

## TRANSFORMATIVE FINANCIAL SOLUTIONS FOR THE UNBANKED COMMUNITIES AND ECONOMIES OF SOUTHEAST ASIA, SUB-SAHARAN AFRICA AND LATIN AMERICA.

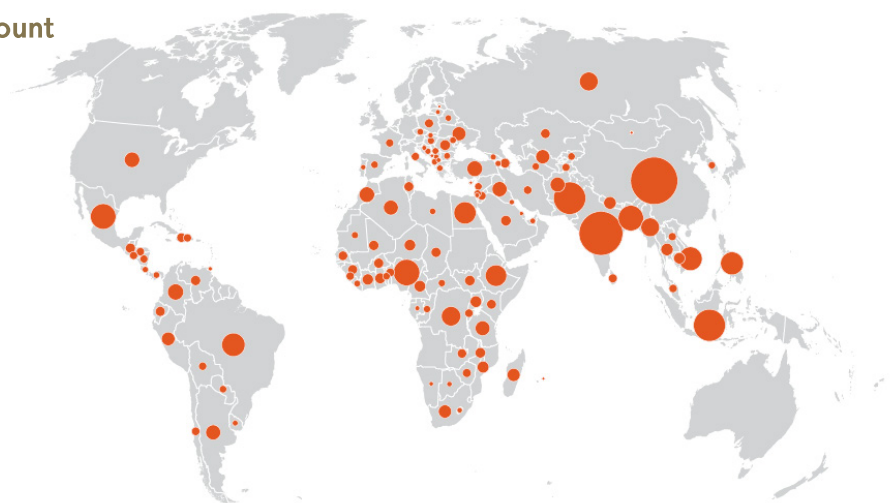
### A Kinesis Case Study

Kinesis' mobile payment and savings solutions are providing vital financial access and fair remittance provision to the unbanked populations of the world. A mission to bring financially underserved citizens into a low-cost, accessible and lucrative monetary system; while delivering cross-border value previously unseen in the exploitative remittance space. Governments embracing Kinesis' robust financial infrastructure access new revenue streams and take control of their economy, through a transition to a debt-free currency based on the stable value of physical gold.

#### Globally, 1.7 billion adults lack an account

Adults without an account, 2017

- 1 million
- 10 million
- 100 million
- 200 million



Source: Global Findex database.

Note: Data are not displayed for economies where the share of adults without an account is 5 percent or less.

Across the world, 1.7 billion adults still remain unbanked (4). Almost a quarter of the world's population are left stranded outside of the financial system. Southeast Asia, Sub-Saharan Africa and Latin America are among the regions worst affected by financial exclusion, with the majority each population currently unbanked.

# UNBANKED POPULATIONS

**Southeast Asia: Over 50% (1)**

**Sub-Saharan Africa: 66%**

**Latin America: Over 50% (4)**

Across these regions, restrictive financial access results in generations trapped in an endless cycle of poverty. Without inclusive financial infrastructure and stable monetary value, a country's economic and societal development is severely stunted.

## THE OPPORTUNITY FOR IMPACT

Citizens require only a smartphone and internet access to open their own Kinesis account and achieve financial independence. Promising technological adoption across the regions, perfectly positions Kinesis mobile solutions to address the barriers facing the unbanked populations. The important provision of Kinesis introduces entire populations and economies into the value, profitability and financial stability of the Kinesis monetary system.

Kinesis holds the solutions to impact those communities and economies of Southeast Asia, Sub-Saharan Africa and Latin America deprived of financial access and fair remittance services.



## MOBILE PHONE AND INTERNET ADOPTION ACROSS SOUTHEAST ASIA, SUB-SAHARAN AFRICA AND LATIN AMERICA

*“1 billion of the global unbanked adults have access to a mobile device.” (4)*

The rising levels of mobile phone adoption and internet fluency across these largely unbanked regions, presents a profound opportunity for Kinesis to introduce low-cost, financial services and fair remittance services.

Every underbanked citizen with access to a smartphone and the internet can access Kinesis' payment and savings solution; as well as, the immediate value and innovative revenue streams of the Kinesis monetary system.

	Southeast Asia	Sub-Saharan Africa	Latin America
<b>Mobile Phone Adoption</b>	63% of adults own a mobile phone. (10)	54% unbanked men and 43% of unbanked women have a mobile phone. (4)	64% of adults own a smartphone. Expected to reach 78% by 2025. (6)
<b>Internet Adoption</b>	51% of the population has access to the internet. (2)	Mobile internet adoption is at 24% in Sub-Saharan Africa*(5)	55% of adults own a mobile phone and have access to the internet. (4)

\* While overall mobile internet adoption is low across Sub-Saharan Africa, there are promising trends towards mobile banking in the region. Sub-Saharan Africa is responsible for 45.6% of mobile money activity in the world (7). The region is home to the only eight economies where 20 percent or more of adults use only a mobile money account: Burkina Faso, Côte d'Ivoire, Gabon, Kenya, Senegal, Tanzania, Uganda, and Zimbabwe. (13)

## THE BARRIERS FACING THE UNBANKED

Across these financial underserved regions, patterns emerge revealing the disabling factors preventing unbanked citizens accessing financial services. Kinesis mobile payment and saving services provide solutions to the key barriers facing the unbanked populations of Southeast Asia, Sub-Saharan Africa and Latin America.

### Insufficient Funds

Globally, insufficient funds to open an account was stated as 66% of responses, with 20% stating it as the sole reason. (4)

#### Problem facing the unbanked

Across Southeast Asia many of the unbanked population are from low-income households, the cost of opening a bank account excluding them from accessing services. Low income was also found to impact negatively on account ownership for the unbanked of Sub-Saharan Africa and Latin-America (11). Half of the population of Latin America cited the cost of opening as a factor in their lack of bank account. In Brazil, Colombia, and Peru almost 60 percent of the population stated cost as a barrier (4).



**Kinesis believes a scarcity of money should never prevent anyone from accessing financial services.**

#### **Kinesis Solution**

Anyone can open a Kinesis account free of charge, welcoming the unbanked population from low-income households into the economic system. Kinesis holds the solutions to the chief obstruction facing many of the financially excluded citizens of Southeast Asia, Sub-Saharan Africa and Latin America.

## **FINANCIAL INSTITUTIONS ARE TOO FAR AWAY**

*22% of responses from the unbanked worldwide cited that the institutions are too far away. (4)*

#### **Problem**

Distance was stated as a critical barrier to financial inclusion across both Southeast Asia and Sub-Saharan Africa, an issue that only intensifies in rural areas (11). As many as 41 percent stated distance as a barrier in the Philippines, of this 41 percent 71 percent reported owning a mobile phone. In Indonesia, 33 percent of adults without a financial institution account cited distance as a barrier, 69 percent of this group reported having a mobile (4).



**Kinesis believes everyone should have access to financial services, however remote their location.**

#### **Solution**

Kinesis mobile payments and savings solutions offer financial services from the convenience of a smartphone, eliminating the barrier of distance for unbanked populations.

## **WHY CHOOSE KINESIS MOBILE PAYMENT SOLUTIONS?**

Kinesis low-cost, accessible mobile payment and saving solutions are set to transform financial provision in Southeast Asia, Sub-Saharan Africa and Latin America; however, Kinesis' transformation of the financial landscape goes beyond accessible, low-cost financial provision.

Engagement with the Kinesis system delivers unique value, economic stability and lucrative revenue opportunities for citizens and governments alike. Kinesis financial provision unlocks a multitude of benefits, with the potential to change the lives of citizens and deliver new economic growth and stability to nations.

# The Future of Money

Governments and citizens of developing nations who adopt Kinesis payment solutions become active participants in the evolution of money.

- Operate in a currency based on physical gold and silver, a true stable store of value.
- Use a currency completely free from debt, safe from the volatility of the global economy.
- Digitally integrates the value of precious metals into the existing financial system.

## Kinesis Delivers

Citizens	Governments
<ul style="list-style-type: none"><li>• Unrivalled access and value in low-cost payment and savings solutions.</li><li>• Domestic and international payments at a flat fee of &lt;1%, a fraction of competitors.</li></ul> <p>An accessible saving scheme in the stable value of gold, which earns a yield deposited into their Kinesis account monthly.</p> <p>Funds and savings protected from the</p> <ul style="list-style-type: none"><li>• instability of local currency, and global economics.</li></ul>	<ul style="list-style-type: none"><li>• A new economic system based on tangible wealth, increasing the percentage of the economy operating in a currency of true, stable value.</li><li>• A currency unburdened by global debt and impervious to the shifts of the global economy.</li><li>• Governments receive a unique recurring, passive income from a 7.5% share of the transaction fees of every citizen referred, for life.</li><li>• Previously unbanked wealth circulates into the economy, stimulating economic growth.</li></ul>

# KINESIS MOBILE CROSS-BORDER PAYMENT SOLUTIONS

## The Problems with Remittance

Across Southeast Asia, Sub-Saharan Africa and Latin America, leading remittance providers have rigged the payments system, charging senders exploitative fees and skewed exchange rates. A system designed to take maximum advantage of the necessity for undeveloped communities to send and receive money.

In areas monopolised by predatory remittance provision, Kinesis gives a fair alternative to those people financially exploited, for no other reason than the country of their birth. Kinesis mobile payment solutions delivers a low-cost, accessible financial services, with the potential to deliver millions into the communities of these financially underserved regions.



Remittance plays a pivotal role in the economic existence of the people of Southeast Asia, Sub-Saharan Africa and Latin America, with an accumulated 465 billion remitted to the regions in 2018. (14)

**Annual remittance:**

South-East Asia: \$331 billion.

Sub-Saharan Africa: \$46 billion.

Latin America: \$88 billion.



Southeast Asia	Kinesis	Western Union	Money Gram
Fee	<1%	8.5%*	12%*
Charge for \$100	<\$1.00	\$8.50	\$12.00
Charge applied to annual remittance statistics. \$331 billion.	\$3.31 billion	\$28.13 billion	\$39.72 billion
Additional amount reaching economy with Kinesis		\$26.64 billion	\$38.23 billion

\* US\$100 dollars from US to Indonesia. (13) (8)

Sub-Saharan Africa	Kinesis	M-Pesa	Flutterwave
Fee	<1%	10%	Flat Fee: 250 Kenyan Shillings
Charge for 110 Kenyan shillings	<49 cents	11 Kenyan Shillings	250 Kenyan Shillings
Charge applied to annual remittance statistics. \$46 billion.	\$460 Million	\$4.6 billion	NA
Additional amount reaching economy with Kinesis		\$4.39 billion	NA

Latin America	Kinesis	Western Union	Money Gram
Fee	<1%	8.5%*	9.9%*
Charge for \$100	<\$1.00	\$8.50	\$9.90
Charge applied to annual remittance statistics - \$88 billion	\$880 million	\$7.48 billion	\$8.71 billion
Additional amount reaching economy with Kinesis		\$7.08 billion	\$8.31 billion

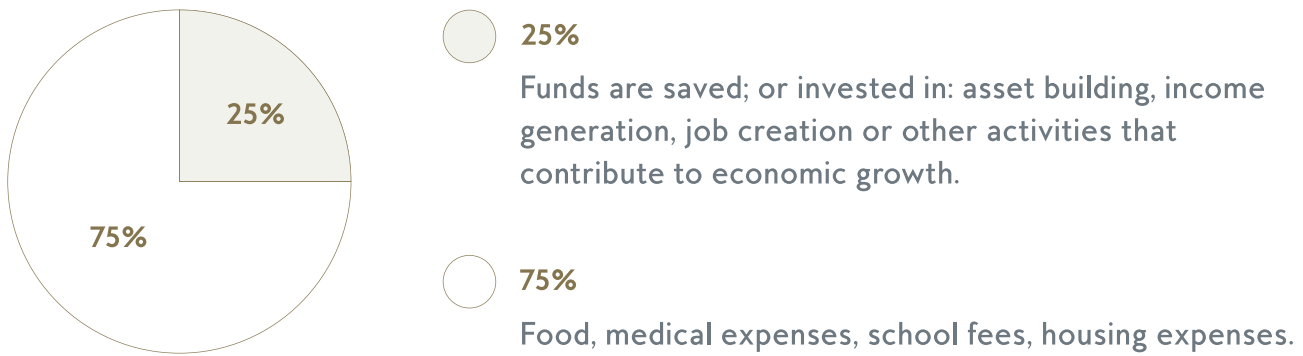
\* US\$100 from US to Mexico (13) (8)

## People, before profits.

Kinesis refuses to profit unfairly from the basic financial needs of people. The transaction fee for Kinesis' low-cost domestic and cross-border payments of Kinesis is 0.45% - a fraction of the cost of leading remittance provision in the region.

When applied to the most recent annual remittance statistics, the transaction fee of Kinesis compared with the mid-range fee of leading providers, represents a \$38.11 billion dollar difference in the funds reaching these developing regions. Exploitative, overpriced remittance provision deprives people and communities of billions annually. UN research, displayed below, shows recipients of remittance spend funds on essential needs and investing in their future.

A graph displaying how recipients of remittances spend the money received.



United Nations research estimates.

Money that would otherwise change lives and regenerate communities, is intercepted by unethical remittance providers. Mass adoption of the Kinesis payment solution has the potential to bring new economic life to these underserved communities and regions; a transformative impact already felt by the people of Indonesia, Southeast Asia.

## THE WORK HAS ALREADY BEGUN...

Kinesis has already begun its mission to deliver financial access and fast, low-cost cross-border payment solutions to the unbanked population of Indonesia, the 4th largest unbanked population in the world.

Kinesis is set to replicate the meaningful economic impact of this nationwide financial provision across other financially underserved economies of Southeast Asia; targeting our important efforts next at the unbanked populations of Sub-Saharan Africa and Latin-America.



Above: PT POS employs over 70,000 staff.

## Conclusion

The technological climate of the regions, places Kinesis in a position to deploy mobile payment and savings solutions to overcome the barriers faced by the unbanked communities. However, the Kinesis monetary system goes further than providing financial access for the citizens and governments of Southeast Asia, Sub-Saharan Africa and Latin America. Through new, secure monetary value, innovative revenue streams and fair remittance provision, adoption of Kinesis mobile payment solutions has the potential to economically elevate people, communities and nations.



## Source List

1. [https://www.academia.edu/38541864/Assessing\\_Financial\\_Inclusion\\_in\\_ASEAN\\_Countries\\_Are\\_We\\_Done\\_Yet](https://www.academia.edu/38541864/Assessing_Financial_Inclusion_in_ASEAN_Countries_Are_We_Done_Yet)
2. <https://www.blog.google/topics/google-asia/sea-internet-economy/>
3. <https://flutterwave.com/us/>
4. <https://globalfindex.worldbank.org/>
5. <https://www.gsma.com/mobilefordevelopment/wp-content/uploads/2019/07/Mobile-Internet-Connectivity-SSA-Factsheet.pdf>
6. <https://www.gsma.com/r/mobileeconomy/latam-es/>
7. <https://www.gsma.com/r/wp-content/uploads/2019/05/GSMA-State-of-the-Industry-Report-on-Mobile-Money-2018-1.pdf>
8. [www.moneygram.com](http://www.moneygram.com)
9. <https://news.un.org/en/story/2019/06/1040581>
10. <https://p.widencdn.net/kqy7ii/Digital2019-Report-en>
11. [https://www.researchgate.net/publication/319122681\\_Barriers\\_of\\_Financial\\_Inclusion\\_in\\_Sub-Saharan\\_Africa](https://www.researchgate.net/publication/319122681_Barriers_of_Financial_Inclusion_in_Sub-Saharan_Africa)
12. <https://www.safaricom.co.ke/personal/m-pesa/getting-started/m-pesa-rates>
13. [www.westernunion.com](http://www.westernunion.com)
14. <https://www.worldbank.org/en/news/press-release/2019/04/08/record-high-remittances-sent-globally-in-2018>

