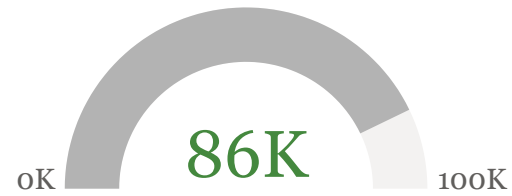


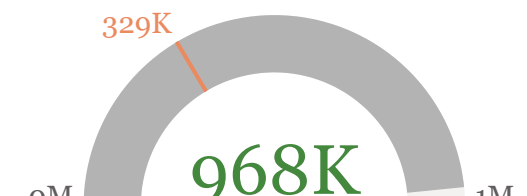
Savings at the Frontier

The Savings at the Frontier programme worked in partnership with 10 financial services providers (FSPs) in Ghana, Tanzania and Zambia to develop innovative financial services for informal savings mechanisms (ISMs) and their users. Of SatF's 4 commercial bank partners 3 were located in Tanzania, the other in Ghana. The Tanzanian banks' branch and agent networks, as well as fully digital value propositions led to significant scale, which explains why 90 percent of the individual ISM user accounts were opened in Tanzania. SatF's fintech partners served two specific ISM market segments with digital platforms: susu customers, and farmer groups. Together they contributed nearly 20 percent to the individual accounts opened.

Total number of ISM accounts opened [at June 30, 2022]

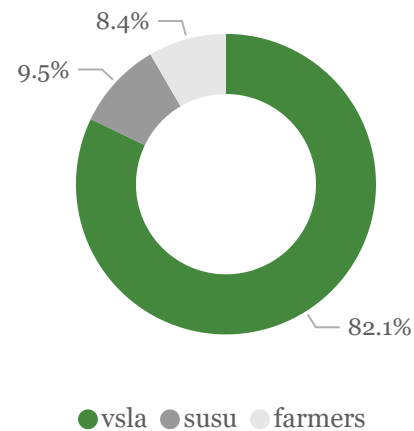


Total number of ISM user accounts opened [at June 30, 2022]

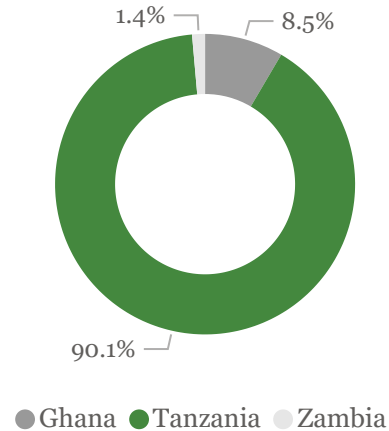


The main target of serving 250,000 individual informal savers has been exceeded. Partner FSPs opened nearly 1 million accounts. Across the portfolio 329,120 individual savers used or opened a SatF-supported account in the quarter from April to end of June 2022.

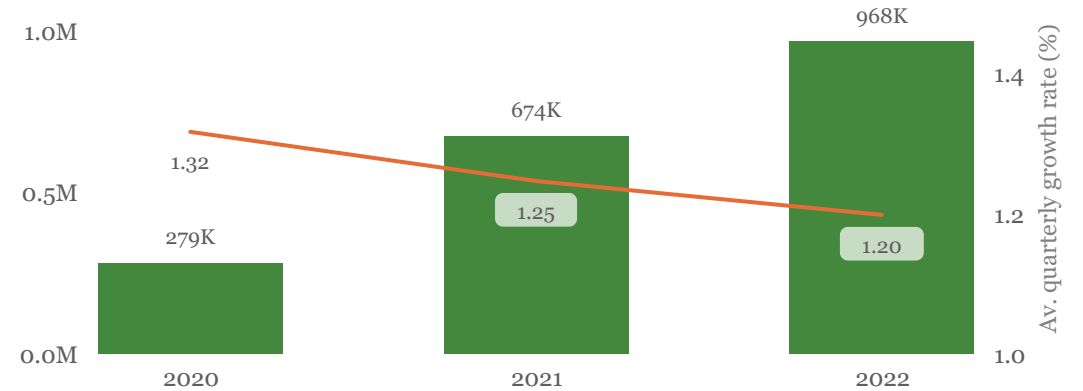
ISM user accounts opened by ISM type [between July 1, 2020 - June 30, 22]



Total ISM user accounts opened by country [at June 30, 2022]

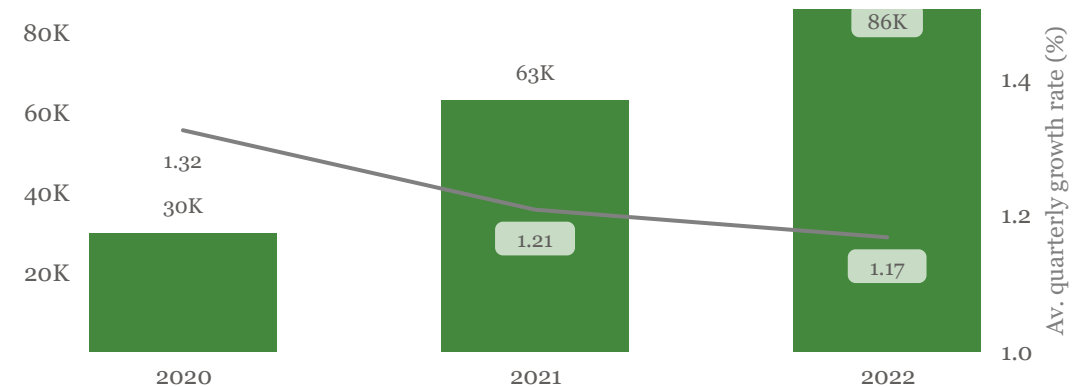


Total number of opened ISM user accounts [2020-2022]



The number of ISM and ISM user accounts opened per quarter are increasing but the average quarterly growth rate is stabilising at 120% for individual accounts, and 117% for ISM accounts in 2022.

Total number of opened ISM accounts [2020-2022]



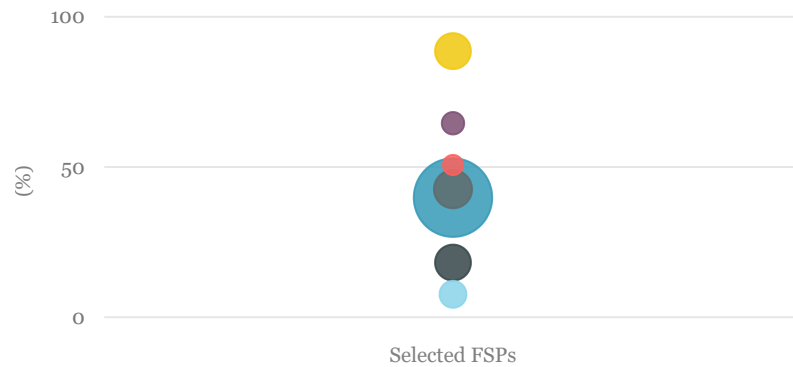
*vsia here refers to generic collective savings mechanisms, and includes unstructured ISMs

*the data of 2 FSP partners who are still at pilot stage was not included here

Account activity

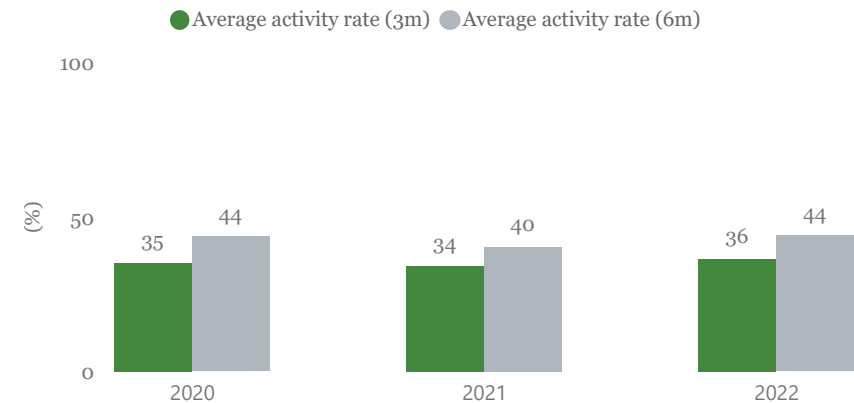
Across the portfolio the average activity rate (over 3 months) is settling at **37 percent** and **40 percent** (over 6 months) for ISM user accounts. Activity rates are typically analysed over 3-, 6- or 12 months. For ISM accounts, 6 months activity rates better capture cyclical use cases, e.g., where ISMs use their savings account towards the end of the savings cycle, when more money has accumulated. Not all FSP partners were able to differentiate between system-generated, and user-generated transactions; in most cases account opening is recorded as activity.

Average activity rates (%) (3 m) for ISM user accounts. The size of the marker indicates the average number of accounts opened per quarter [July 1, 21 - June 30, 22]

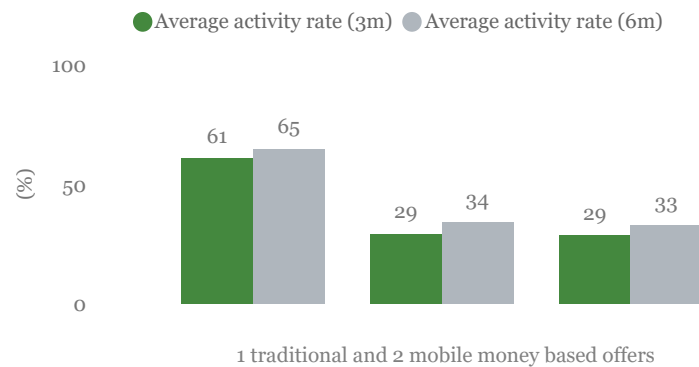


Due to the diverse value propositions and business models, **activity rates differ significantly across FSP partners**. Susu collection (yellow marker) is an often daily collection service, and fintechs working in this sector have higher activity rates. In comparison, the average activity rates for ISM user accounts of the four commercial banks in the SatF portfolio stabilise at 36 percent (3 mo) and 44 percent (6mo).

Average activity rates (%), ISM user accounts, 4 commercial banks

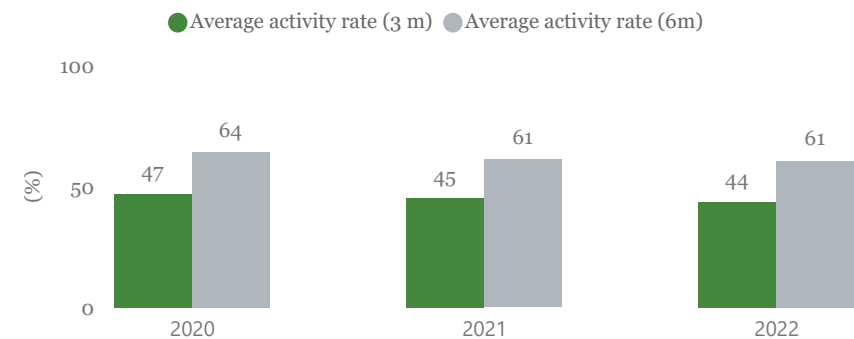


Average activity rates (%) for 3 ISM user value offers, same FSP (July 21...)



Activity rates can be lower for digital (self-service enabled) value offers as they might serve less organised or structured ISMs. **Instead of re-using accounts, users might open new accounts via a USSD menu or App to configure a new ISM and pool their savings.** Activity rates can also be lower for those value offers serving smallholder collectives and individuals due to seasonal patterns.

Average activity rates (%), ISM accounts, 4 commercial banks



• some FSP struggle to provide accurate information on activity rates for ISM or ISM user accounts where they engage in partnerships with other FSPs. We did not include the 2 FSPs in pilot stage