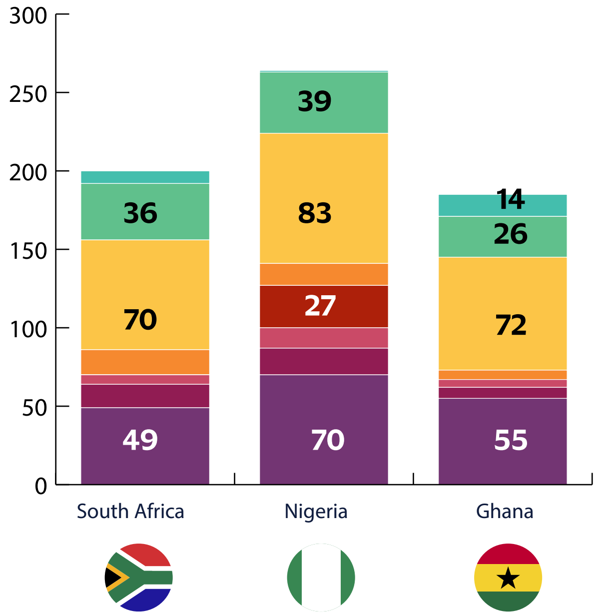


Figure 21: Methods of Intra-Africa fund disbursement used in the last 12 months

For more information, please see Annex on page 52



Account to Account transfer
PayPal Transfers
Cryptocurrency transfers
Card to Card / Account to Card transfer
Card (credit/debit card) or Netbanking
Money Exchange Centres
Wallet Transfer
Others

In Nigeria, Ghana, and South Africa, account-to-account transfer remains the dominant method followed by money exchange centres. In South Africa, Card to Card/ Account to Card transfer is the second most used method. Time taken for account-to-account and money exchange center intra-Africa funds disbursement is a major issue for merchants in South Africa.

Figure 22: Time taken for transfer methods – domestic payments

For more information, please see Annex on page 52

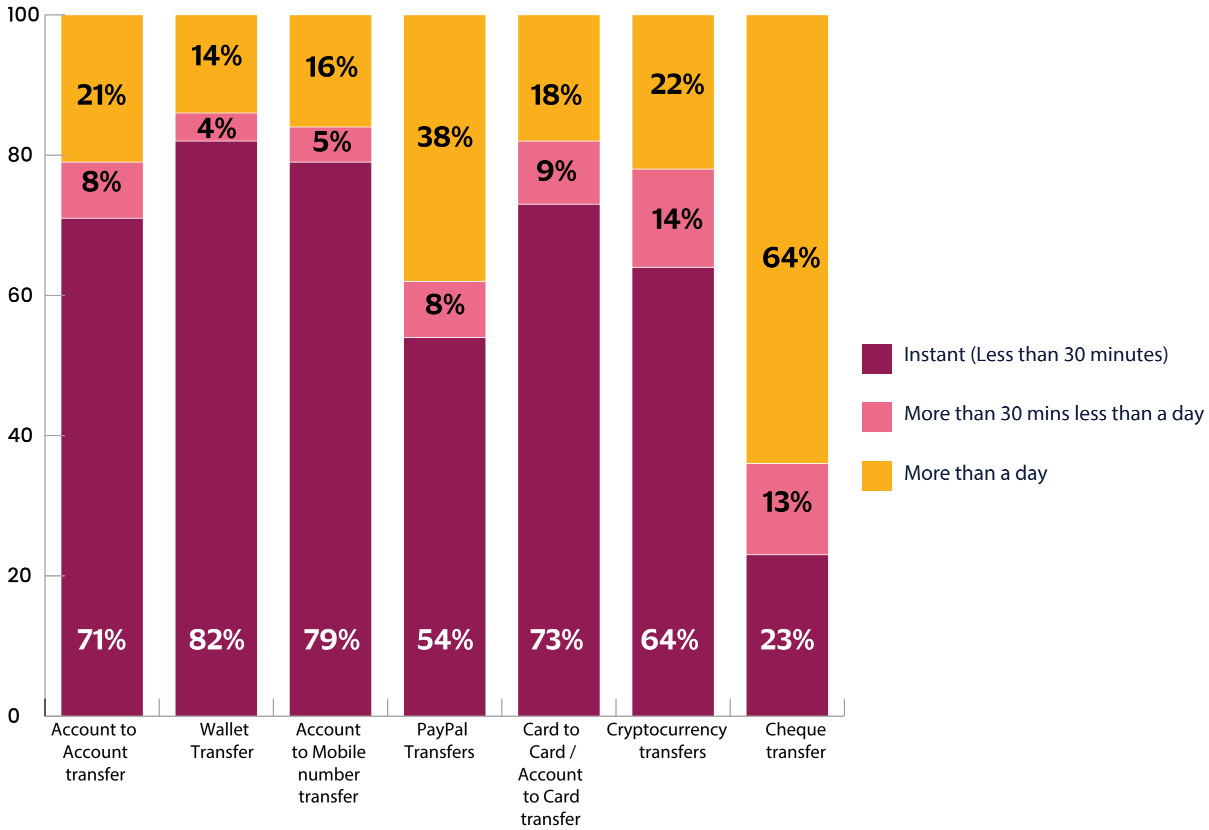
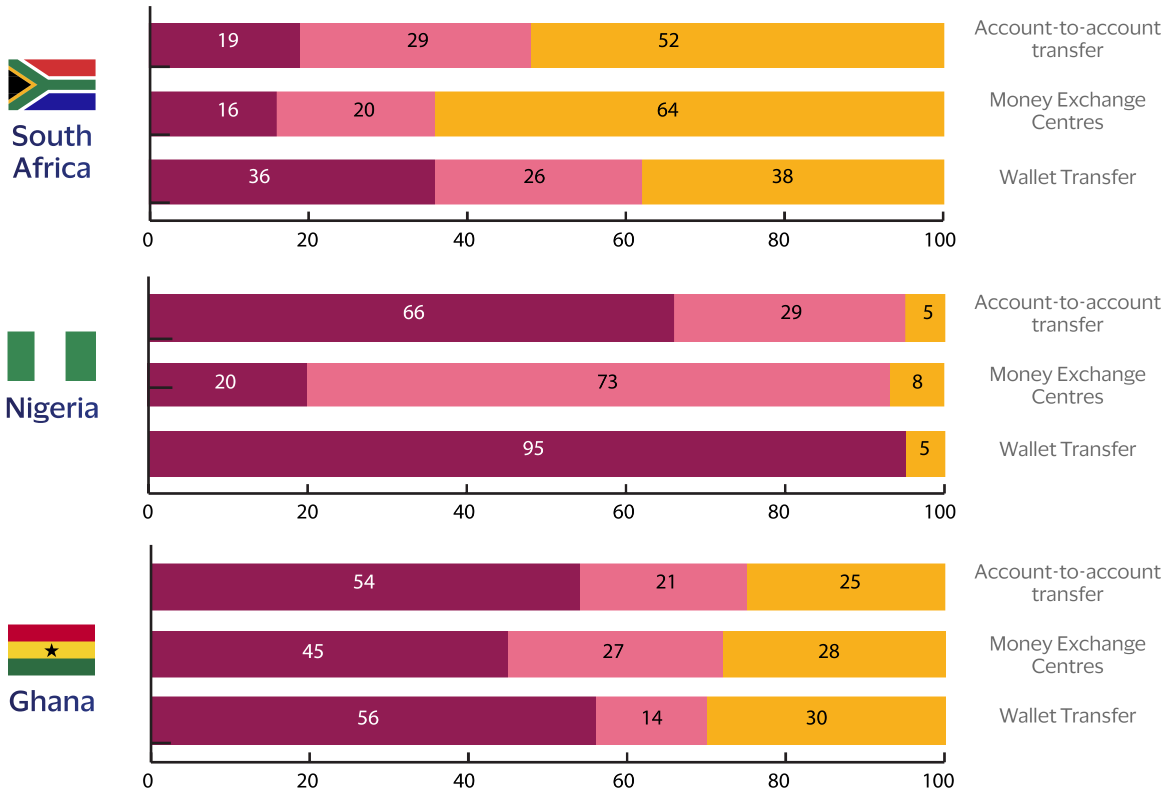


Figure 23: Time Taken for Transfer Methods by Market – Intra-Africa Cross Border Payments

For more information, please see Annex on page 51



Only 52% of merchants claim that transfers made using account-to-account transfers are completed within 30 minutes. In South Africa, 52% of the transfers take more than a day to be completed. Compared to Nigeria, the transfer rates increase to 66% being completed within 30 minutes and 54% of transfers are completed within 30 minutes in Ghana.

When it comes to these cross-border payments, security of the method is most important for funds disbursement. For this, account-to-account transfer is seen as the most safe, secure method of payment since it is facilitated by banks. It is also convenient and seamless and generates valid proof of payment. Money exchange centers are convenient as payments can be made to those who don't have a bank account. While the charges and fees do tend to be high, it is a trusted method that merchants are comfortable with.

Key challenges of intra-Africa cross border merchant fund disbursement methods

Many of the pain points for merchants, mirror those experienced by consumers for P2P payments. Account-to-account is used for its safety, reliability and relative speed. However, it incurs high charges as well as encounters currency shocks. Speed is a major issue with most transfers taking 24 hours or more. This can lead to loss of money due to currency conversions; often resulting in doing second transactions which increases the cost. At the most extreme case, in South Africa, it can take 8-9 working days for the payment to be reflected in the recipients' account.

In the case of money exchange centers, there is a high transfer fee which can go up to 15% of the transfer value. It is also inconvenient in the case of receiving a transfer from money exchange centers. While it might appear quick for the sender, the recipients on the other hand need to abide by the time limit which is within 24 hours to collect money. This makes money exchange centers a slow process.

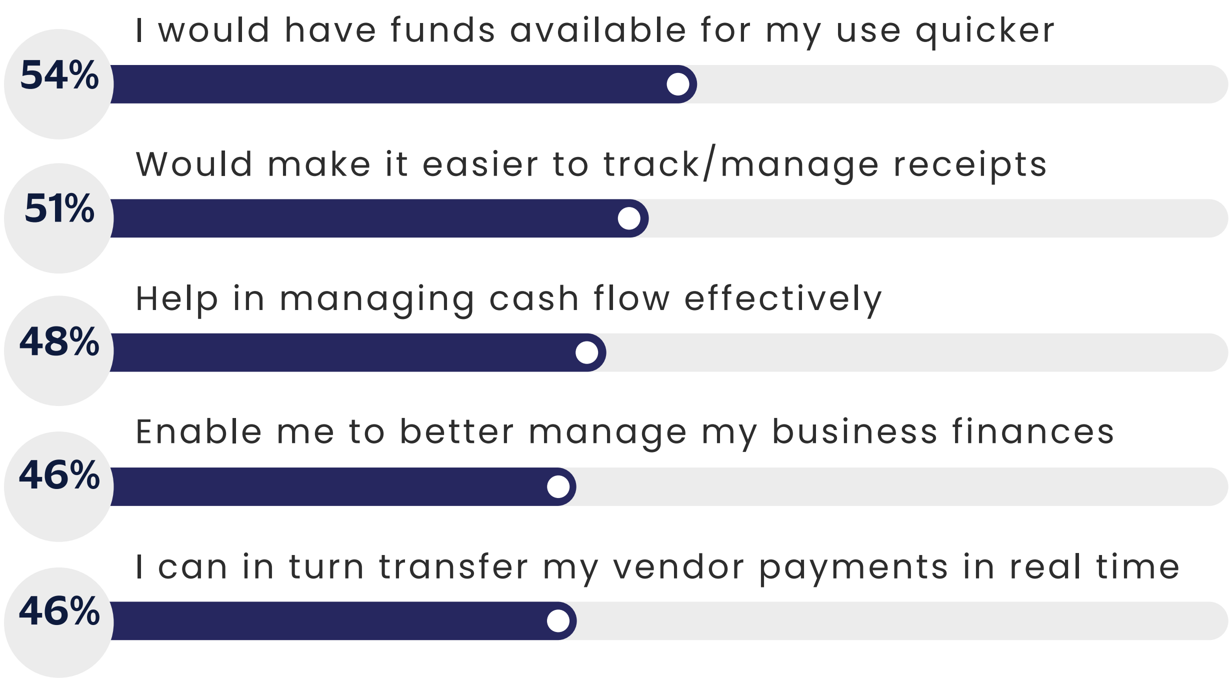
7

What is the future for merchant fund disbursements?

Merchants are looking for a solution that marries both reliability and security, with a real-time instant transfer. It is imperative that they feel confident that the payments made would go through successfully, and that they receive instant notifications for that peace of mind. Having a solution which allows them to easily track payments and maintain records of payments made would build the sense of trust and reliability with a method.

Additionally, there is no next generation solution that is a viable option for merchants for intra-Africa cross-border payments. Therefore, opportunity exists for a solution that can deliver both domestic and international instant (or near instant for international) payments, via a secure and trusted network.

Interest in this type of real-time payment solution is fairly high, with 73% liking the idea, and 70% would request a payor to use it to transfer funds to them. Merchants see this type of global faster payments solution as much-needed faster, more convenient system of payments, with flexibility to transfer between accounts both domestically and internationally. For merchants, this is extremely important as it means they would have funds available for use quicker (54%), it would make it easier to track/manage receipts (51%), it would help in managing cash flow effectively (48%), and it would enable them to better manage their business finances (46%).



Across the markets, certain specific benefits were of interest when it comes to the need for a global faster payments solution.

In **Nigeria**, opportunity exists for a solution to convert the small value cash transactions made on a daily basis. Key benefits of the solution need to be an instant 24/7 transfer solution, easy to use UX to make a payment and add a beneficiary, and available for all recipients whether they own a bank account or not. Additionally, a solution which is not 100% reliant on the inconsistent internet would be a major bonus, such as mobile money wallets MTN MoMo or Safaricom M-Pesa. Instant cross-border transfers at competitive rates, again which can be available for all recipients whether they own a bank account or not, would seek to convert the money exchange house users, as well as those using account-to-account for cross border.

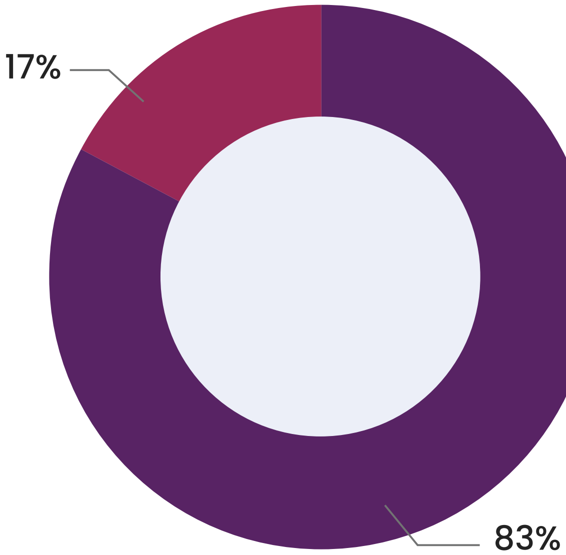
In **Ghana**, current cross border options are limited, slow, and you need to either visit in person or not everyone has a bank account. Whilst MTN MoMo is delivering on being instant, convenient and used by everyone, it has a difficult reversals process and it cannot be used for cross border. This is where a next generation solution can play to help businesses with faster payments which replicates the ease of domestic payments, whilst solving existing pain points, as well as providing a legitimate option for cross-border transfers.

In **South Africa**, account-to-account is the predominant method for domestic payments, and while it provides security, convenience and ease of keeping track of payments, it has the drawback of being slow or having to pay higher charges for instant EFT. Account to mobile is growing domestically, filling the need gap for instant, low/no cost transfers for smaller value transactions. However, for merchants the major pain point is a concern about legitimacy/security. Additional barriers include the difficult reversals process, difficult to track payments, limit on funds transfer, and not available for cross-border transfers. Whilst money exchange houses dominate the cross-border market, they also have major pain points such as taking a while for the recipient to receive the funds as well as higher charges for transfer. Opportunity exists for a payment solution based on providing domestic transfers that are instant, safe and secure with competitive rates, and also provides a convenient alternative for cross-border payments.

In the **UAE**, a solution with instant 24/7 transfer capability for specific use cases such as salary expenses and advance payments to staff, would fill a need gap currently experienced by merchants. Additionally, with merchant use case for digital wallets not yet being promoted, most merchants in UAE still using cash and cheques for making payments, this presents an opportunity to manage these payments through a new solution.opportunity to manage these payments through a new solution.

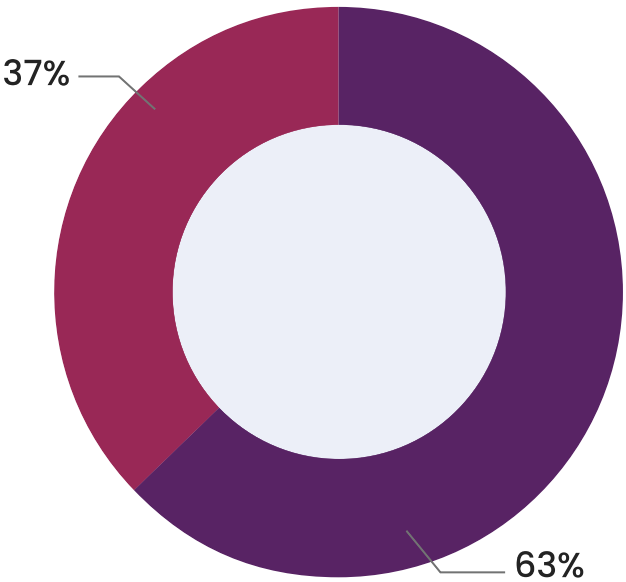
In **Serbia**, despite speed being a pain point for account-to-account transfers, this payment method dominates the merchant fund disbursement payments landscape. With ease, convenience and the security and legitimacy provided by bank account-to-account transfers, digital wallet solutions are yet to make significant inroads into these markets. In Serbia, card-to-card is a growing solution, given confidence and legitimacy by perception of global card network providers. Those who have used the card-to-card solution are highly satisfied with the experience (97%) and therefore interest in switching to this type of solution is also high.

Figure 24



Satisfaction with card-to-card (by those who have used in last 12 months):

Extremely satisfied **83%**



Interest in card-to-card solution:

Likely to use **63%**

8

Conclusion

While there are many options available in market for both consumer P2P payments and merchant fund disbursements, there is no one method that meets needs for all domestic and international payments. Account-to-account might be safe and reliable; however, it incurs heavy charges and delays for international transfers. Mobile and e-wallets might be quick and easy to use and available to all, but fail to keep a record or provide valid proof of payment, or easy reversals process.

This gap between expectations and current benefits being delivered, provides an opportunity for a next-generation transfer method to deliver on the pain points that are seen across the various payment modes. No current payment solution is able to address all issues faced. Some of the common issues faced in the status quo are:

- **Real-time transfer:** While many options are considered to be fast, this may come at a high cost in some markets. True real-time instant transfers (completed within seconds) are yet to be consistently delivered across all markets at a low cost. For example, while instant RTC is available in South Africa, this comes at a cost (which can range anywhere from R10 to R50) while the standard EFT takes 1-3 days. In Ghana, intra-Africa cross border transfers can take between 24 hours to 3 days. For Merchants, suppliers do not deliver products until the payment is complete therefore, they need to plan their inventory well in advance to receive raw material/ stock in time. Delay in payments leads to delayed deliveries by suppliers which affects business as customers become dissatisfied.

- **Registering a beneficiary:** There are several issues faced while registering a beneficiary for account-to-account transfers. Large amounts of information are required (including recipient name, bank details – account number/IBAN/branch code), in most cases the registration process can take up to 1-2 days for domestic payments and more in the case of international transfers.

- **Proof of payment and tracking:** Solutions such as mobile and e-wallets, while easy to use, don't provide valid proof of transfer, or notifications of when a transfer has been completed. This can lead to uncertainty amongst users. And for merchants particularly who need confidence that transfers have gone through, this poses a major pain point.

- **Slow and difficult reversals process:** Those using mobile and e-wallets often face challenges in getting refunds and reversals processed. Consumers and merchants alike, fear losing money while transferring money to the wrong recipient. In Ghana, MTN MoMo takes 21 days to refund the amount in the case of a failed transaction.

- **Inconsistent and unstable internet:** In markets such as Ghana, Nigeria and South Africa, inconsistent and unreliable internet can cause transaction failure or delayed transfers. Nigeria has one of the slowest broadband connection speeds globally, ranked 105th in the world and 96th in mobile internet. This coupled with the challenging reversals process is a major difficulty faced with the next-generation payment methods available.

- **High fees and charges:** High transfer charges are seen for both instant domestic payments in some markets (such as the RTC transfer in South Africa), as well as international transfers across all markets.

- **International transfer can be a tedious process:** Time taken for international transfers range from more than a day, up to 7 days or more in some markets. In South Africa, Merchants claimed that it could take even up to 9 days for a transfer to reflect in their bank account and be able to use the funds.

Key Expectations from a next-generation solution

With these pain points experienced from existing payment solutions in mind, the next-generation solution is expected to not only fix these issues but provide additional benefits that make the transfer a hassle-free and seamless process. The emerging transfer solution is expected to deliver on the following expectations:

Real-time, truly instant transfer available 24/7 with real-time enabled notifications:
End to end process completed within few seconds. The sender and receiver are notified in real-time about the successful completion of the transfer

Safe and secure provider:
The solution is supported by a trusted and known global payment provider, who are a trusted network with strict and comprehensive risk controls

Insights into account activity:
System to be able to track the movement of funds and generate electronic records as valid proof of payment

Faster and easier process for registration of beneficiary:
Registering a beneficiary can be done using just mobile number and name, without a lengthy process of authentication required

Consistent and transparent charges
Clearly communicated transfer charges that should be minimal, ideally 1% of the total transaction value for international transfer and 0.5% for local transfers

Faster and seamless international transactions:
As well as domestic payments, the solution should support instant cross border transfers, or at least within 2-3hrs

Platforms independent of the internet:
For markets where internet is not reliable, a solution that can be independent of internet connection is desired

Across all markets, a gap exists for a unified payment solution that addresses expectations such as speed, security, and ease of transfer across both domestic and cross border transfers. Whilst there are payment solutions in each market that deliver on some expectations, all come with pain points outlined above. For example, in African markets such as Ghana and South Africa, mobile money solutions have filled the need gap for instant, low/no cost transfers for smaller value transactions. However, they are not seen as secure, they have payment limits and, importantly, are not available for cross border transactions. Other markets where traditional bank account to account transfers dominate, SMBs and consumers benefit from security and reliability with transfers, but are constrained by speed and high transaction charges, particularly for cross border. A global platform solution such as Visa Direct can fill this gap, allowing for sending and receiving money effciently, securely, and seamlessly to billions of endpoints globally.

About Visa Direct

Visa Direct, a real-time push payments platform, provides multi-rail access to 5 billion cards and accounts combined across more than 200 geographies, supporting 160 currencies, connecting to 16 card-based networks, 65 domestic Automated Clearing House (ACH) schemes, seven Real-Time Payment (RTP) networks and five payment gateways. For Visa Direct transactions, Visa offers value-added services, including security and tokenization, bringing peace of mind for SMBs and consumers as they pay and get paid, and move money internationally.

For more information and to connect with our team, please visit **Visa Direct** | **Overview** | **Visa**

9

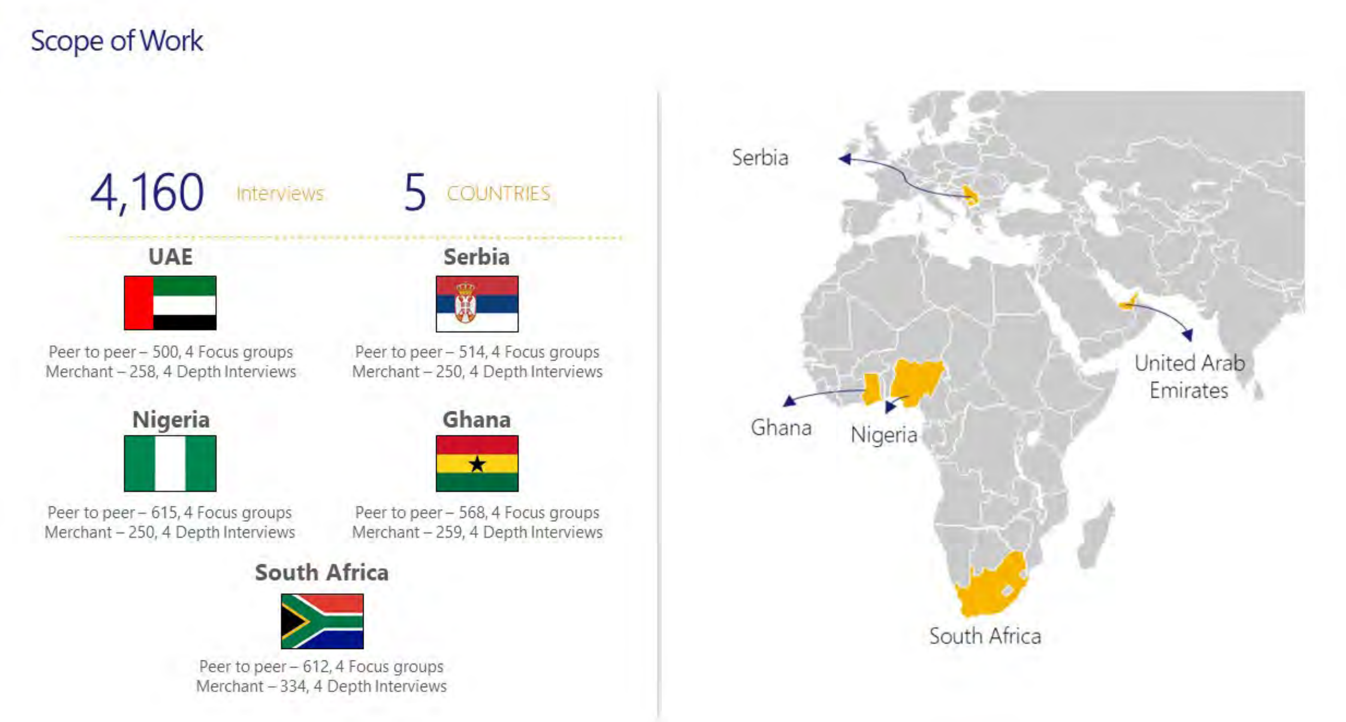
Research Methodology

VISA | SiGHT

A research program was commissioned by Visa, conducted in August and September 2021. Five markets across Central Europe, the Middle East, and Africa were covered, focusing on consumer P2P payments and merchant fund disbursements. In total, 4,160 interviews were conducted across 5 countries. Additionally, 4 focus groups were conducted amongst consumers and 4 depth interviews with merchants in each market.

Figure 24: Scope of Work

For more information, please see Annex on page 52



The consumer P2P transfer segment was conducted via an online survey from August 20th to September 12th 2021. To qualify, panel sourced respondents had to be aged 18+ and must have done some form of P2P payment in the last 3 months.

The merchant fund disbursement segment was conducted via face-to-face interviews from August 20th to September 12th 2021. To qualify the merchants must have done some form of fund disbursement in the last 3 months.

Figure 25: Profile of Consumers

For more information, please see Annex on page 53

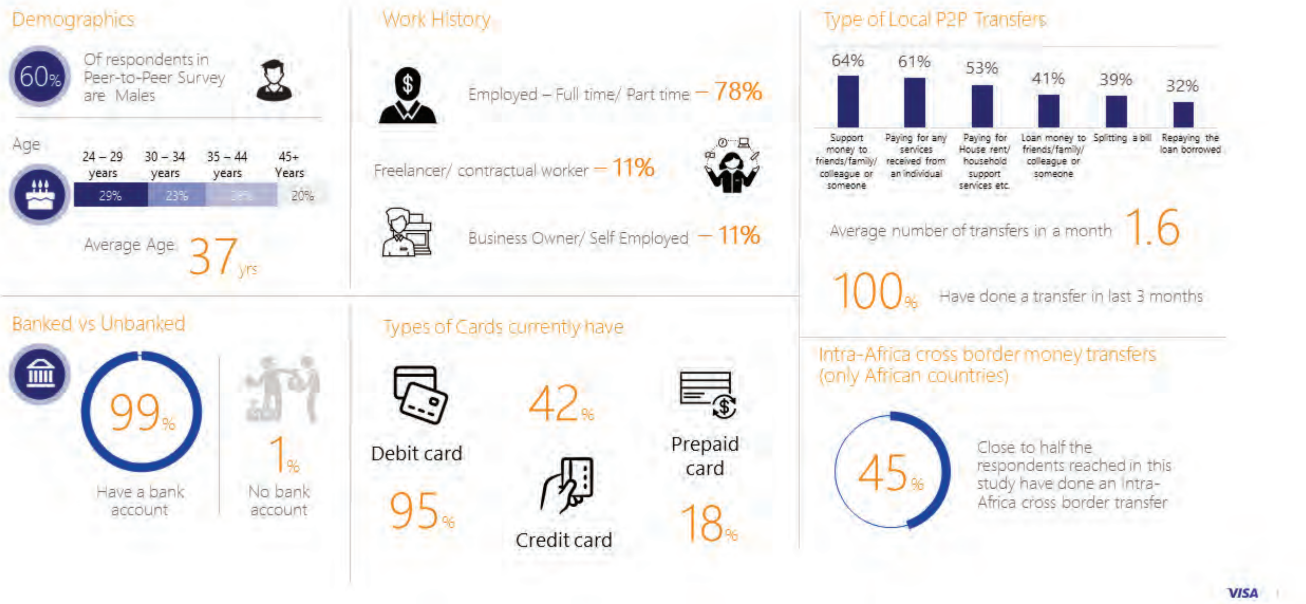
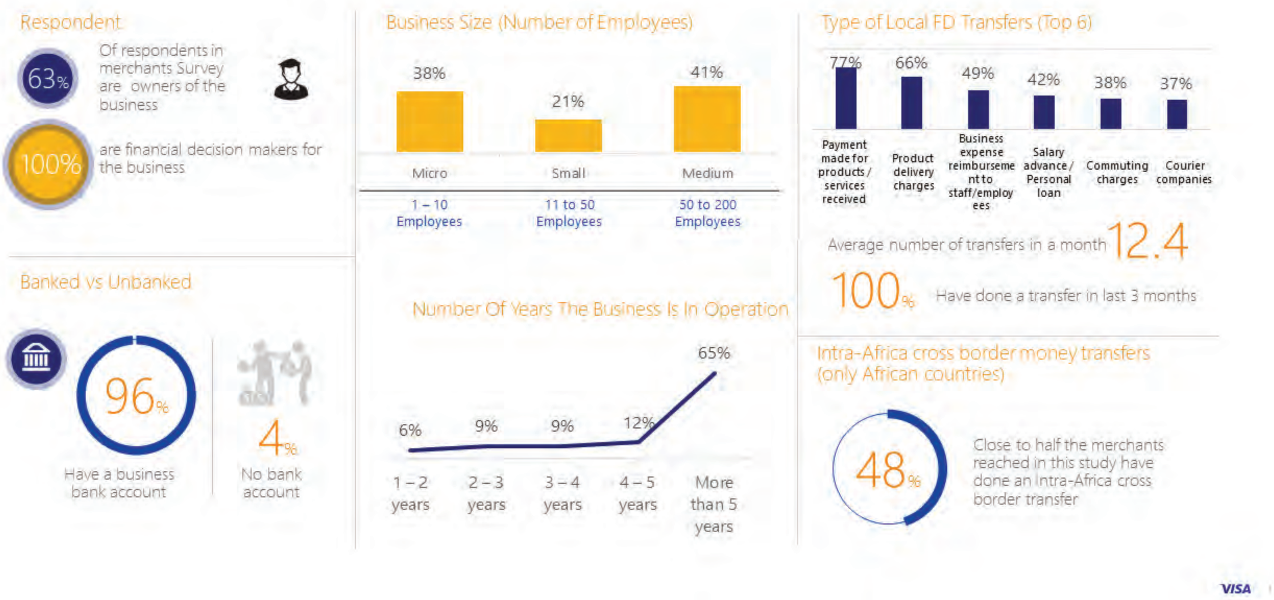


Figure 26: Profile of Merchants

For more information, please see Annex on page 53



Annex

Figure 1: Domestic P2P Transfer Methods by Volume of Transactions

	Nigeria	Ghana	South Africa	UAE	Serbia
Account to Account transfer	41%	5%	28%	39%	43%
Wallet transfer	12%	67%	38%	9%	8%
Cash transfer	19%	15%	11%	20%	21%
Account to mobile number transfer	10%	10%	10%	12%	4%
PayPal transfers	2%	1%	10%	13%	6%
Card to Card / Account to Card transfer	8%	1%	0%	2%	16%
Cryptocurrency transfers	7%	1%	3%	0%	1%
Cheque transfers	1%	0%	0%	5%	1%

Figure 2: Intra-Africa Cross Border P2P Transfer Methods by Volume of Transactions

	Nigeria	Ghana	South Africa
Account to Account transfer	36%	44%	25%
PayPal Transfers	21%	8%	47%
Wallet Transfer	10%	29%	18%
Cryptocurrency transfers	17%	3%	10%
Money Exchange Centres	16%	16%	0%

Figure 3: Domestic Merchant Fund Disbursement by Volume of Transactions

	Nigeria	Ghana	South Africa	UAE	Serbia
Account to Account transfer	32%	10%	29%	27%	62%
Wallet transfer	7%	54%	33%	25%	1%
Cash transfer	28%	25%	18%	6%	15%
Account to mobile number transfer	9%	6%	10%	2%	1%
PayPal transfers	1%	0%	1%	14%	5%
Card to card/Account to Account transfer	4%	4%	2%	11%	1%
Cryptocurrency transfers	1%	1%	7%	15%	4%
Cheque transfers	3%	0%	0%	0%	11%
Online payment (through card or netbanking)	1%	0%	0%	0%	0%
Card payment at POS	14%	0%	0%	0%	0%

Figure 4: Intra-Africa Cross Border Merchant Fund Disbursement Methods by Volume of Transactions

	Nigeria	Ghana	South Africa
Account to Account transfer	42%	35%	40%
Money Exchange Centres	26%	47%	18%
Wallet transfer	12%	10%	22%
PayPal transfers	6%	4%	9%
Online payment (through card or netbanking)	3%	4%	9%
Cryptocurrency transfers	3%	0%	2%
Card to card/Account to Account transfer	7%	0%	0%

Figure 5: Time taken for Account-to-Account Transfer (%) by Volume of Transactions

	Nigeria	South Africa	Ghana	UAE	Serbia
Instant (<30 minutes)	81%	39%	55%	52%	33%
Half a day	11%	9%	12%	16%	40%
1 business day	4%	16%	9%	23%	24%
>1 business day	3%	36%	23%	8%	3%

Figure 6: Domestic P2P transfer methods by Volume

	Nigeria	South Africa	Ghana	UAE	Serbia
Cash transfer	19%	11%	15%	20%	21%
Account to Account transfer	41%	28%	5%	39%	43%
Account to mobile number transfer	10%	10%	10%	12%	4%
PayPal transfers	2%	10%	1%	13%	6%
Card to card/Account to Account transfer	8%	3%	1%	0%	16%
Cryptocurrency transfers	7%	0%	1%	2%	1%
Cheque transfers	1%	0%	0%	5%	1%
Wallet transfer	12%	38%	67%	9%	8%

Figure 7: Domestic P2P transfer methods used in the last 12 months

	Nigeria	South Africa	Ghana	UAE	Serbia
Cash transfer	62%	43%	54%	48%	50%
Account to Account transfer	72%	57%	34%	62%	71%
Account to mobile number transfer	34%	41%	43%	29%	20%
PayPal transfers	13%	35%	5%	38%	21%
Card to card/Account to Account transfer	31%	0%	0%	0%	44%
Cryptocurrency transfers	30%	0%	10%	10%	5%
Cheque transfers	15%	10%	10%	20%	10%
Wallet transfer	42%	73%	97%	20%	18%

Figure 8: Time taken for different transfer methods

	Instant (less than 30 minutes)	More than 30 minutes, less than a day	More than a day
Account to Account transfer	71%	8%	21%
Wallet transfer	82%	4%	14%
Account to mobile number transfer	79%	5%	16%
PayPal transfers	54%	8%	38%
Card to card/Account to Account transfer	73%	9%	18%
Cryptocurrency transfers	64%	13%	23%
Cheque transfers	23%	13%	64%

Figure 12: Intra-Africa cross border P2P payment methods by volume

	Nigeria	Ghana	South Africa
Account-to-account	36%	44%	25%
PayPal transfers	21%	8%	47%
Wallet transfers	10%	29%	18%
Cryptocurrency transfers	17%	3%	10%
Money Exchange Centres	16%	16%	0%

Figure 13: Time taken for different transfer methods

	Instant (less than 30 minutes)	More than 30 minutes, less than a day	More than a day
Account to Account transfer	71%	8%	21%
Wallet transfer	82%	4%	14%
Account to mobile number transfer	79%	5%	16%
PayPal transfers	54%	8%	38%
Card to card/Account to Account transfer	73%	9%	18%
Cryptocurrency transfers	64%	13%	23%
Cheque transfers	23%	13%	64%

Figure 14: Intended usage of a real-time payment solution

A pie chart illustrating 39% of those surveyed about a real-time payment solution "Extremely like it" and 36% "Somewhat like it," totaling 75% who like it on some level. The remaining answers are "Neither like/dislike it" at 17% and "Somewhat/Extremely dislike" at 8%.

Figure 15: Reasons for making fund disbursements

	UAE	Serbia	South Africa	Nigeria	Ghana
Payment made for products/services received	47	85	77	84	82
Product delivery charges	67	57	57	83	85
Business expense reimbursement to staff/employees	66	84	58	46	23
Salary advance/Personal loan	55	9	45	52	23
Commuting charges (Taxi drivers, public transport, etc.	42	44	19	50	29
Courier companies	38	38	43	42	17
Freelance/gig work/independent contractor	42	7	30	35	20
Settlement of card payment transactions for a small business	41	19	26	27	13
Rent/sublet/vacation rental income	51	12	41	26	9
Online/digital content payment to individuals/freelancers	42	14	14	30	7

Figure 16: Frequency of making fund disbursements

	Serbia	UAE	South Africa	Nigeria	Ghana
Daily	24	39	1	27	27
1+ times a week	33	40	32	50	46
1+ times a month	42	15	65	24	19

Figure 17: Domestic merchant fund disbursement methods by Volume

	Serbia	UAE	South Africa	Nigeria	Ghana
Cash payment	15	25	18	28	25
Account to account transfer	62	27	29	32	10
Account to mobile number transfer	0	6	10	9	6
PayPal transfers	12	15	7	14	1
Cryptocurrency transfers	0	0	0	1	1
Cheque transfers	1	14	0	3	4
Card to card / Account to card transfer	5	0	0	3	0
Card (credit/debit card) or netbanking	4	11	3	1	0
Wallet transfer*	1	0	33	7	54
Card payment (credit/debit card)	12	15	7	14	1

Figure 18: Domestic merchant fund disbursement methods used in the last 12 months

	Serbia	UAE	South Africa	Nigeria	Ghana
Cash payment	49	87	49	84	69
Account to account transfer	92	83	58	78	34
Account to mobile number transfer	0	29	34	44	33
PayPal transfers	4	5	7	6	2
Cryptocurrency transfers	0	2	2	6	2
Cheque transfers	12	65	0	26	17
Card to card / Account to card transfer	12	0	0	15	0
Card (credit/debit card) or netbanking	17	61	13	13	3
Wallet transfer*	0	0	0	0	0
Card payment (credit/debit card)	3	3	64	30	93

Figure 19: Time taken for Account-to-Account transfer (%)

	Serbia	South Africa	UAE	Ghana	Nigeria
Instant	33%	39%	52%	55%	81%
Half a day	40%	9%	16%	12%	11%
One business day	24%	16%	23%	9%	5%
More than one business day	3%	36%	8%	23%	3%

Figure 20: Methods of Intra-Africa fund disbursement by volume

	South Africa	Nigeria	Ghana
Account to account transfer	38%	42%	32%
PayPal transfers	8%	6%	0%
Cryptocurrency transfers	1%	3%	3%
Card to card / Account to card transfer	0%	7%	0%
Card (credit/debit card) or netbanking	8%	3%	4%
Money exchange centres	17%	26%	43%
Wallet Transfer	21%	12%	9%
Others	7%	1%	9%

Figure 21: Methods of Intra-Africa fund disbursement used in the last 12 months

	South Africa	Nigeria	Ghana
Account to account transfer	49	70	55
PayPal transfers	15	17	7
Cryptocurrency transfers	6	13	5
Card to card / Account to card transfer	0	27	0
Card (credit/debit card) or netbanking	16	14	6
Unlabeled Value	70	83	72
Money exchange centres	36	39	26
Wallet Transfer	8	0	14
Others	0	0	0

Figure 22: Time taken for different transfer methods

	Instant (less than 30 minutes)	More than 30 minutes, less than a day	More than a day
Account to Account transfer	71%	8%	21%
Wallet transfer	82%	4%	14%
Account to mobile number transfer	79%	5%	16%
PayPal transfers	54%	8%	38%
Card to card/Account to Account transfer	73%	9%	18%
Cryptocurrency transfers	64%	13%	23%
Cheque transfers	23%	13%	64%

Figure 23: Time Taken for Transfer Methods by Market – Intra-Africa Cross Border Payments

		Instant (less than 30 minutes)	More than 30 minutes, less than a day	More than a day
South Africa	**Account-to-account transfer**	19	29	52
	Money exchange centres	16	20	64
	Wallet transfer	36	26	38
Nigeria	**Account-to-account transfer**	95	0	5
	Money exchange centres	20	73	8
	Wallet transfer	66	29	5
Ghana	**Account-to-account transfer**	56	14	30
	Money exchange centres	45	27	28
	Wallet transfer	54	21	25

Figure 25: Scope of work

An infographic depicting the following stats 4,160 interviews conducted in five countries:

	Peer to peer		Merchant	
	Interviews	Focus Groups	Interviews	Depth Interviews
UAE	500	4	258	4
Serbia	514	4	250	4
Nigeria	615	4	250	4
Ghana	568	4	259	4
South Africa	612	4	334	4

Figure 26: Profile of Consumers

An infographic depicting the following statistics:

Demographics

— 60% of respondents in Peer-to-Peer Survey are Males
— Average age is 37 years (24–29 years: 29%; 30–34 years: 23%; 35–44 years: 28%; 45+ years: 20%)

Work History

— Employed, full time/part time: 78%
— Freelance/contractual workier: 11%
— Business owner/Self-emplpyed: 11%

Type of local P2P transfers

— Support money to friends/family/colleage or someone: 64%
— Paying for any services received from an individual: 61%
— Paying for house rent/household support services, etc.: 53%
— Loan money to friends/family/colleague or someone: 41%
— Splitting a bill: 39%
— Repaying the loan borrowed: 32%
— Average number of transfers in a month: 1.6
— 100% have done a transfer in the last 3 months

Banked vs. Unbanked

— 99% have a bank account
— 1% no bank account

Type of cards currently have

— Debit card: 95%
— Credit card: 42%
— Prepaid card: 18%

Intra-Africa cross border money transfers (only African countries)

— Close to half the respondents (45%) reached in this study have done an intra-Africa cross border transfer

Figure 27: Profile of Merchants

An infographic depicting the following statistics:

Respondent

— 63% of respondents in merchants survey are owners of the business
— 100% are financial decision makers for the business

Business Size (Number of Employees)

— Micro (1–10 employees): 38%
— Small (11–50 employees): 21%
— Medium (50–200 employees): 41%

Type of Local FD Transfers (Top 6)

— Payment made for products/services received: 77%
— Product delivery charges: 66%
— Business expense reimbursement to staff/employees: 49%
— Salary advance/Personal loan: 42%
— Commuting charges: 38%
— Courier companies: 37%
— Average number of transfers in a month: 12.4
— 100% have done a transfer in last 3 months

Banked vs. Unbanked

— 96% have a business bank account
— 4% no bank account

Number of Years the Business Is In Operation

— 1–2 years: 6%
— 2–3 years: 9%
— 3–4 years: 9%
— 4–5 years: 12%
— More than 5 years: 65%

Intra-Africa cross border money transfers (only African countries)

— Close to half (48%) of merchants reached in this study have done an intra-AFrica cross border transfer