

Mobey Forum

Gulf Bank, State of Kuwait

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Mobey Forum Member Meeting
Leiden, Netherlands







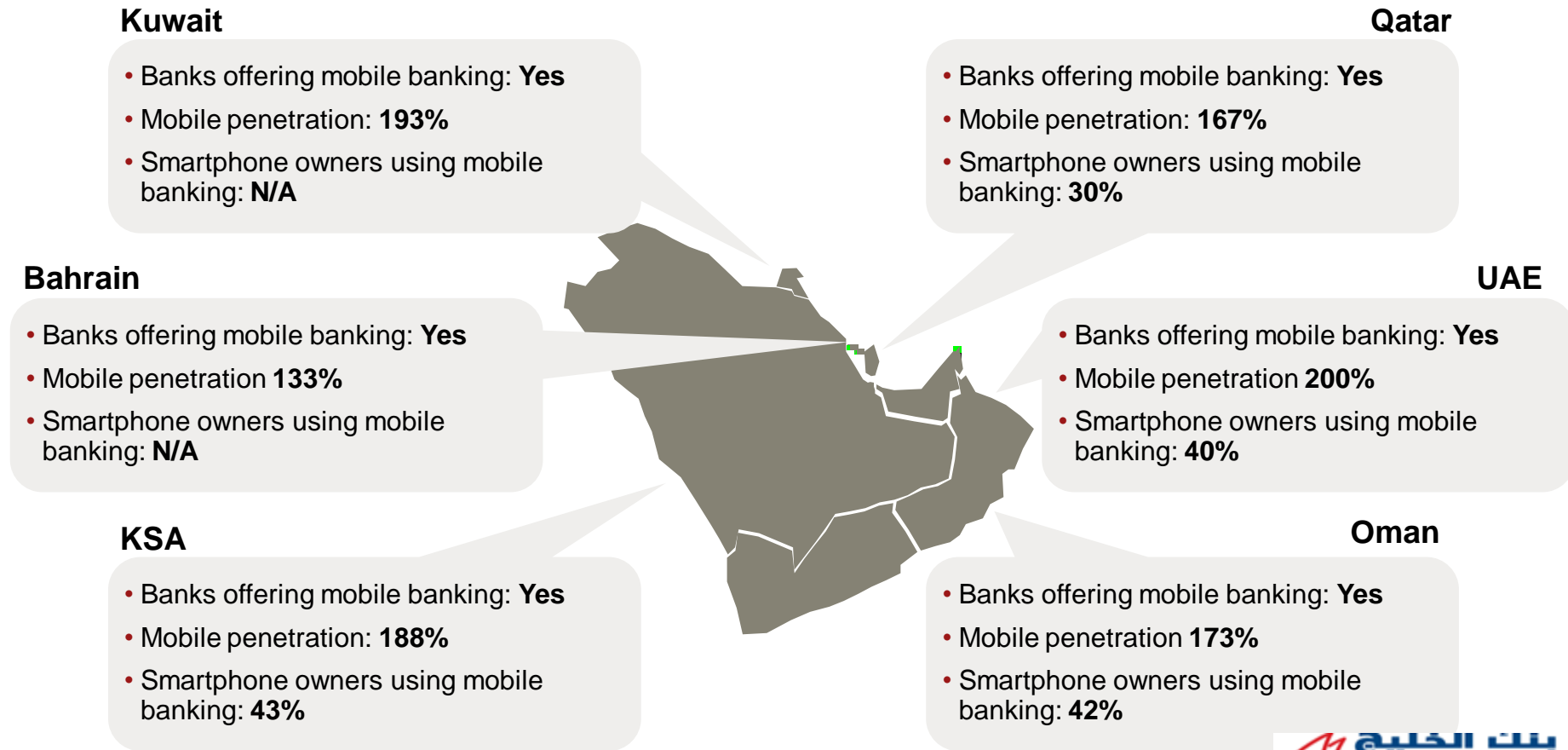


Gulf Bank

A.T. Kearney perspectives on mobile financial services

In the Middle East, financial institutions have largely embraced mobile banking

Mobile banking in the Middle East



A variety of mobile banking services is typically offered in the GCC

Services offered through mobile banking

Area	Key examples	Key observations
Information processing	<ul style="list-style-type: none">• SMS alerts• Service notifications• ATM finder• View balances etc.	<ul style="list-style-type: none">• Most banks in the GCC now offer these as standard services with the retail bank account
Transactions	<ul style="list-style-type: none">• Account servicing• Remittances• Payments• Bank transfers	<ul style="list-style-type: none">• Broadly, remittances and payments are the key mobile banking transactions offered
Sales	<ul style="list-style-type: none">• Not available	<ul style="list-style-type: none">• Whitespace opportunity

SMS banking is the most common form of mobile banking offered by GCC banks providing fast access to information

SMS banking

Examples

Transaction alerts



- Alerts on deposits, POS transactions, ATM withdrawals etc.
- Alerts on system generated transactions (standing instructions)



Service notification



- Notification on credit card delivery status
- Status on maintenance services request

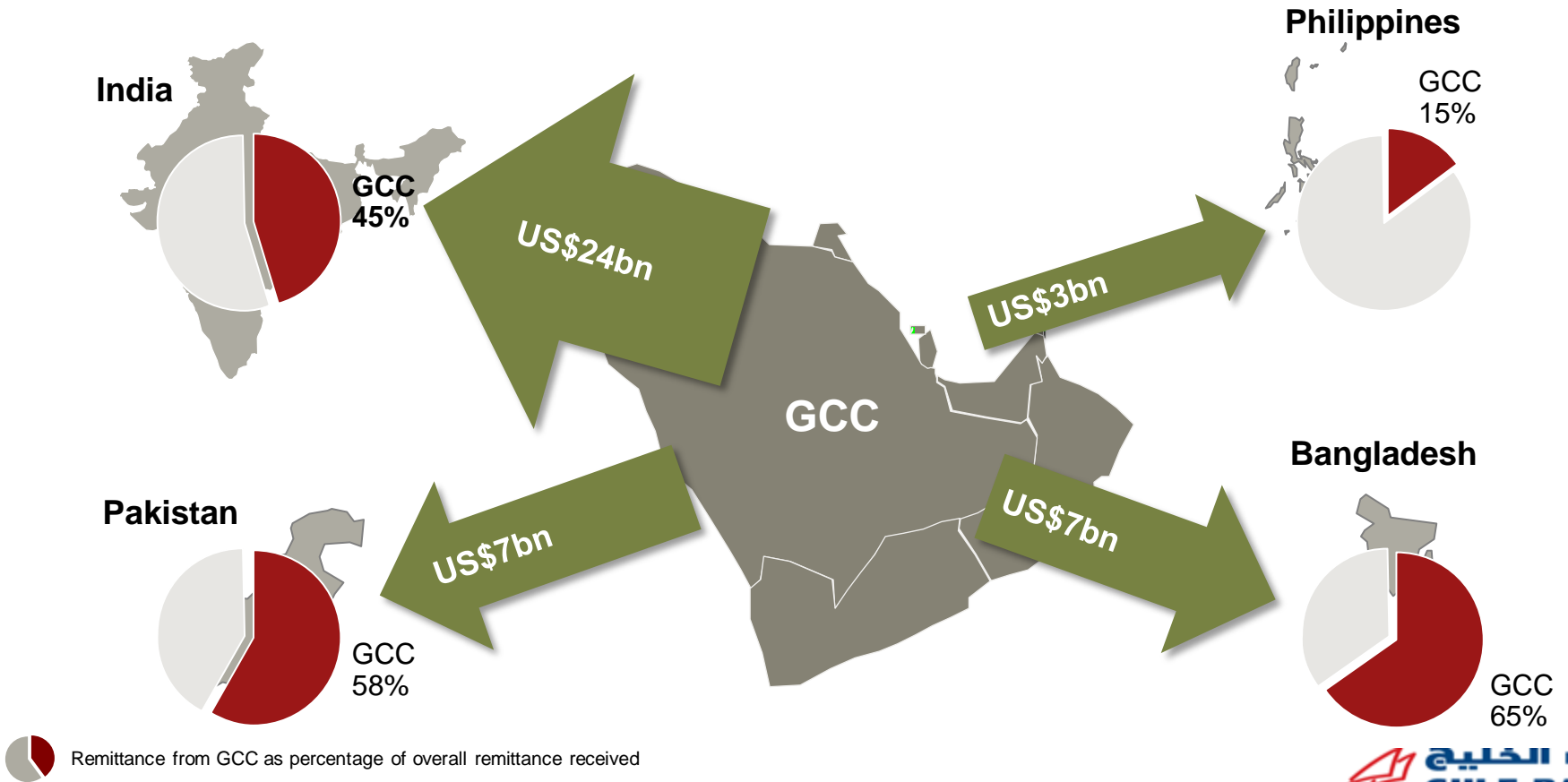
Promotions and marketing



- Information on new products or services
- Information on promotional deposit interest rates, loan interest rates etc.

The GCC is one of the major remittance markets globally, with a few key receiving countries


Contribution of GCC countries to overall remittance inflows
(% of total remittances, 2010)




Remittances are a key mobile banking offering in the GCC

GCC banks offering remittance service

Selection

NBAD 


- Funds transfer facility between local and international banks
- Mobile banking money transfer facility to 192 countries
- Service offered to NBAD and Non NBAD customers

Emirates NBD 

- Funds transfer facility between local and international banks
- Real time exchange rates for international remittances

National Bank of Kuwait 

- Funds transfer between local and international banks
- Service offered via mobile phone applications for convenient use

Al Rajhi bank 

- Funds transfer between local and international banks
- Money transfer times cut from 2-3 days to seconds

Contactless payments are amongst the latest trends in GCC mobile banking

Illustrative

Typical contactless payment uses



GCC contactless example

- NFC technology enabled payment service to be offered in the UAE by 2013
- Initially, service will include express payments for public transport in Dubai
- In the longer term, other low value transactions in fast-payment environment to be included

There are several examples of alliances between banks and MNOs in the Middle East

Mobile payment alliances

Examples

Mobile & Financial Services
Orascom teams with Western Union for mobile remittance through Western Union



Financial Services & Technology
Paybox and Lari Exchange offer remittances (UAE to mobile accounts in the Philippines) since 2008



Financial Services & Mobile
NCB and SMART offers remittances to Philippine mobile subs



Mobile & Financial Services
STC and Al Rajhi Bank teamed for bill payment via mobile in 2003



Source: A.T. Kearney analysis

Thank You !