



*Money services & communication across borders*

*Submission:*

# **RemTECH Awards 2019**

## **Additional Documents**

**Merchantrade Money Multi-Currency Prepaid Card:  
Empowering Cashless Payments for Migrant Workers**



By: Merchantrade Asia Sdn. Bhd.  
Malaysia  
23 May 2019

# RemTECH Awards 2019 Submission:

## Application Details: The Product – Merchantrade Money Multi-Currency Visa Prepaid Card With Digital Wallet

Innovative Cashless Payment Solution for offline, online (including in-app purchases) and overseas payments, that provide hassle free transacting at a low cost that transforms the lifestyle of migrants in Malaysia



**Launched  
25<sup>th</sup> January  
2018!**

**1<sup>ST</sup>**

Non-bank multi-currency Visa Prepaid Card in Malaysia

**RM10K\***

Wallet size

**20**

Currencies



\* ~USD2,500

# Merchantrade Money Multi-Currency Visa Prepaid Card With Digital Wallet

▶ Globally accepted and inter-operable payment solution and promotes financial inclusion for migrant workers



MERCHANTRADE<sup>®</sup>  
**money**  
VISA PREPAID CARD

Digital Wallet

- ❑ Financial inclusion initiative to provide migrant workers access to electronic payment facilities and financial services.
- ❑ A safe and secure channel to deposit money, eliminates the need to carry large amounts of cash
- ❑ Can be used in any part of the world, anywhere Visa is accepted (online and overseas)
- ❑ Mobile app enables customers to track their cash balance, manage spend, protect card, perform money transfers, instant mobile reloads, bill payments, QR payments and make e-commerce transactions.
- ❑ Provides a secured alternative to carry foreign currencies overseas. 24-hour money changing facility:
  - to convert from Ringgit to foreign currencies
  - protect against currency fluctuation

# Key Rationale For Product Design

# Migrant Workers in Malaysia

There were 1.76 million registered foreign workers in Malaysia (31 July 2018)

No.	Country of Origin	Workers	
		#	%
1	Indonesia	705,154	40.11%
2	Nepal	382,651	21.76%
3	Bangladesh	268,050	15.25%
4	India	113,891	6.48%
5	Myanmar	107,555	6.12%
6	Pakistan	56,719	3.23%
7	Philippines	54,402	3.09%
8	Vietnam	23,902	1.36%
9	China	21,265	1.21%
10	Thailand	15,515	0.88%
11	Sri Lanka	5,129	0.29%
12	Cambodia	3,972	0.23%
13	Laos	33	0.0%
	<b>TOTAL</b>	<b>1,758,238</b>	<b>100.0%</b>

**8%**

Unbanked population in Malaysia stood at **8%** or **two million** of the country's **24 million adults**

A large percentage of which are **blue-collar migrant workers**, who do not have access to banking facilities:



- problems with documentation
- live in rural areas – travelling to a bank is unsafe (carrying wards of cash), time-consuming and involves transportation costs
- language barriers
- negative perceptions of the way they will be treated



**However, 74%** of them own a **smart phone** and **90%** access the **internet** through it

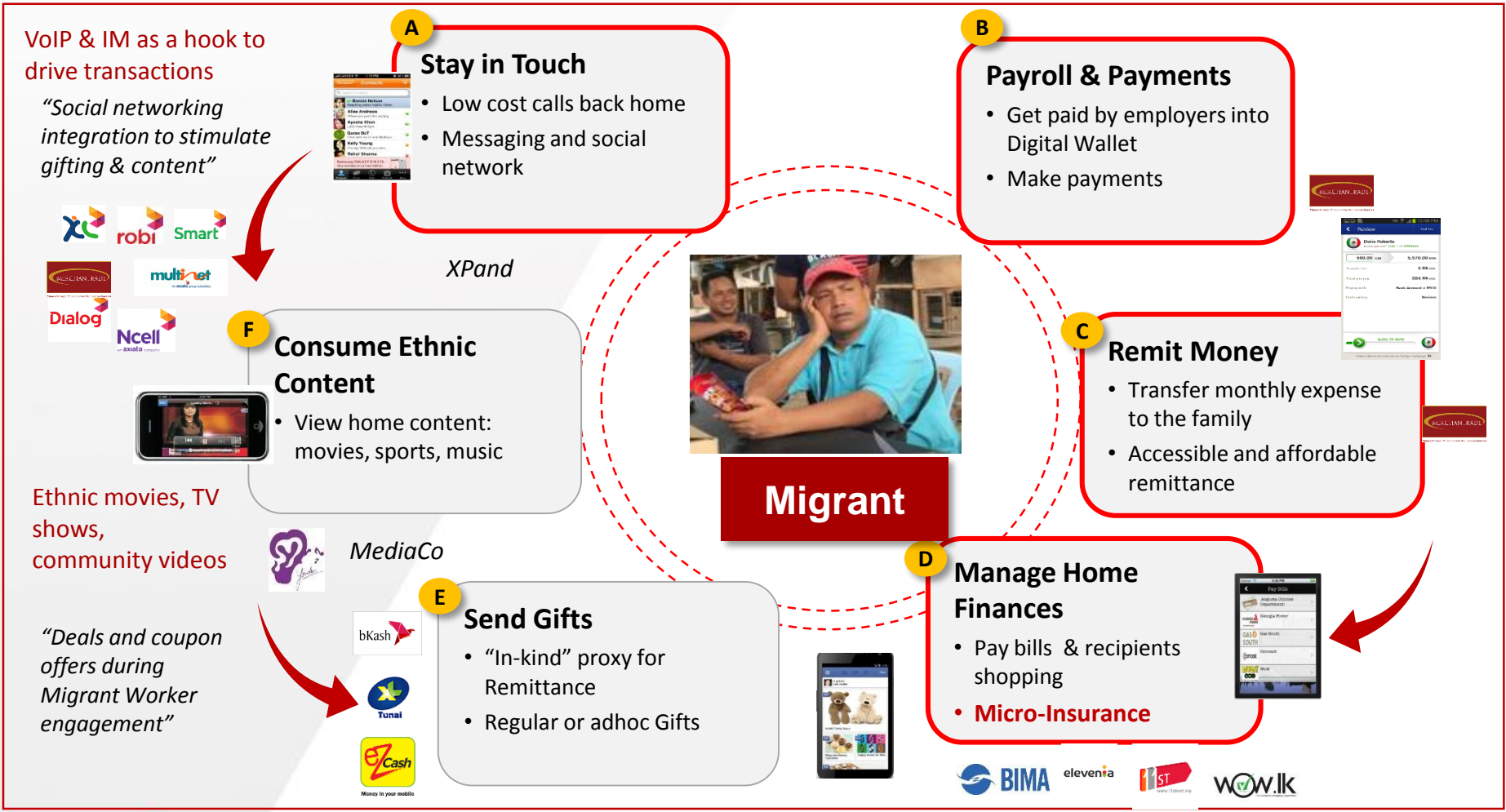
<https://www.theedgemarkets.com/article/integrating-unbanked-cashless-society>

<https://blogs.worldbank.org/eastasiapacific/three-things-to-know-about-migrant-workers-and-remittances-in-malaysia>

<https://www.theedgemarkets.com/article/cover-story-overhauling-billionringgit-migrant-worker-industry>

# Financial Needs of Migrant Workers

In addition to communications and accessibility to remittance services, migrant workers require financial inclusion - access to legal, secure and affordable channels for depositing their salaries and savings and making payments



# Focus Group Survey: Key Challenges & Hassles Faced By Migrant Workers

The key challenge facing migrant workers is access to basic banking services – opening of bank accounts; ease of cashing in their salary; security of savings; ability to make payments seamlessly and insurance protection

## Issues & challenges faced by migrant workers

An estimated 3.2 million\*\* migrant workers ~  
“unbanked and excluded” from financial system



Money Under the pillow – Unable to Open Bank accounts

Social Problems – Roadside opportunist

Salaries paid in cash or encashing cheques

Ease of payments & spending for necessities

Families in homeland – monthly remittance

Protection micro-insurance for Health & Accident

Branches / Agents – incomplete documents for remittance

\*\*including illegal workers

## We did a Focus Group Survey

Only **50%** of the overall respondents has bank account

**99%** will apply for a stored value card with USD~2.50 fee

**Stored Value** is the key feature that attracts the respondents

**100%** Will store earnings in the e-card ~ USD125 – USD375

# Product Development :

## Store Value Card With Digital Wallet

▶ With increased affordability of smartphones, the Stored Value Card + Digital Wallet will be able to address many of the migrant workers key challenges

### Key Challenges Addressed

#### Cash-In

- No need for bank a/c
- Keep salary safely
- Minimal charges of ~ USD 25 cents for cash-in at outlets

#### Store e-Money

- Avoid risk of being robbed
- No travelling costs to branch/agent
- Store in foreign currencies

#### Perform transaction

- VISA card recognized worldwide, valid and ready for use
- Secure system

#### Cash-Out

- Extensive network of partners
- Ability to withdraw in home countries outside of Malaysia

#### Loyalty programs

- Redeemable against service charges
- Useful catalogue of redeemable products



# Product Features & Unique Value Proposition

# The Product: Merchantrade Money Card – Key Features

## International Visa Prepaid Card



## Mobile App

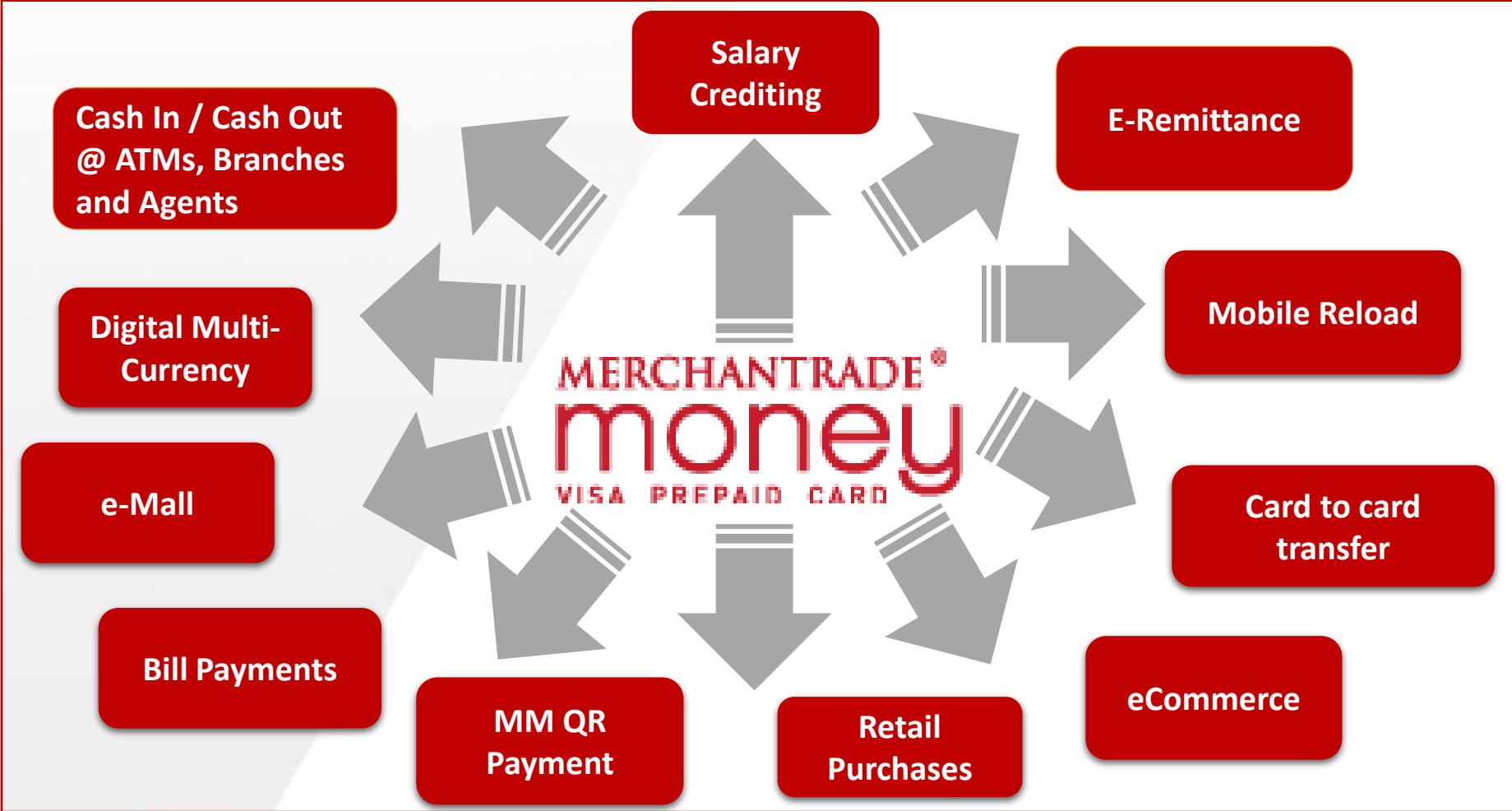


- International Visa prepaid card to make payments online and physically anywhere in the world
- Withdraw cash at all global and Malaysian ATMs as well as Merchantrade Branches

- Use mobile app to block Card, change PIN, receive notification, locate branch;
- Access e-statement, scan QR for payment, P2P, track expenses;
- **Remit money back to home country – branch or mobile app or web portal;**
- Pay bills, **top-up prepaid mobile** domestic & international telcos;
- Purchase **foreign currencies**

# The Product: Unique Selling Proposition

With the high usage of mobile smartphones amongst the target segment of customers, our Merchantrade Money Card with Digital Wallet services has added value and enabled them to embrace cashless payments





## Payment Experience: Offline, Online and Overseas

# Cashless and Hassle Free Payments At Zero Costs – Offline

Pin & Pay, Pay Wave, Card to Card fund transfers and QR Payments at ZERO Cost are other examples of hassle free cashless modes of payments enabled by Merchantrade Money globally

Visa Pin & Pay for transactions above RM250



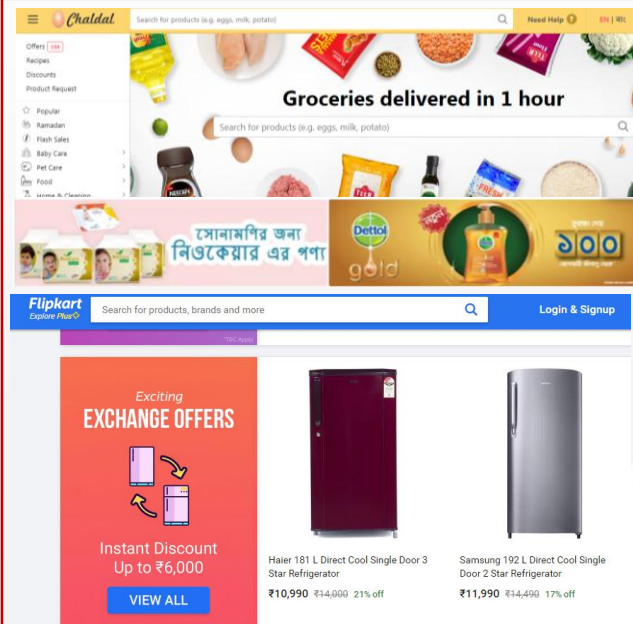
Visa Pay Wave for transactions below RM250



GO  
DIGITAL  
GO  
CASHLESS

# Cashless and Hassle Free Payments At Zero Costs - Online

The ability to conduct multiple payments online is another example of hassle free cashless mode of payment enabled by Merchantrade Money



Shop for groceries/household items on home country e-Commerce sites and deliver it to their families

Enabling all payments acceptance for online businesses



Purchase of flight tickets



Purchase mobile reloads



Hotel bookings



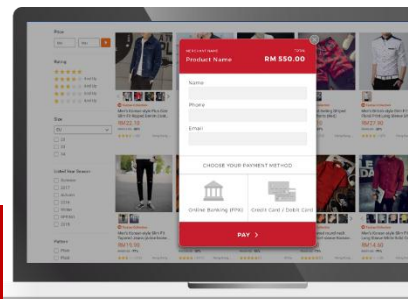
QR Payments



Bill payments



Card to Card Fund Transfers through mobile applications and via EDC terminals at the branches & participating agents



# Cashless and Hassle Free In-App Payments - Cross-Border Remittance

Hassle free, transact at your convenience - Migrant workers can undertake cross-border remittance using the funds in their Mobile Wallet to make payments to their loved ones for family expenses and education. Beneficiaries can receive cash via account credit or cash pick-up around the globe



- Perform remittance remotely without the need to travel from rural areas to town centres



- It is secure and legal, fully compliant in accordance with regulatory standards and anti-money laundering laws.



- Foreign workers are not subjected to the risk of carrying physical cash

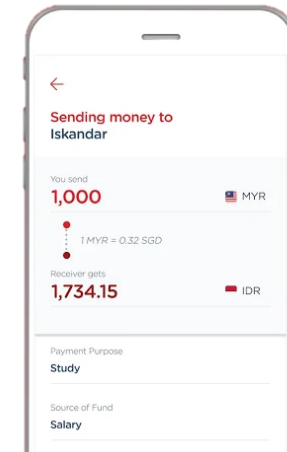


- It is an affordable remittance channel; cost savings passed on from operating a branchless business model (i.e. online) will ultimately benefit the end consumer



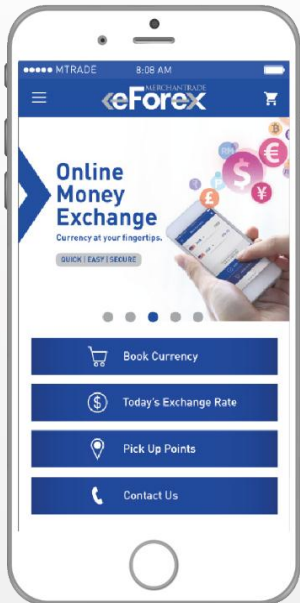
- Track remittance status online

**Key benefit to Employers: Increase employee productivity & reduce their absenteeism as their workers do not need to go into town to send money**



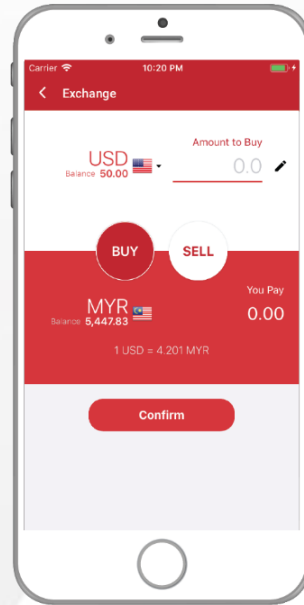
# Cashless and Hassle Free In-App Payments – For Overseas Use

Funds in Merchantrade Money Card can be used to purchase physical currency notes or to store up to 20 digital currencies in mobile wallet



## eForex -

Purchase physical currency notes at competitive exchange rates and pick up at a Merchantrade branch



## Multi-Currency -

Buy, store and sell digital currencies. Use the card to make payments overseas or on international e-commerce sites

- Digital currencies have been popular as it eliminates the need to carry foreign currency notes when travelling.
- Shop back in home country or on international e-commerce sites at the original rate at which the currencies were exchanged. Exchange rates are 'locked-in'.
- Make purchases with zero transaction fees
- Any remaining balance in the currencies can be easily exchanged back into Ringgit



# Multi-Currency Digital Wallet



# 1 CARD MULTIPLE CURRENCIES

## CURRENCY FLUCTUATION WORRIES



# NO MORE



# BE EMPOWERED

# What Our Customers Say

Our customers have found the Merchantrade Money Card with Mobile Wallet simple and easy to use



"I've lost a lot of money, gotten harassed while away for work in Johor, Melaka and even in Kuala Lumpur"

"I feel safer with the Merchantrade Money card"



"When I get my monthly salary, I use the app to transfer money"

"I also use Merchantrade Money to buy mobile reloads and do my grocery shopping at Hero Mart"



"I use the card to store my money. When I go to Mydin to do my shopping for my daily expenses, I use the card to make payments"



Md Homayon kabir

★★★★★ July 12, 2018

so easy. I like currency buy and sell



Ahmed Al-Jabri

★★★★★ July 18, 2018

Please add top up to money to the card by 7 eleven or any easy way in malaysia and from outside malaysia



md rokon

★★★★★ July 25, 2018

Good service



★★★★★ February 24, 2018

This app is very useful and easy to use. Therefore, facilities such as cash in/deposit money from any bank inside Malaysia using CDM would add more advantages.



Marlince Anis Platin reviewed Merchantrade Asia - 5★

24 July at 11:59

Very useful.. Now I can withdraw money in my country using mmc card.. Transfer money with no more worries with eremit apps.. Very recommended.



# Conclusion

## Mobile First : Merchantrade Money – A Seamless Experience With a Single Mobile App



*“ Merchantrade Money, an innovative Visa Card with Digital Wallet – promoting financial inclusion and empowering people to embrace cashless payments”*

# Thank You



*Money transfer & communication across borders*

## Contact Us

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