

# The power of financial inclusion



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**Mastercard CEO in Ukraine**

# Financial inclusion impact



**10% of financial inclusion increase** leads to GDP increase by 0,3%, which is equal to **+9.3 billion UAH for Ukraine**

## Cashless progress



**263.5k** POS terminals,  
**79%** of POS terminals  
are **contactless**

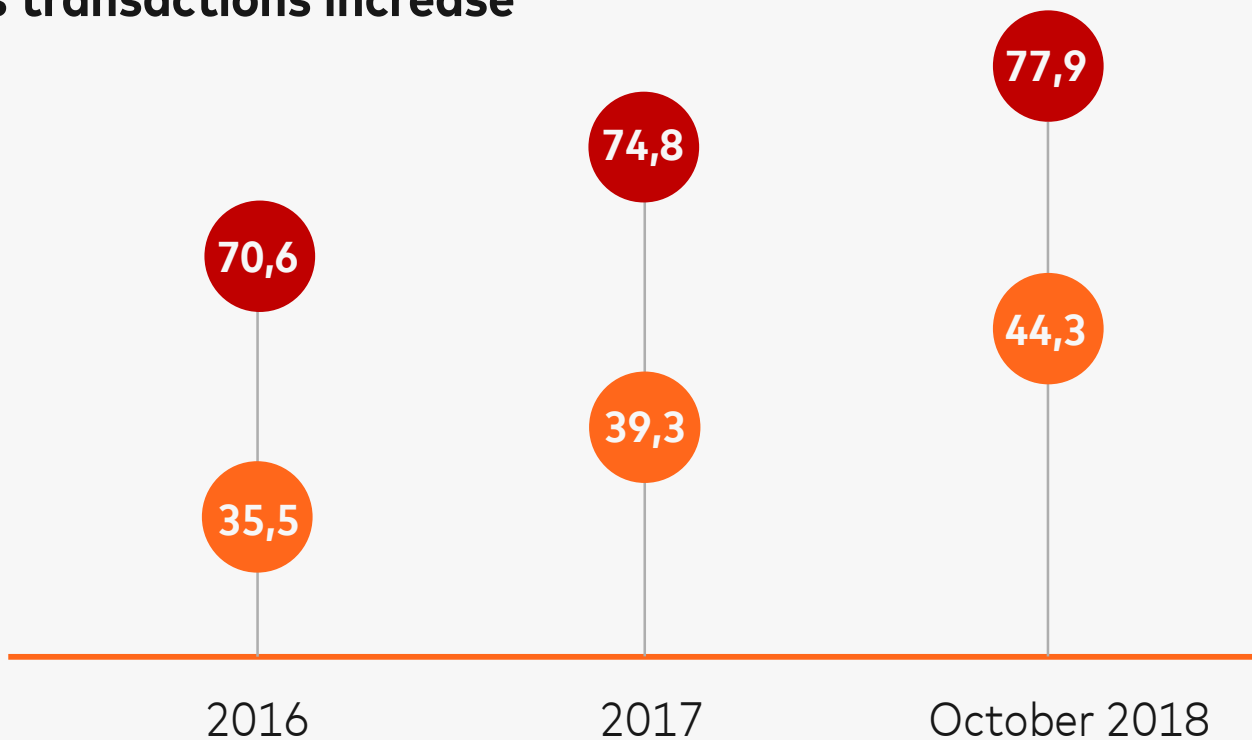


**38.5% increase** in the  
volume of transactions  
with payment cards in  
2018



**36.6 mln** active cards,  
**31% increase** in  
contactless cards

# Cashless transactions increase



● volume of transactions, %

● number of transactions, %

# NFC/mobile revolution

72%

Ukrainians want to pay with a smartphone\*

90 times

Increase in number of contactless transactions via smartphone \*\*

#6 globally

Ukraine's position on the world NFC map, by the number of transactions, Mastercard

18

Banks launched digital wallets on Mastercard digital platform (Apple Pay, Google Pay, Garmin Pay, issuer wallets)

+25%

Connected devices monthly\*\*

# Challenges



More than **30%** of the economy is shadow



**37%** adults in Ukraine still do not have a bank account\*



Only **38%** SME accept cashless payments\*\*

# Obstacles for SMEs on the way to financial inclusion



**26.1%**

low purchase power



**22%**

complicated bureaucracy  
procedures



**12%**

high taxes

When countries institute a national financial inclusion strategy, they increase the pace and impact of reforms

*The World Bank*

