

M-Shwari

Launched on 27th November 2012, M-Shwari is a mobile-centric banking solution offering both savings and loan products, with the objective of availing simple and affordable financial services closer to the customers, thereby supporting the financial inclusion agenda in Kenya. It is an innovative and visionary product of Commercial Bank of Africa (CBA) in partnership with Safaricom.

DRIVING A SAVINGS & INVESTMENTS CULTURE

- Females are utilizing the savings product more
- Males over 40 years old are saving at a higher rate
- 25-34 year olds hold the greatest value of loans outstanding across all genders, with males contributing 71% to this value

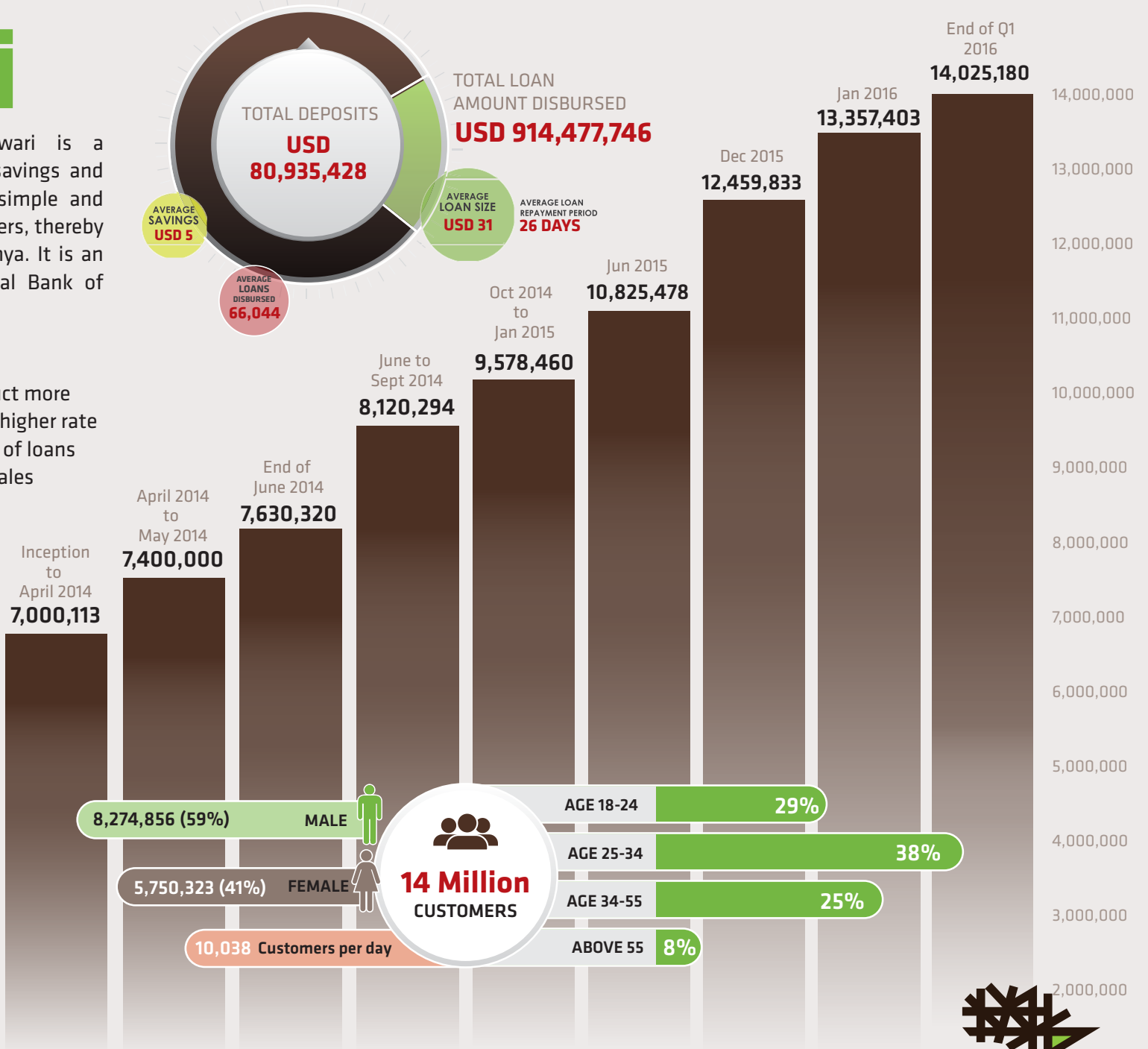
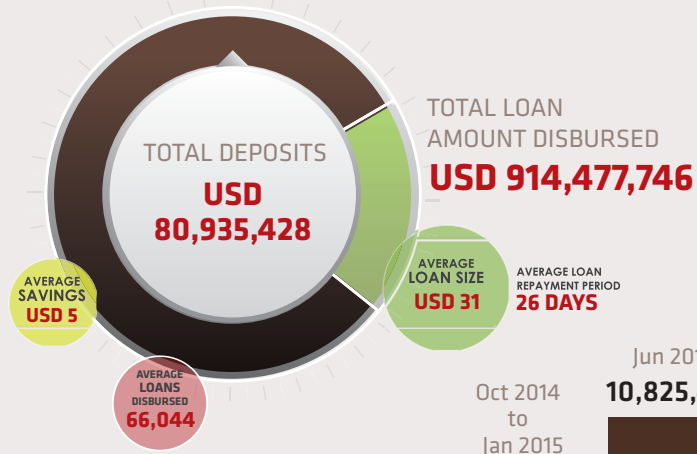
THE STORY SO FAR

Various accolades from the financial services and Telco sectors globally.

Over 14 million
Customers in 40 months.

M-SHWARI LOCK SAVINGS ACCOUNT

This is a flexible fixed deposit account offered through M-Shwari that allows the customer to customize depending on the purpose of the savings. Its aim was to encourage savings.



* Non- Performing Loans is at 1.92% which is below the industry average of 5.3%