



The evolution of mobile microinsurance

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Over the last decade, mobile money has experienced transformative growth...

276 

mobile money deployments
are now live in 90 countries

Deployments with more than one
million 90-day active accounts

37 47

December 2016

December 2017

There are

690m

registered mobile money accounts
worldwide – a 25% increase from 2016

Overall mobile money industry
direct revenues rose to over

 **\$2.4bn**



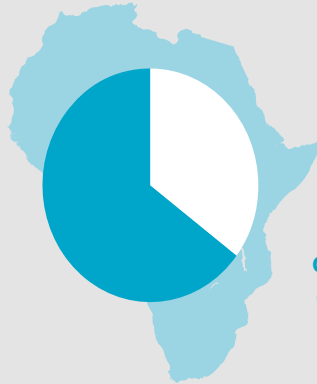
...evolving into the leading digital payment platform in many emerging markets

THE MOBILE MONEY INDUSTRY IS PROCESSING AN AVERAGE

\$1bn
PER DAY

**OVER
20%**

of deployments now offer a savings, pensions, or investment product with another 37% intending to over the next year



66%

of the combined adult population of Kenya, Rwanda, Tanzania and Uganda use mobile money on an active basis

**168
MILLION**

mobile money accounts were active (30-day) in December 2017

A TYPICAL MOBILE MONEY CUSTOMER MOVES

\$188

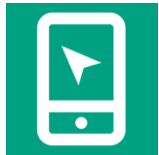
PER MONTH



Mobile money is not just about payments or sending money home



Mobile money has grown beyond payments and is increasingly used as a platform which opens access to a broad range of use cases



Adjacencies have the potential to enable deeper financial and digital inclusion



Options to save and borrow money, and to prepare for and mitigate financial risks and shocks



Mobile and mobile money can facilitate increased accessibility, awareness and customer uptake of microinsurance



Mobile microinsurance now offers sophisticated products through premium commercial models...



* Premium models include both premium and freemium models.



...leading to the emergence of complex and specialised delivery value chains

Value chain	Insurer-led	MNO-led	TSP-led
Insurance product design & regulatory compliance	Insurer	Insurer	Insurer / TSP
Customer journey development	MNO	MNO	MNO / TSP
Marketing	MNO / Insurer		MNO
Premium collection	MNO		MNO
Underwriting	Insurer	Insurer	Insurer
Policy administration & enrolment		Insurer / TSP	TSP
Claims management			
Claims payout*	MNO	MNO	MNO
Customer queries (via call centres)	MNO / Insurer	MNO / Insurer	MNO / TSP



There is opportunity for more growth, but the industry needs to address some simultaneous challenges

Challenges



Maintaining sustainable revenue



Education and awareness



Scale and growth in existing markets

Opportunities



New markets



New products / risks



Part of a digital payments platform