

THE STATE OF FINANCIAL INCLUSION: A SNAPSHOT



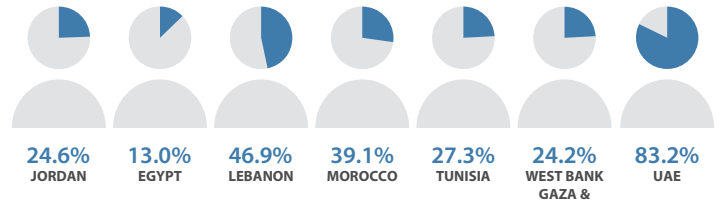
Jordan Digital Financial Services Forum

Spotlight on the Middle East and North Africa Region

Financial inclusion is a key driver of economic growth and poverty alleviation, as access to finance can boost job creation, reduce vulnerability to shocks, and increase investments in human capital.

Percentage of Population Holding Accounts at a Financial Institution

Source: The World Bank's Global Findex (2015)



90.7%

Percentage of women in MENA without access to a formal financial institution



48%

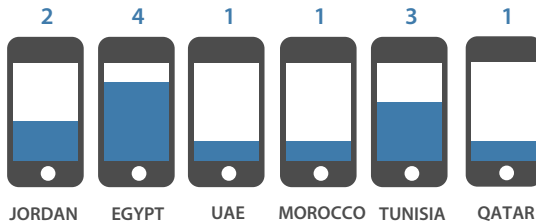
Percentage of women in MENA without access to a mobile phone

208 million

women in MENA do not have an account at a formal financial institution

Number of Mobile Money Deployments by Country

Countries in the MENA region with mobile money deployments:



Countries in the MENA region without mobile money deployments:



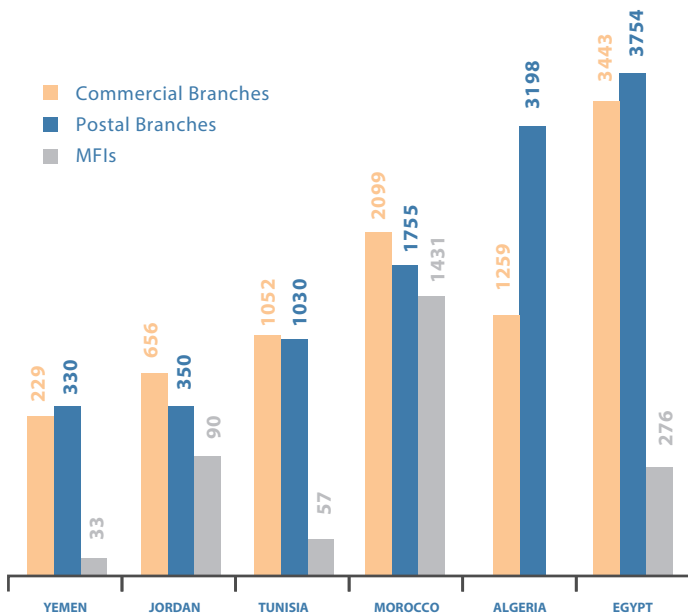
- ALGERIA
- BAHRAIN
- IRAQ
- KUWAIT
- LEBANON
- OMAN
- SAUDI ARABIA
- SYRAI
- WEST BANK & GAZA
- YEMEN

Source: The GSMA Mobile Money Deployments Tracker (2015)

Formal Financial Access Points

MFI, Postal, and Commercial Bank Branches in Select Arab Countries

- Commercial Branches
- Postal Branches
- MFIs



Source: CGAP Postal Survey, MIX, and CGAP Financial Access (2010).



2 BILLION PEOPLE IN THE WORLD DO NOT HAVE AN ACCOUNT WITH A FORMAL FINANCIAL INSTITUTION

YET, 1.6 BILLION OF THESE PEOPLE OWN A MOBILE PHONE

Innovation in financial technology (FinTech), the development of alternative business models, and the prevalence and accessibility of data are creating a unique opportunity and entry point to resolving persistent financial exclusion in Jordan.

MICRO & SMALL ENTERPRISES AND FINANCIAL SERVICES IN JORDAN

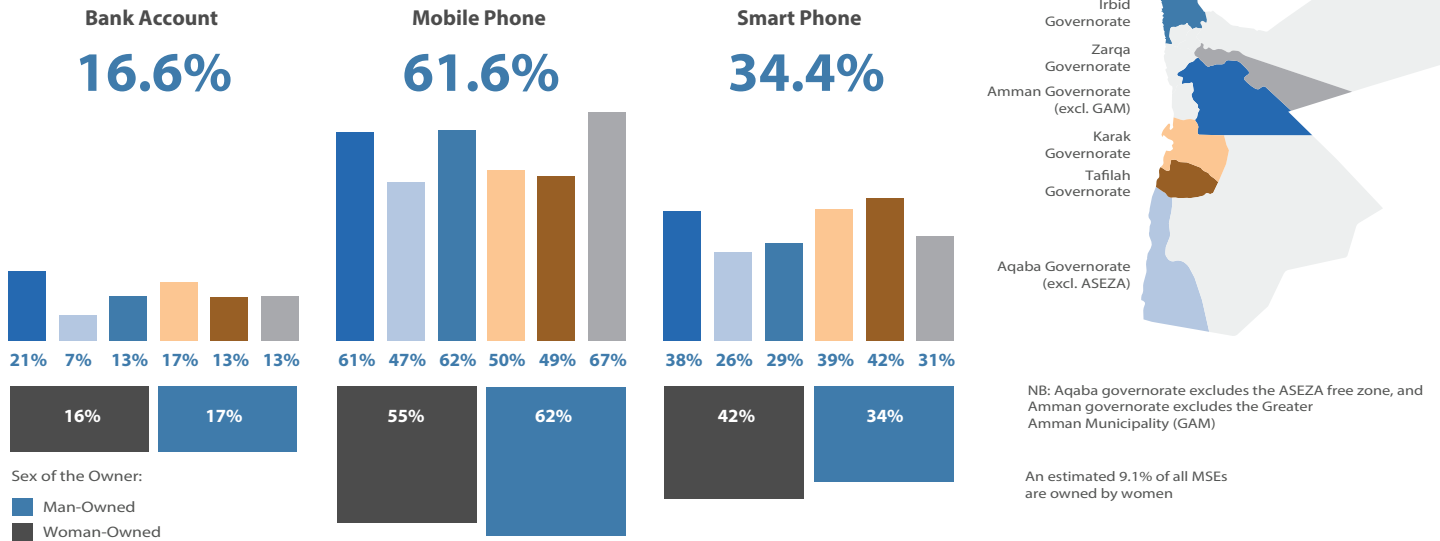


Jordan Digital Financial Services Forum

MSE Financial and Digital Inclusion in Jordan

Although Jordan's economy is dominated by micro and small enterprises (MSEs), relatively little is known about them. To overcome this information gap, USAID LENS conducted a survey of 4721 MSEs in 2014-2015 to better understand Jordanian enterprises and to assess the major barriers and opportunities for growth. This study covered general demographics, workforce trends, firm performance, access to finance, processes and networks, and the impact of the Syrian refugee crisis. The survey data is representative for all MSEs— formal and informal— operating in the governorates of Amman, Zarqa, Irbid, Karak, Tafilah, and Aqaba, which collectively captured approximately 60% of the kingdom's population.

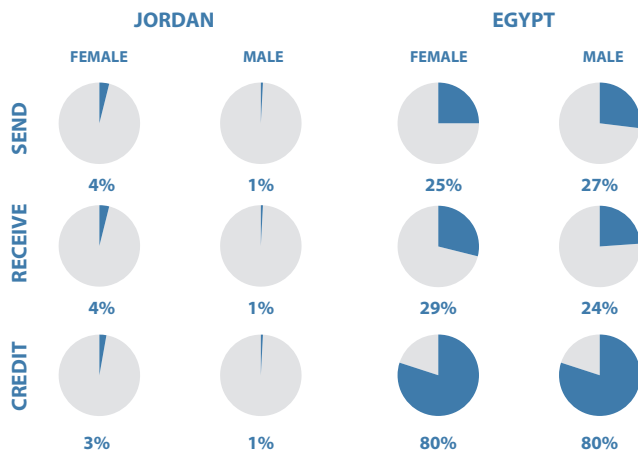
Resources Utilized for Business



The MSE survey data is provided under ODC-By License 1.0. When citing these data, please use: USAID Jordan Local Enterprise Support Project. (2015). Survey of Jordanian Micro- and Small Enterprises (v2.3.0). <http://www.jordanlens.org>

Access And Usage In Jordan

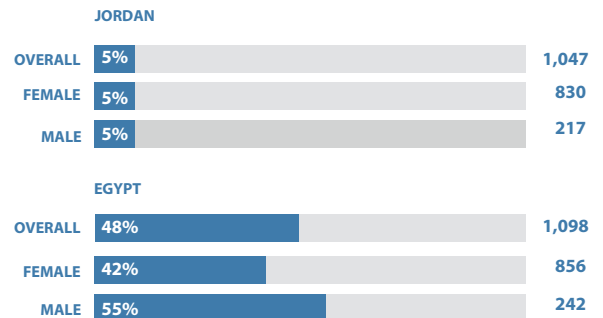
Usage of Mobile Money



Source: The GSMA Bridging the Gender Gap: Mobile Access and Usage in Low and Middle Income Countries (2015)

Awareness of Mobile Money

HAVE YOU HEARD OF MOBILE MONEY? SURVEY RESPONDENTS

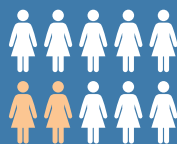


Source: The GSMA Bridging the Gender Gap: Mobile Access and Usage in Low and Middle Income Countries (2015)



84.5%

Percentage of women in Jordan without an account at a formal financial institution



22%

of women in Jordan are financially literate



21%

Woman in Jordan are 21% less likely to own a mobile phone than men

Source: Standard & Poor's Global Financial Literacy Survey (2014)