

IFC Mobile Money Scoping Country Report: Lebanon

Alaa Abbassi, Andrew Lake, Cherine El Sayed

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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

Lebanon Summary

Overall readiness rating	4 (Moderately high readiness for Bank Centric Mobile Money deployment in high income segments) 3 (Medium readiness for the mid market, those unable to afford smart phones)
Current mobile money solution	The banks have begun implementing mobile money - both mobile payments and mobile banking. This is being done by the banks on their own and in conjunction with Mobile payments suppliers within Lebanon.
Population	4.14 mil *
Mobile Penetration	68% 2010 (High) **
Banked Population	2.5 mil (60%) (Moderately high) ***
Remittance % of GDP	Outbound \$3,737 mil (9.7%) *** Inbound \$7,558 mil (19.6%) ***
Percent under poverty line	28% *
Economically Active population	1,48 mil (36%) *
Adult Literacy	87.4% *
Main banks	Bank Audi, Blom Bank, Byblos Bank, Fransabank, Bankmed, BLF
Mobile Network Operators	MTC Touch 1,724,854 (54%) Alfa 1,482,819 (46%)
Ease of doing business	Ranked 104 in the world, better than Pakistan, worse than Seychelles ****

Sources:

* <https://www.cia.gov/library/publications/the-world-factbook/geos/le.html>

** TRA annual report 2010

*** <http://elibrary-data.imf.org/DataReport.aspx?c=2529608&d=33060&e=161939>

**** <http://doingbusiness.org/rankings>

- Macro-economic Overview
- Regulations
- Financial Sector
- Telecom Sector
- Distribution Channel
- Mobile Financial Services Landscape

Macro-Economic Overview

Key Country Statistics

- Population: 4.14 mil
- Age distribution: 23% (0 - 14 years)
68% (15 - 64 years) 9% (>65 years)
- Urban/rural split: 87% urban
- GDP (PPP): \$61.61 bil
- GDP per capita (PPP): \$15 600
- Literacy rate: 87.4%
- Banking penetration: 60%
- Mobile phone penetration: 68%
- Remittance (% of GDP):
 - Outbound : 9.7%
 - Inbound: 19.6%

Insights

- Lebanon is a small country, both in terms of population size and geography.
- It has a sophisticated banking industry which serves 60% of the population (2.48 mil people, through 900 branches).
- The longest trip for any person in Lebanon to reach a bank branch is approximately 1 hour.
- There is a need to extend the availability to basic banking services to the remaining 400 000 un-banked individuals.
- Given the geography of Lebanon, this could be achieved by a mixture of agency banking, if that were deemed suitable by the BdL, or by the banks leveraging their existing infrastructure to reach the remaining un-served people.

Macro-Economic Overview/ Key Country Statistics

Table 1	2007	2008	2009	2010
Total population	3.6m	3.8m	3.91m	4,14 m
Rural/ urban	13%/87%	13%/87%	13%/87%	13%/87%
GDP (@official exh. rate)	25,765B	30,079B	34,924B	39,006B
GDP growth (annual %)	7.5%	9.27%	8.5%	7.0%
GDP/capita (@off exh. Rate)	6,240	7,040	7,870	8,880
Literacy % of populations	90%	n/a	n/a	87.4%
Services, value added (% of GDP)	70%	73%	Not found	Not found
Agriculture, value added (% of GDP)	6.0%	5.0%	Not found	Not found
Industry, value added (% of GDP)	24.0%	22.0%	Not found	Not found
Remittances (% of GDP)	13.59%	11.1%	Not found	Not found
Poor households (% national poverty line)	28.8%	28.8%	28.8%	28.8%

Table 2	2007	2008	2009	2010
Total loans in million US\$	30.5B	37.3B	42.2B	59.0B
Loan growth (%)	-	22.6%	13.3%	23.1%
Loans as % of GDP			73%	
Total deposits million US\$	77.0B	83.0B	101B	113.6B
Deposit growth (%)		15%	23%	12.2%
Deposits as % of GDP	298.9%	275.9%	289.2%	291.2%
Loans as % of deposits	39.61%	44.94%	41.78%	51.94%
Mobile penetration % of population				65.9%

Cash of Total Deposits		94.67B	115.80B	129.57B
# of Loans per 1000 people		-	520	873
# of Deposits per 1000 people		-	1372	1450
# of Banks per 10,000 people		0.16	0.16	0.17
# of Branches per 10,000 people		1.6	1.8	2

Table 3	2008	2009	2010
Total Number of Outlets			
Banks	65	65	67
MFIs	5	5	5
Branches	862	885	912
Agents			
ATM	1140	1207	1285
POS terminals	13332	17693	19708
Leasing	2	2	2
Insurance companies	+/- 47	+50	+50

Table 4	2008	2009	2010
Modern banking applications			
Banks with Core Banking System (foreign banks exclusive)	Not found	Not found	Not found
Payment transactions per day (Cheques)	+275,000	+315,000	+325,000
Banks equipped with ATM and POS			
- Number of ATMs	1140	1207	1285
- Number of POSs	13332	17693	19708
Banks that issue payment cards			
- Number of cards (million)	1,56m	1.63m	1.71m
Banks with Internet Banking			
	<20%	20% to 25%	>26.5%

Table 5	2007	2008	2009	Y2010
Switches	2	3	3	3
Clearing Houses (branches)	1 (6)	1(6)	1(6)	1(6)
Credit Bureaus Commercial/Public	0(1)	0(1)	0(1)	0(1)
Rating Agencies				
Stock Exchange	1	1	1	1

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Regulatory Bodies

Central Bank *Banque du Liban*

Roles & Responsibilities

- Maintain economic stability and preserve the soundness and integrity of the banking and financial systems.
- Regulating and developing all payment systems (including ATMs and POS), money transfer and clearing and settlement systems of all payment methods and financial instruments.
- BdL has wide discretionary authority to regulate and set regulations of electronic payment systems
- BdL is authorized to develop and regulate payment products through regulations and instructions without the need of adopting new laws.

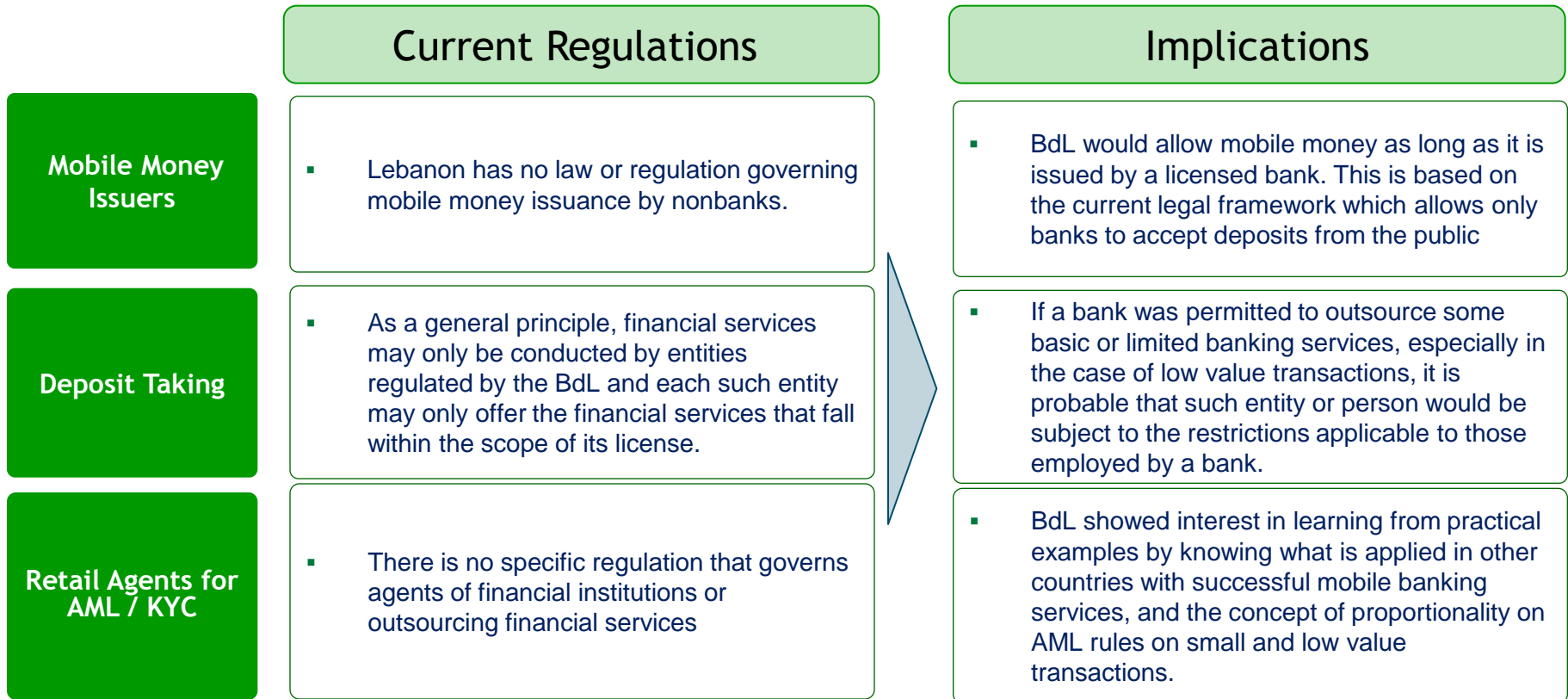
Telecom Authority

- Ensures telecom services reach all areas of the country
- Monitors technical and economic efficiency for all telecommunications services
- Government approval required before MNO can launch new services.
- The government directly owns and exercises board level control over both Mobile Operators

Implications

- BdL is tasked to develop and oversee the implementation of all electronic payment streams
- In discussions with the banks, many of them indicated a desire that the BdL take central control over the rule set for payments instruments and that it oversee the creation and management of a level playing field in the electronic payments arena.
- BdL has the necessary legal framework in which to perform this role
- Direct intervention in the telecommunications space by the government has made it unlikely that the MNOs will directly compete in or drive development of the Mobile Money arena
- This has made Bank led models the de facto standard in Lebanon, and has reduced the likelihood that non regulated assets, such as the telco sales channels will be leverageable by Mobile Money operators

Regulatory Framework & Requirements



Regulatory Framework & Requirements

KYC/AML Requirements

Current Regulations

Financial institutions are required to, among other things:

- Verify the identity of their permanent clients and that of the beneficial owner, if any;
- Apply "know your customer" procedures to transient clients when the value of the operation exceeds US\$ 10,000;
- Keep copies of all operation related documents, as well as identity documents for at least five years after the completion of the operation or closing of account; and,
- Identify any indications of money laundering operations and set out the basis for diligently uncovering suspicious transactions

MNOs and their agents are required, before selling a new line, to ask for and get a copy of the national ID (for Lebanese) or the passport (for non- Lebanese).

Implications

- These requirements are valuable in the normal course of events for mid to upper market customers
- It is proposed that, if Lebanese banks chose to embark upon servicing the currently unbanked population, it considered risk tailoring these requirements for this new market.

Additional Regulatory Considerations

Current Regulations

Customer Protection

- Consumer Protection Law provides protection to individuals and legal entities, addresses fraud, abusive practices and loan disclosure rules by banks and other institutions.

Data Privacy

- Banks and financial institutions are subject to the provisions of the Banking Law and Central Bank directives, which include strict rules for the protection of data privacy and banking secrecy.

Interoperability

- It is not clear if BdL would force interoperability between mobile money solutions.

International Remittances

- Only banks and licensed financial institutions are allowed to engage in international remittances.

Implications

- Given that BdL would only allow a bank-led model, ultimate responsibility for customer protection and data security would eventually reside with the bank.

- If interoperability were not centrally planned, Lebanon risks developing a fragmented mobile money environment. This could be rectified after the fact, but if left will have the effect of slowing the uptake of Mobile Money.

- This implies that agents would need to act on behalf of a licenced institution to deliver services to the public.

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Financial Infrastructure

Banks	
Public	0
Private	65
Branches	
ATMs	1,331
POS terminals - Manual	21,315
POS terminals - Electronic	21,772
Debit cards	1,135,633
Microfinance Institutions	
> 100,000 customers	0
20,000 to 100,000 customers	2
< 20,000 customers	4

Clearing and Settling	
Name: RTGS	
Ownership: BDL	
Number banks involved: Under formation	
Participating banks: All are to be involved	
Credit Bureaus	
Name: The public credit register	
Ownership: Owned by all banks, managed by BDL	
Number banks involved All Banks	
Participating banks	

National Switches	
Name: CTM	
Ownership: BLF and SBGL	
Number banks involved: 2	
Participating banks: BLF and SBGL	
Name: IPN	
Ownership	
Number banks involved: 18	
Participating banks : Credit Libanais, Lebanese Islamic Bank, Audi – Saradar Group, BLOM, Fransabank, BBAC, HSBC, Lebanese Swiss Bank, BNPI, SNBSL, Bank of Kuwait and the Arab World, Middle East and Africa Bank, Arab Bank PLC, Bank of Beirut, Banque Saradar, Federal Bank of Lebanon, BLC, LATI Bank	
Name: CSC	
Ownership	
Number banks involved: 26	
Participating banks : Banque du Liban, BankMed SAL, Lebanon and Gulf Bank SAL, Byblos Bank SAL, CreditBank SAL, Arab Finance House SAL, Jammal Trust Bank SAL, Al Baraka Bank Lebanon SAL, Bank of Beirut SAL, First National Bank SAL, Al Ahli International Bank SAL, Banque Pharaon & Chiha SAL, North Africa Commercial Bank, The Saudi National Commercial Bank, HSBC Bank Middle East, Société Générale de Banque au Liban SAL, National Bank of Kuwait (Lebanon) SAL, Banque de L'Industrie et du Travail SAL, Intercontinental Bank of Lebanon SAL, Standard Chartered Bank SAL, Near East Commercial Bank SAL, Lebanese Canadian Bank SAL, Bank of Kuwait & the Arab World SAL, Banca Di Roma (Lebanon Branches)	

Financial Infrastructure

National Switches
Name: CCM
Ownership:
Number banks involved: 22
Participating banks: Banque Européenne Pour Le Moyen-Orient, Bank of Kuwait and the Arab World, Creditbank, Banque Nationale de Paris Intercontinentale (Lebanon), BLOM Bank, Banque Audi - Audi Saradar Group, Arab Bank, First National Bank, Intercontinental Bank of Lebanon, Ste Nouvelle Banque Syrie Et Liban, Bank of Beirut, Joseph Eid & Co., Capital Finance Co., Ahli International Bank

Bank Snapshot

Bank Audi	<ul style="list-style-type: none"> • 475 000 Customers • 72 Branches 	<ul style="list-style-type: none"> • 162 ATMs • ??? POS Terminals 	<ul style="list-style-type: none"> • Is a shareholder in Pin Pay • Has an active Mobile Banking service
Blom Bank	<ul style="list-style-type: none"> • ~220000 Customers • 61 Branches 	<ul style="list-style-type: none"> • 90 ATMs • ~2 000 POS Terminals 	<ul style="list-style-type: none"> • Has mobile banking service - aimed at upper segment • Is interested in servicing the unbanked
Byblos Bank	<ul style="list-style-type: none"> • ~110000 Customers • 77 Branches 	<ul style="list-style-type: none"> • 115 ATMs • 0 POS Terminals - issuer only 	<ul style="list-style-type: none"> • Has Mobile Access to its Internet Banking portal
Fransabank	<ul style="list-style-type: none"> • 250000 Customers • 61 Branches 	<ul style="list-style-type: none"> • 74 ATMs • ??? POS Terminals 	<ul style="list-style-type: none"> • Has Mobile Banking • Is building Mobile Payments with ViaMobile
Bankmed	<ul style="list-style-type: none"> • Xxxx Customers • 53 Branches 	<ul style="list-style-type: none"> • 87 ATMs • ~2 000 POS Terminals 	<ul style="list-style-type: none"> • Is reported to be a shareholder in Pin Pay, but this was not supported by research
BLF	<ul style="list-style-type: none"> • 142 000 Customers • 44 Branches 	<ul style="list-style-type: none"> • 101 ATMs • ?? POS Terminals (Was not willing to provide numbers) 	<ul style="list-style-type: none"> • Is in the process of rolling out smart phone based mobile banking.

Note: ~

Obtaining accurate numbers of customers is complicated by banking secrecy in Lebanon. Where the figure was not given during a meeting with management, or in the 2010 annual report of the bank, the customer base has been estimated, either on the basis of market share of total deposits, or by reducing the number of accounts held in the bank by 1.4, where this is the average benchmark number of products held by a customer. These estimates are denoted by preceding the estimated number with a ~

MFI Snapshot

Ameen	<ul style="list-style-type: none">• 50 000 Customers• 1 Branch	<ul style="list-style-type: none">• Loan portfolio: \$67 mil	<ul style="list-style-type: none">• Average loan size \$1400
Al Majouma	<ul style="list-style-type: none">• 24 000 Customers• 15 Branches	<ul style="list-style-type: none">• Loan portfolio : \$21 mil	<ul style="list-style-type: none">• Average loan size \$874
ADR	<ul style="list-style-type: none">• 6098 Customers• 2 Branches	<ul style="list-style-type: none">• Loan portfolio: \$13.2 mil	<ul style="list-style-type: none">• Average loan size \$1457
Makhzoumi Foundation	<ul style="list-style-type: none">• 5512 Customers• 5 Branches	<ul style="list-style-type: none">• Loan portfolio: \$0.99 mil	<ul style="list-style-type: none">• Average loan size \$180
AEP	<ul style="list-style-type: none">• 2868 Customers• 9 Branches	<ul style="list-style-type: none">• Loan portfolio : \$12.4 mil	<ul style="list-style-type: none">• Average loan size \$4300
Al Tamkeen	<ul style="list-style-type: none">• 352 Customers• 8 Branches	<ul style="list-style-type: none">• Loan portfolio : \$0.97 mil	<ul style="list-style-type: none">• Average loan size \$2750

Mobile banking was discussed with Ameen.

There was slight interest in using Mobile as a means of disbursing loans and collecting payments, however, they already use the branch networks of the banks for this purpose, and there are very few people in Lebanon who live more than 1 hour's travel from a bank branch. This limits the value of Mobile banking to the MFI.

Payment Service Provider Snapshot

CTM
(Centre de
Traitement
Monetique)

- Number of ATM: 135
- Number of agents and growth plans: As a captive switch and card processor for its two shareholders, it has no agents
- Monthly transaction volumes: N/A
- Services offered : Card issuing & acquiring, ATM and POS management, 24/7 Call centre
- Banking partners: Fransabank and SBGL
- MNO partners: None

IPN
(Interbank Payment
Network)

- Number of ATM: ~600
- Number of agents and growth plans: 0
- Monthly transaction volumes: N/A
- Services offered: N/A
- Banking partners: Credit Libanais, Lebanese Islamic Bank, Audi - Saradar Group, BLOM, Fransabank, BBAC, HSBC, Lebanese Swiss Bank, BNPI, SNBSL, Bank of Kuwait and the Arab World, Middle East and Africa Bank, Arab Bank PLC, Bank of Beirut, Banque Saradar, Federal Bank of Lebanon, BLC, LATI Bank
- MNO partners: None

Payment Service Provider Snapshot

CSC
(Creditcard
Services Company
Est. 1992)









- Number of ATM: ~600
- Services offered: Card issuing & acquiring, ATM and POS management, 24/7 Call centre
- Banking partners: Banque du Liban, BankMed SAL, Lebanon and Gulf Bank SAL, Byblos Bank SAL, CreditBank SAL, Arab Finance House SAL, Jammal Trust Bank SAL, Al Baraka Bank Lebanon SAL, Bank of Beirut SAL, First National Bank SAL, Al Ahli International Bank SAL, Banque Pharaon & Chiha SAL, North Africa Commercial Bank, The Saudi National Commercial Bank, HSBC Bank Middle East, Société Générale de Banque au Liban SAL, National Bank of Kuwait (Lebanon) SAL, Banque de L'Industrie et du Travail SAL, Intercontinental Bank of Lebanon SAL, Standard Chartered Bank SAL, Near East Commercial Bank SAL, Lebanese Canadian Bank SAL, Bank of Kuwait & the Arab World SAL, Banca Di Roma (Lebanon Branches)
- MNO partners: None

CCM
(Credit Card
Management
Est. 1994)


- Number of POS: ~6000
- Services offered: Card issuing & acquiring, POS management, online clearing and settlement, 24/7 Call centre
- Banking partners: Banque Européenne Pour Le Moyen-Orient, Bank of Kuwait and the Arab World, Creditbank, Banque Nationale de Paris Intercontinentale (Lebanon), BLOM Bank, Banque Audi - Audi Saradar Group, Arab Bank, First National Bank, Intercontinental Bank of Lebanon, Ste Nouvelle Banque Syrie Et Liban, Bank of Beirut, Joseph Eid & Co., Capital Finance Co., Ahli International Bank
- MNO partners: None


Large Financial Flows

Opportunity analysis summary

Bill payments		<ul style="list-style-type: none"> • There is a lack of supply of electronic bill settlement in Lebanon • Serving this need via Mobile Device will require addressing the current limitations on using mobile only to serve inter account transfers between the customer's own accounts
Public transport		<ul style="list-style-type: none"> • Lebanon does not have a high density land based public transport system, such a metro trains • The most common form of public transport is by taxi. • Mobile could service this need, once it has gained traction in other sectors of the market, but transportation is not going to be a strong startup service
P2P (domestic)		<ul style="list-style-type: none"> • The current forms of P2P transfers in Lebanon are cash and cheques. • Mobile P2P could be a convenient alternative to these forms of payment
G2P		<ul style="list-style-type: none"> • Other than salaries of civil servants, G2P payments are not significant in Lebanon • The Lebanese government has already passed a law that all civil servants are to be paid through bank accounts, which lead to an increase of bank accounts held, but also to a rise in the number of customers who withdraw all of their salary as cash at the end of the month.
Payroll (informal market)		<ul style="list-style-type: none"> • Indications are that the mode form of salary payment in the informal sector is cash. • Mobile could replace this mechanism over time, however to avoid a case where the employee simply cashes out his entire salary, it is believed that this service could only be implemented after c2b payments have been implemented
B2B, B2C or B2Employees		<ul style="list-style-type: none"> • Payment for deliveries between businesses is an opportunity which could be serviced via mobile banking • Some banks indicated that they are mulling issuing purchasing cards in the market • Mobile could find a niche in the level of delivery where it is not feasible to fund the installation of a POS device in the delivery vehicle.
Credit & micro-finance		<ul style="list-style-type: none"> • The MFI market is relatively small and serves some 200 000 individuals, many of whom are banked. • Mobile banking / payments could be used as a mechanism to service loans in this market, however, the current use of the existing banking infrastructure by the MFI's means that the value added to the MFI by collecting the payments in this way would be small meaning that they are unlikely to drive their customers towards this service.
Remittances (international)		<ul style="list-style-type: none"> • 25% of Lebanon's GDP is transferred as remittances annually, with a significant skew towards inbound remittances • Mobile could be used as a mechanism for making these transfers more convenient by removing the need to travel to a bank or exchange house.

 Significant opportunity

 Potential opportunity

 Weak opportunity

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Mobile Network Operators

MIC1, Alfa Trading as Alfa	<ul style="list-style-type: none">• Owner Supervisory Board, Ministry of Telecommunications• Managed by Orascom Communications	<ul style="list-style-type: none">• 1.5 mil customers• Market share : 46%	<ul style="list-style-type: none">• No partnerships in the Mobile Money Arena• No products in the Mobile Money arena
MIC 2, Touch Trading as MTC Touch	<ul style="list-style-type: none">• Owner Supervisory Board, Ministry of Telecommunications• Managed by Zain Telecommunications	<ul style="list-style-type: none">• 1.7 mil customers• Market share : 54%	<ul style="list-style-type: none">• No partnerships in the Mobile Money Arena• No products in the Mobile Money arena

*‘Lebanon’s mobile market present situation results from both its structure and the terms and conditions of the Management Agreements. Indeed, current conditions do not enable Mobile Network Managers to control retail prices nor to introduce new packages or bundles without a lengthy administrative approval procedure. Also, the Management Agreement structure does not incentivize the Mobile Network Managers to efficiently complete the appropriate expansions, which results in a less-than-optimum network design and optimization and thus, in a very poor quality of service.’ ***

Based upon the above, given that MNOs often look to Mobile Money as a customer loyalty based value added service, it is unlikely that either mobile operator will strive to extend their product suite to include Mobile Money. This was reflected in the meetings with the MNOs.

Mobile Outlook

- Current situation
 - Both operators are owned and closely controlled by the Supervisory Board of the TRA, while day to day management is outsourced to private companies via management contracts.
 - All expenses are borne and controlled by the State directly, this includes the marketing and product development budgets
 - Competition between the networks is said to be managed, such that both remain within a 45% / 55% market share range. Where necessary, this appears to have been achieved by controlling the release of Mobile Numbers to the operators
- Trends/expectations
 - Lebanon has a stated policy of privatization of the telecommunications industry. Implementation of this policy is deemed unlikely for the following reasons:
 - Mobile telephony is a significant contributor to the exchequer in Lebanon, some said that it contributes more to the fiscus than personal income tax.
 - The current ownership structure appears to have been achieved through a process of nationalization of formerly private enterprises, thus investors may not trust any future privatization drive.
- Implications for mobile money
 - The operators are unlikely to be players in the Mobile Money market place, implying that
 - The MNO distribution capabilities are unlikely to be leverageable for Mobile Money
 - The MNOs are unlikely to be competitors in the Mobile Money space, meaning that they are unlikely to frustrate the attempts of the financial services sector to implement financial services on their networks
 - The MNOs are unlikely to invest in any technologies other than base telephony equipment, which has implications for the Financial services sector:
 - USSD - there are no USSD gateways in Lebanon, restricting the ability to serve dynamic menus to bottom of the range handsets
 - SIM Toolkit servers / SIM services are unlikely to be implemented, reducing the ability to access the security offered by the SIM cards

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MNO Agent structure

Operator owned stores

- MTC owned stores: 5
- Alpha owned stores: 7

Distributors:

- MTC : 19 national dealers
- Alpha : 3 to 4 of MTC's dealers are known to serve Alpha as well

Sub dealers:

- MTC know of approximately 2 000 dealers, and believe that the channel may be more than twice that size

If mobile operator facilitated agency banking were to be implemented, these stores would be the initial targets for such an implementation.

The operators do not own the distributors, but access them via sales agreements. These could be extended to facilitate Mobile Money, if the operators decided to implement the service.

There is no exact figure on the number of airtime resellers across the country. Most likely that the vast majority sell airtime for both MNOs

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MFS Implementations

Pin Pay (Founded in 2008)

- Nature of service (Currently only operating in Lebanon, wrote own software)
 - Is a service provider to Banks
 - Currently servicing Bank Audi and BankMed
 - Current product acts as a mobile front end to existing bank accounts at the client banks
 - Pin Pay wish to extend to offer wallets, which they intend to manage directly in phase II of their project
- Number of subscribers, amounts transacted: They are in startup, customer base is small, as are transaction volumes but growing
- Size and reach of agent network: Pin Pay relies on the banks for physical distribution, and also has a cash out relationship with Cash United (Remittance company) which has more than 400 outlets.
- Services offered: Ability to manage existing bank account via mobile, Top Up, Account history and balances inter account transfer and ability to do P2P. They wish to add purchase at retail (phase I) and wallet (Phase II).

ViaMobile (Founded in 2010)

- Nature of service
 - Is a service provider to the banks with an outlook to offer an independent mobile wallet once legal framework allows for it and licenses are obtained. This will translate into a direct impact on the unbanked and enlarge distribution network
 - Currently servicing Fransabank
 - Service is SMS and mobile web browser based, with emphasis on mobile web.
- Number of subscribers, amounts transacted: They are in startup, will launch to market in April / May 2012
- Size and reach of agent network: ViaMobile relies on the banks for physical distribution
- Services offered: P2P, Mobile shopping, Top up, Account history and balances, Bill and loan payment
- Other countries where implementations: Technology comes from Creova, which is based in Paris, with offices in Boston, Munich and Tunis. Creova is a shareholder in ViaMobile. ViaMobile is a purely Lebanese company.

Mobikick (Founded in 2006)

- Nature of service
 - Is a service provider to the national lottery service
 - Currently not directly linked to any of the banks
 - Facilitates the playing of lottery against airtime credits.
- Number of subscribers, amounts transacted: Have processed 1.5 mil txn's since going live in Dec 2010 (2% of lottery)
- Size and reach of agent network: Uses airtime recharge tokens - therefore has access to all distributors of the Mobile Operators
- Services offered: Lottery grid purchase and distribution of small winnings, via airtime
- Other countries where implementations: Locally developed system and operation.