

AFRICA

Mobile Payments Leading a Continental Financial Inclusion



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Africa Stats

Population¹

1.4 billion

Population
growth²

2.35%

Average age³

18.9

Languages⁴

**24 African
countries use
English as one
of their main
languages**

Financial
institution
account
penetration⁵

40%

Card
penetration⁶

3%

¹ and ³ All Africa, per World Population Prospects/United Nations, 2023. ² All Africa, per United Nations, 2021. ⁴ Multiple sources. ⁵ Sub-Saharan African, age +15, per Global Findex 2021/World Bank. ⁶ Sub-Saharan Africa, per Global Findex 2021/World Bank

Mobile in Africa

84%

penetration
of mobile
subscribers

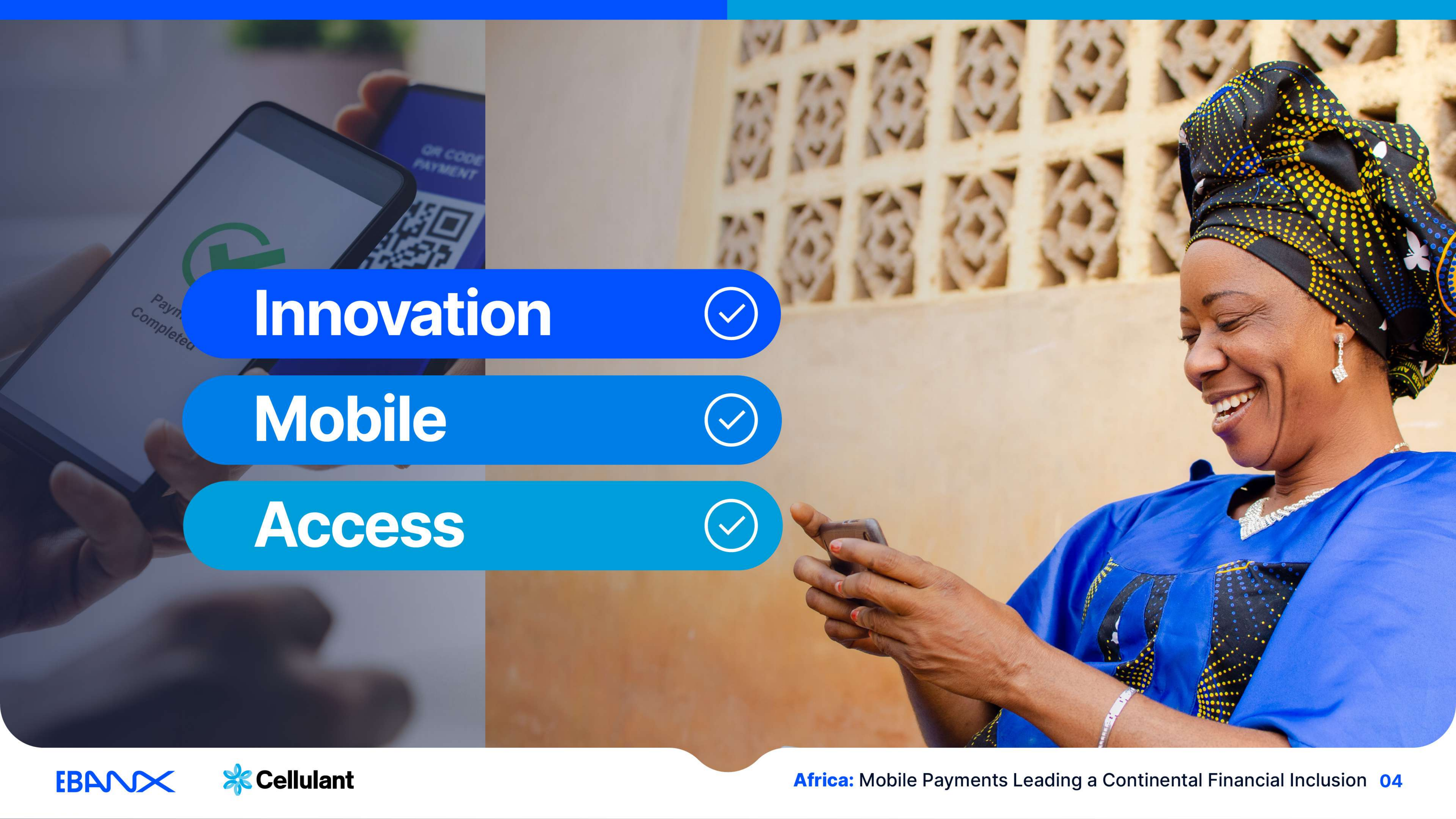
36%

individuals
using the
internet

75%

of the online
traffic is done
using mobile
phones

Sub-Saharan Africa, 2021, per World Bank and Beyond Borders



Innovation ✓

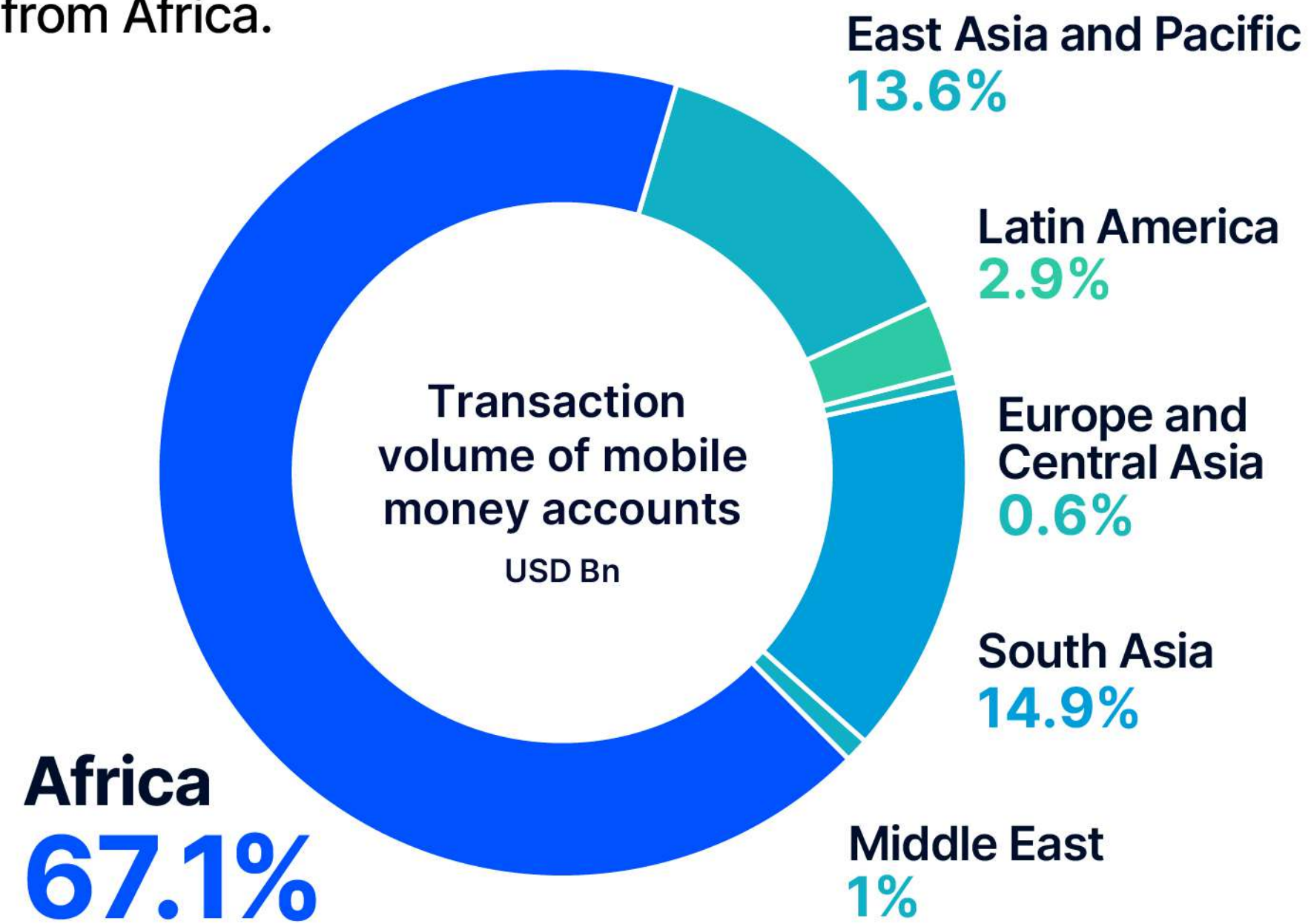
Mobile ✓

Access ✓

MoMo Revolution

Africa is the world's MoMo front-runner

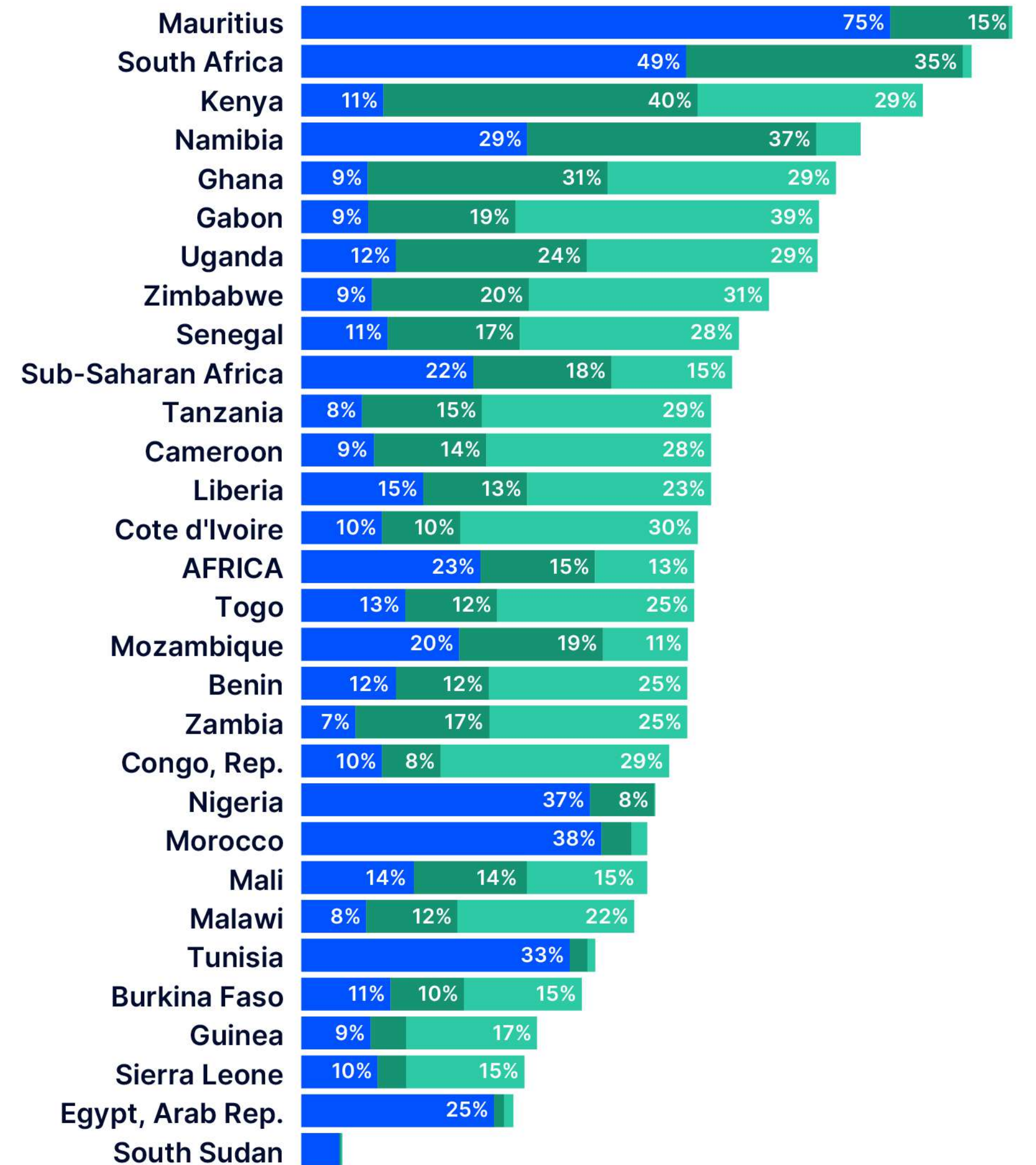
Almost 70% of all mobile money volume transacted worldwide is from Africa.



Source: The State of Mobile Money Report, GSMA, 2021

Mobile money is responsible for up to 40% of account ownership in some African countries:

- Financial institution account
- Both
- Mobile money only

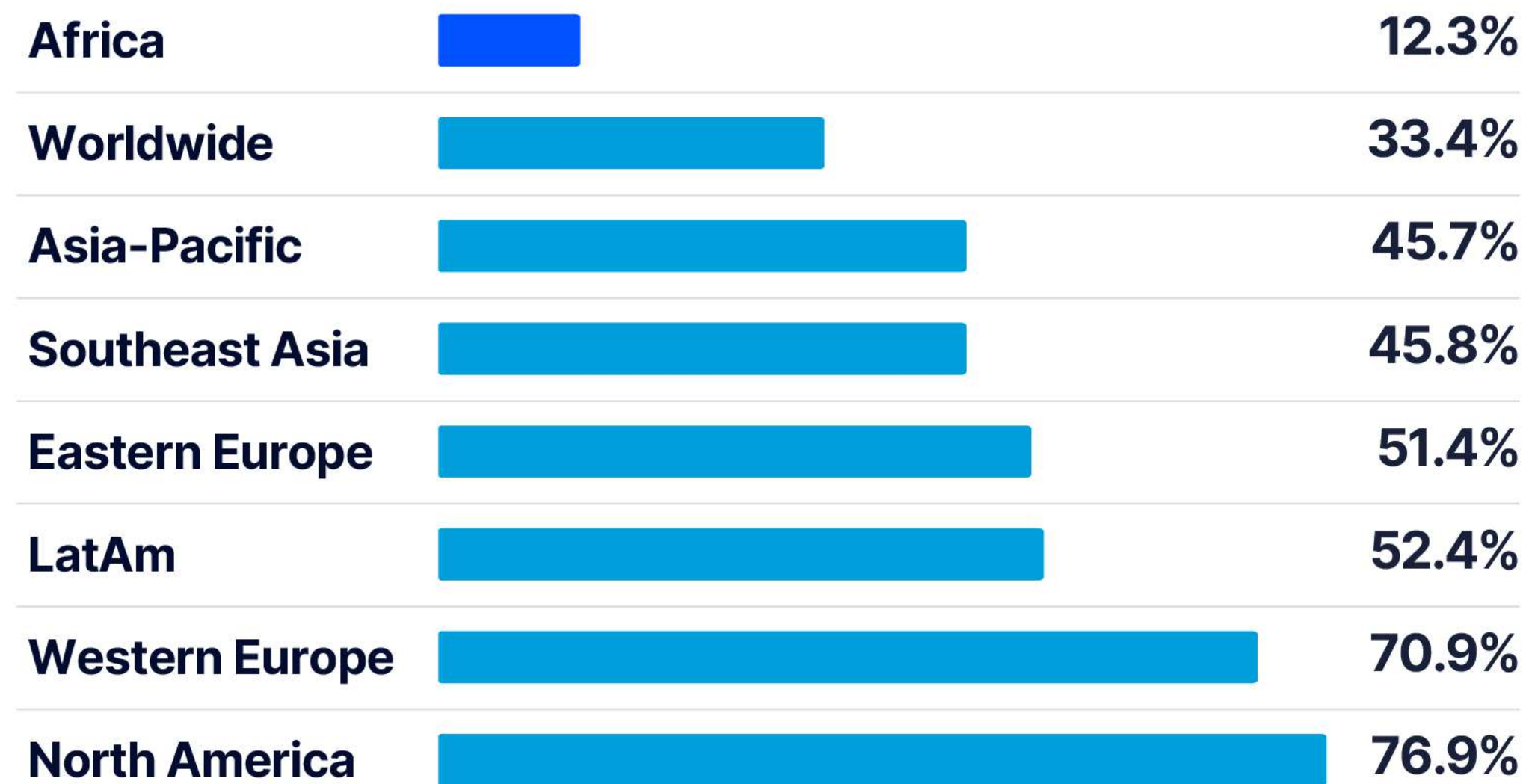


Source: World Bank (2021), with EBANX calculations

Africa's digital economy

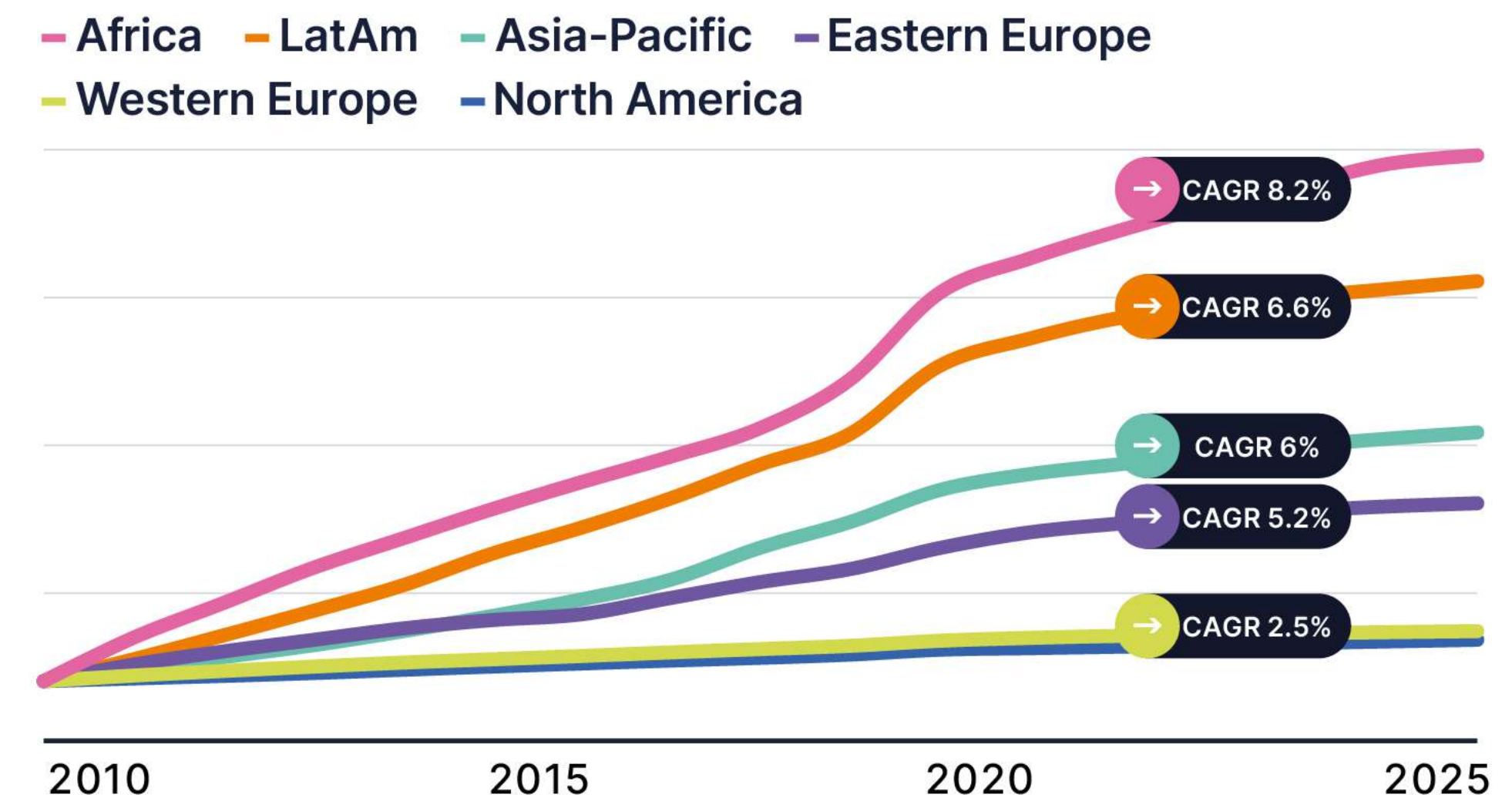
Africa is still at the early stages of e-commerce...

Only 12% of Africans have made an online purchase.



... but the sector is expected to grow fast through 2026.

The region is forecast to have the largest number of digital buyers growth worldwide.



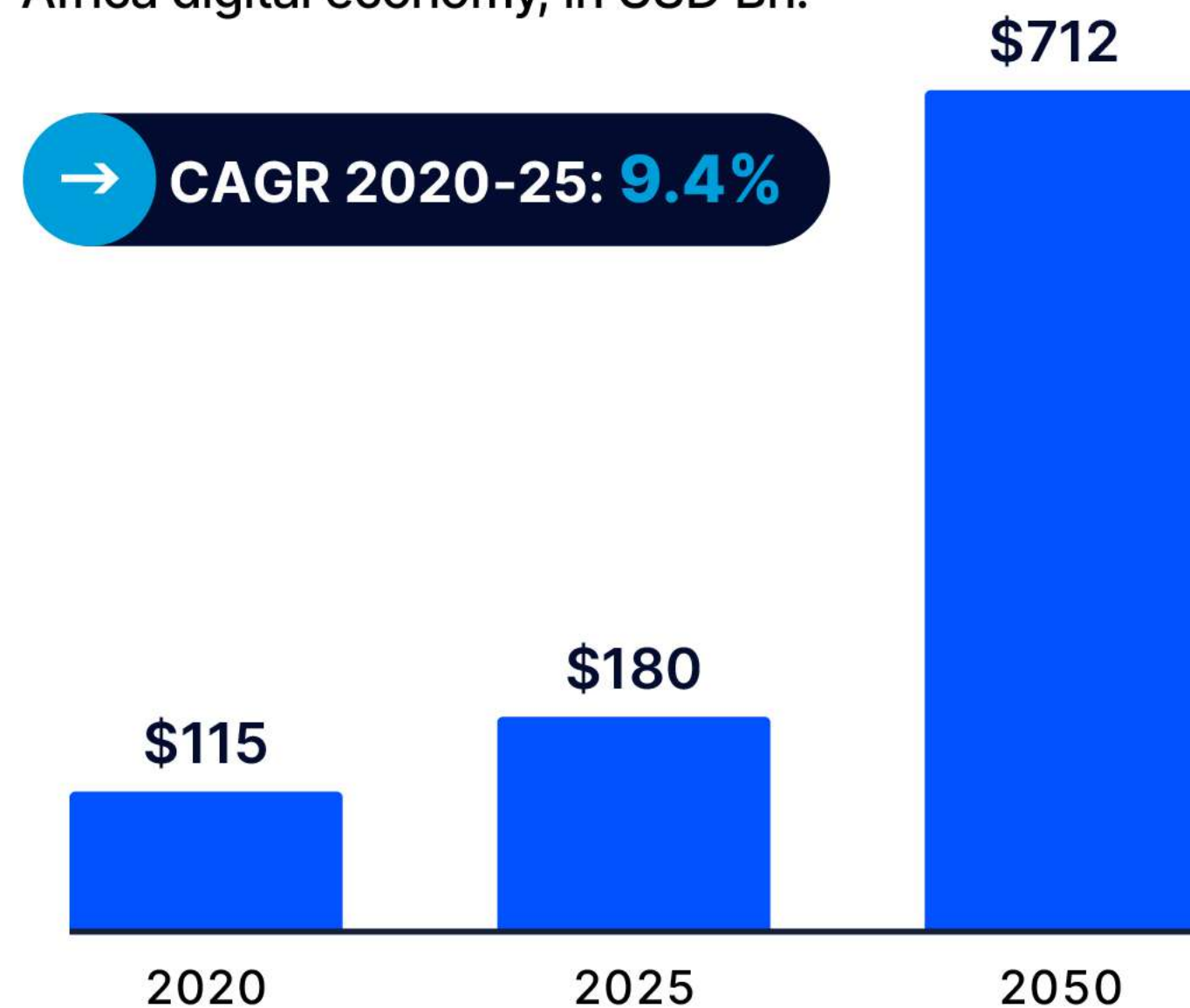
Source: Insider Intelligence, with EBANX calculations.

Africa's digital economy

Digital is growing fast

Africa's digital economy is expected to reach 5% of GDP by 2025.

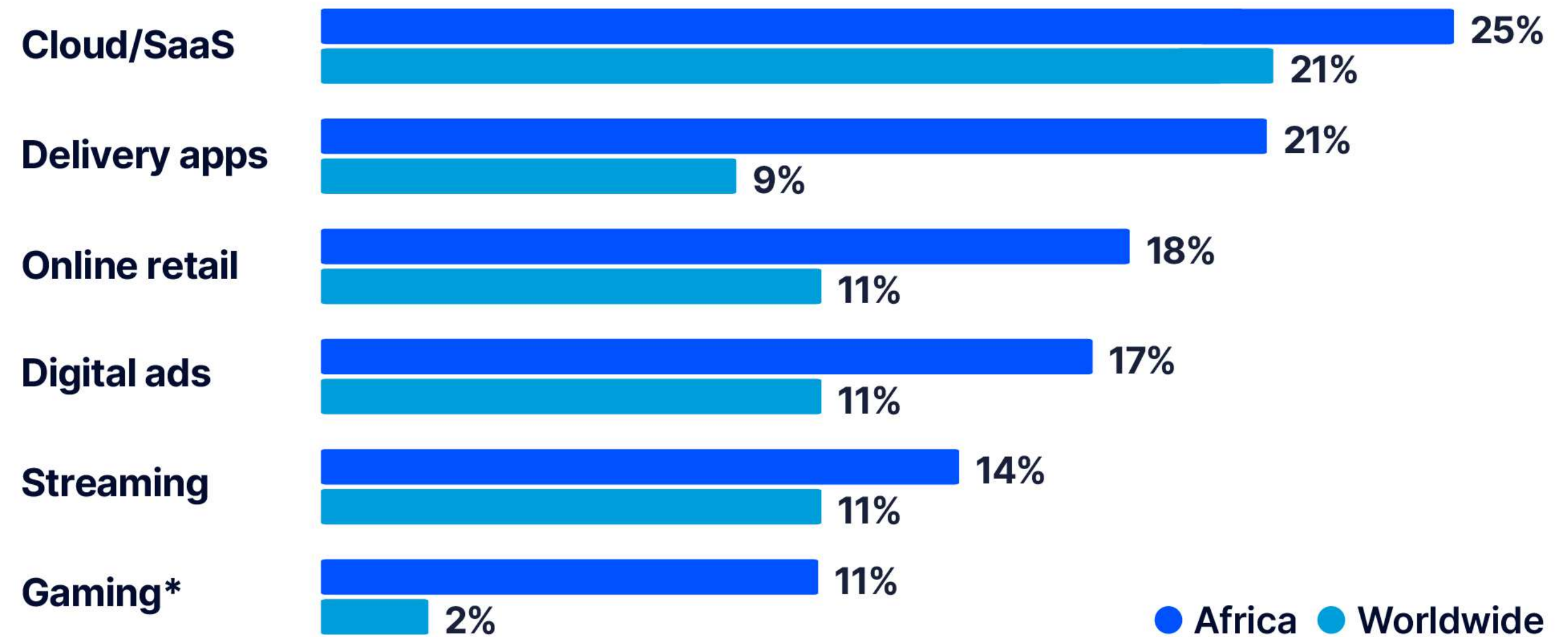
Africa digital economy, in USD Bn.



Source: Accenture, via Google/IFC

The fastest growing digital industries in Africa

Among the top-3, Cloud/SaaS, delivery apps, and online retail.
CAGR (2021-26).



Sources: Statista, Insider Intelligence, Newzoo and IDC/Statista, with EBANX calculations
*annual growth in 2022



Innovation in payments comes from rising markets

It's time for Africa

Payments



Localization



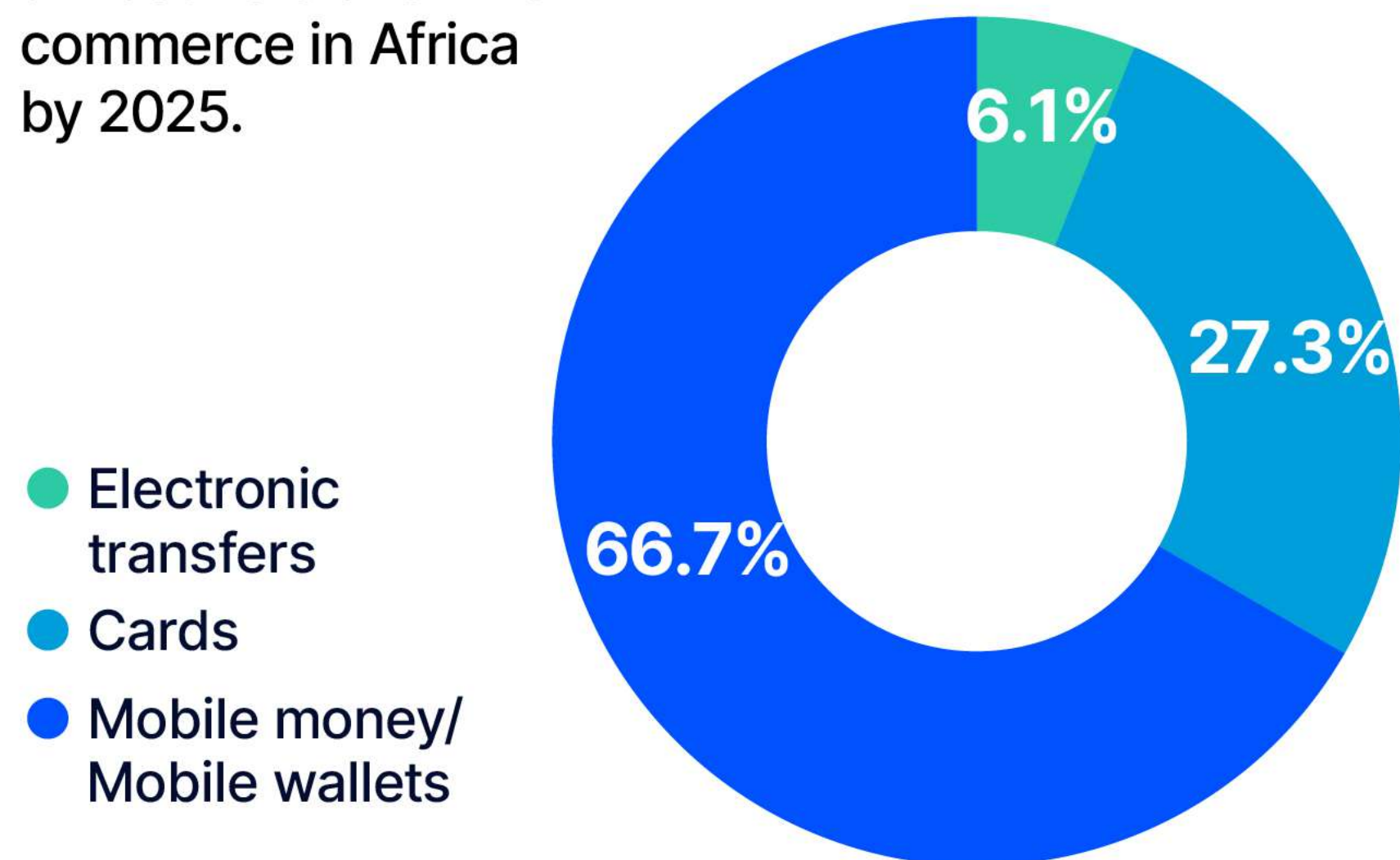
Digital economy



Africa's payments landscape on digital commerce

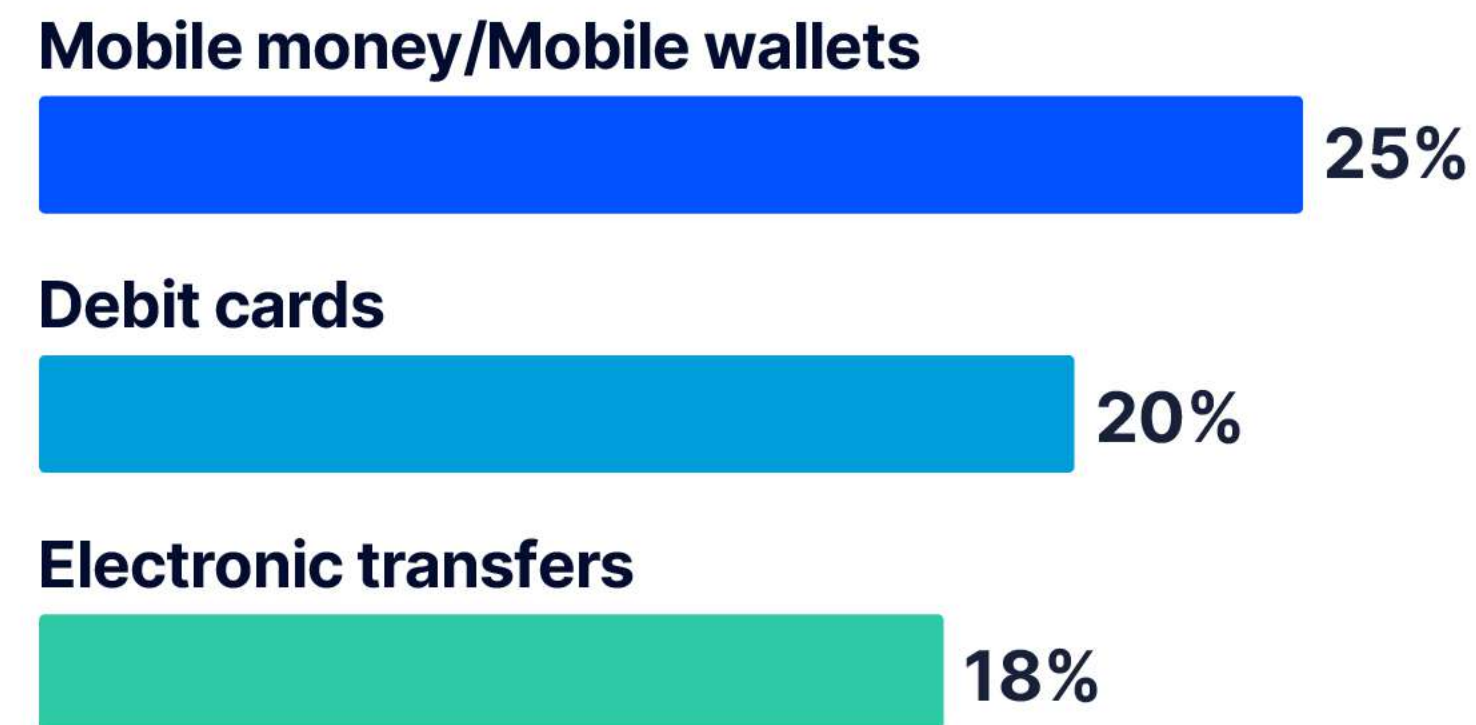
Alternatives first

Mobile wallets will represent almost 70% of online commerce in Africa by 2025.



Accelerated growth

The fastest-growing electronic payment methods in Africa.
CAGR 2020-2025



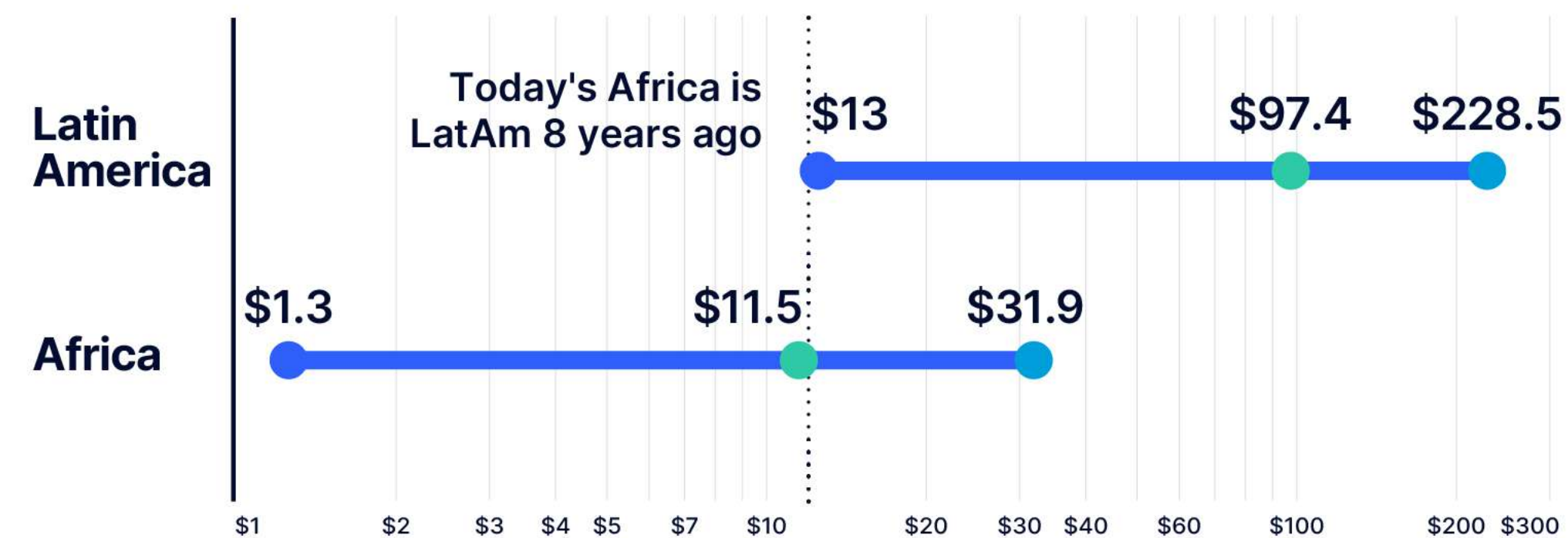
Source: McKinsey Global Payments Map

Africa and Latin America: Rising regions and global hubs of innovation

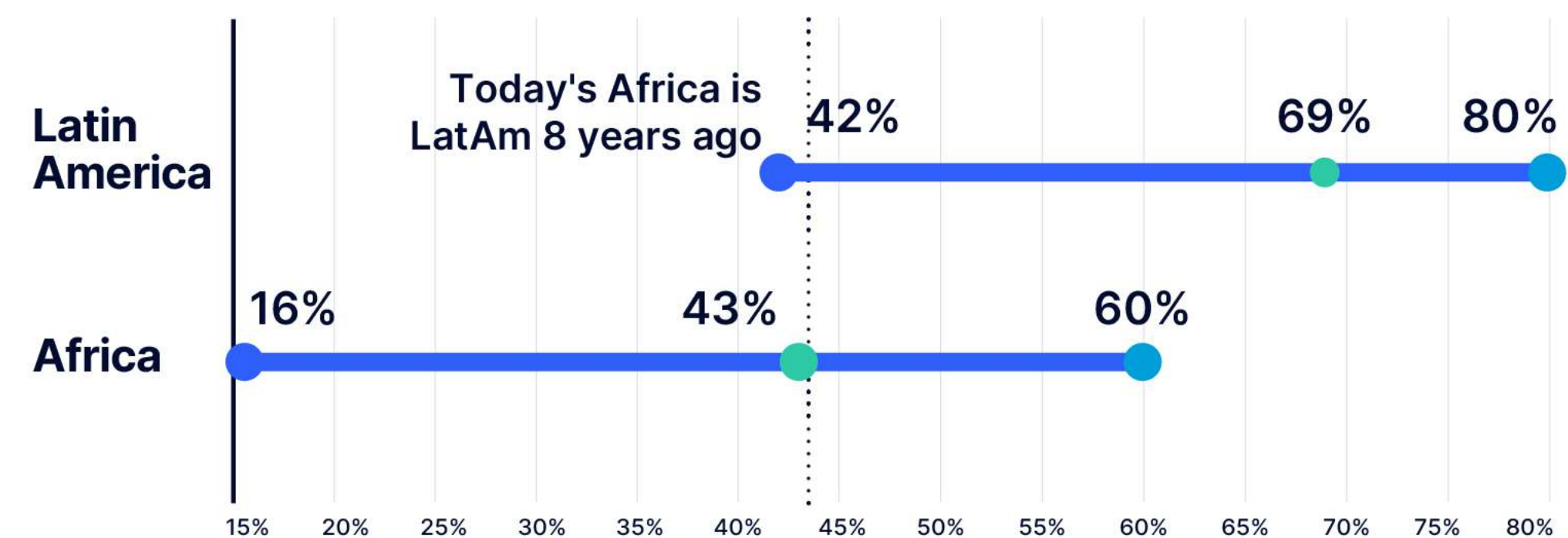
Africa vs. Latin America in digital consumption

The levels of its internet users and e-commerce volume are equivalent in a 8-year gap.

E-commerce* in Africa vs. LatAm (USD Bn) ● 2013 ● 2021 ● 2026



Internet users in Africa vs. LatAm



Source: Euromonitor International
*In this case, e-commerce is considering online retail only.

Digital trends made in Africa

Digital payments ✓

Mobile payments ✓

Mobile commerce ✓

SaaS/Cloud ✓

Gaming ✓

Streaming ✓

Online Retail ✓

Digital Ads ✓

Payments and the digital economy in Africa

70%

of online transactions in Africa should be done with APMs by 2025.

Share of Mobile Money in the Africa's digital commerce

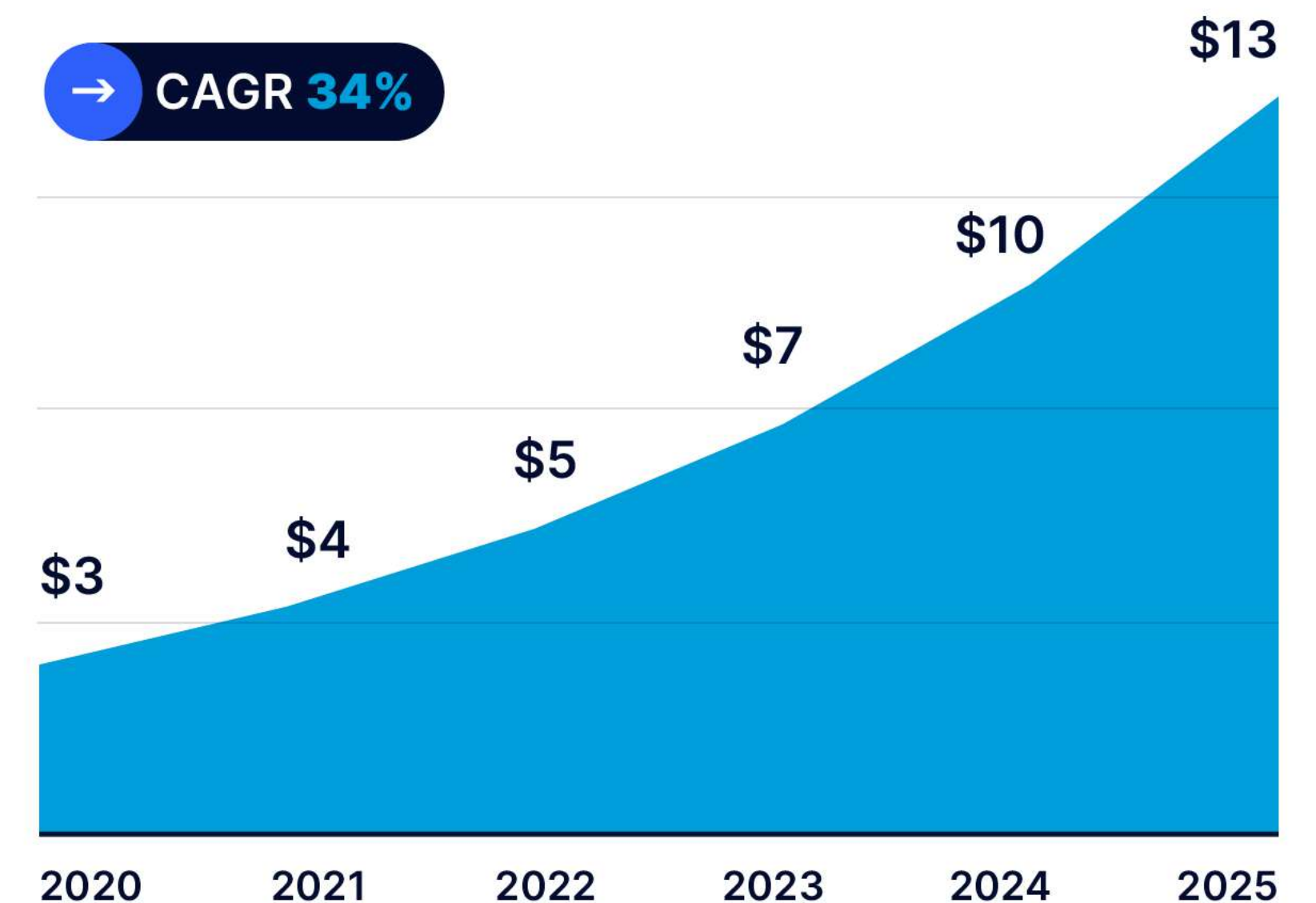
South Africa		20%
Kenya		48%
Nigeria		7%
Ghana		46%
Uganda		42%

Sources: Statista and Insider Intelligence with Cellulant proprietary data, 2023

A rising online market

African online payments are expected to grow 34% per year through 2025.

Online electronic payments in Africa, per year, USD Bn



Source: McKinsey Global Payments Map

How a continental financial inclusion is being led by Mobile Payments in Africa?

THANK
YOU

EBANX

 Cellulant