Enabling SME Banking via Platforms

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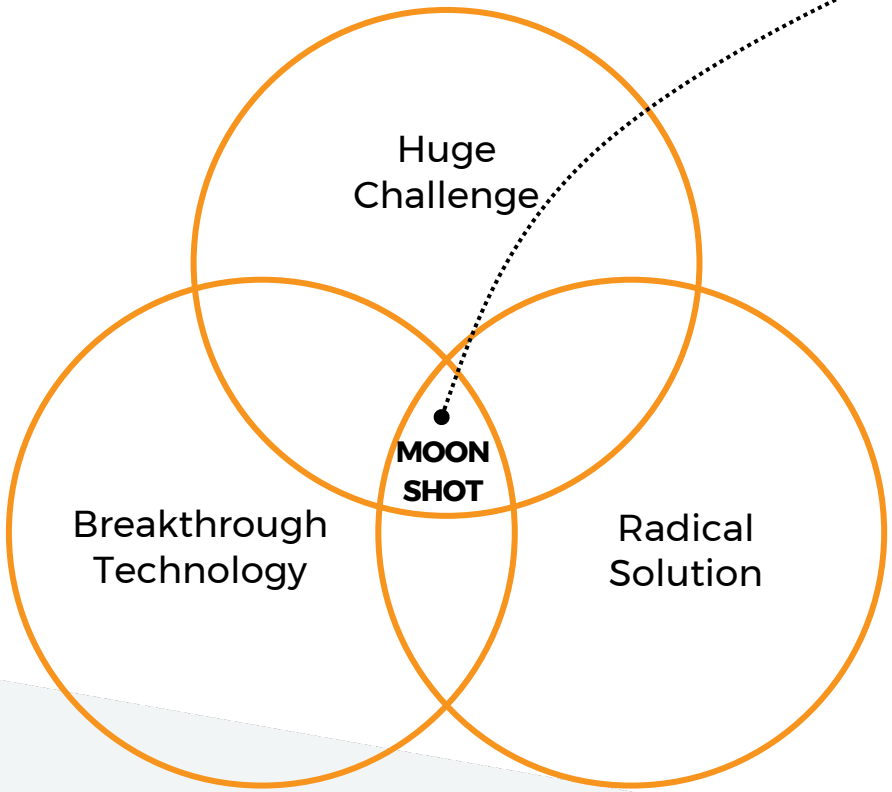
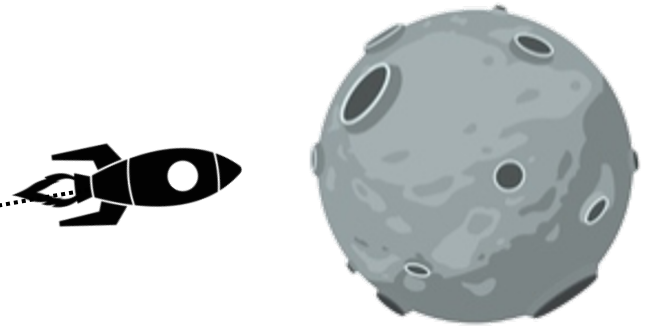
Strategy

Why: Moonshot Thinking

"Moonshots live in the gray area between audacious technology and pure science fiction. They aim for **10x improvement rather than a 10% gain**."
(Will Patrick, Rapid Evaluator, Google X)





50,000,000 Customers

1,000,000 MSMEs

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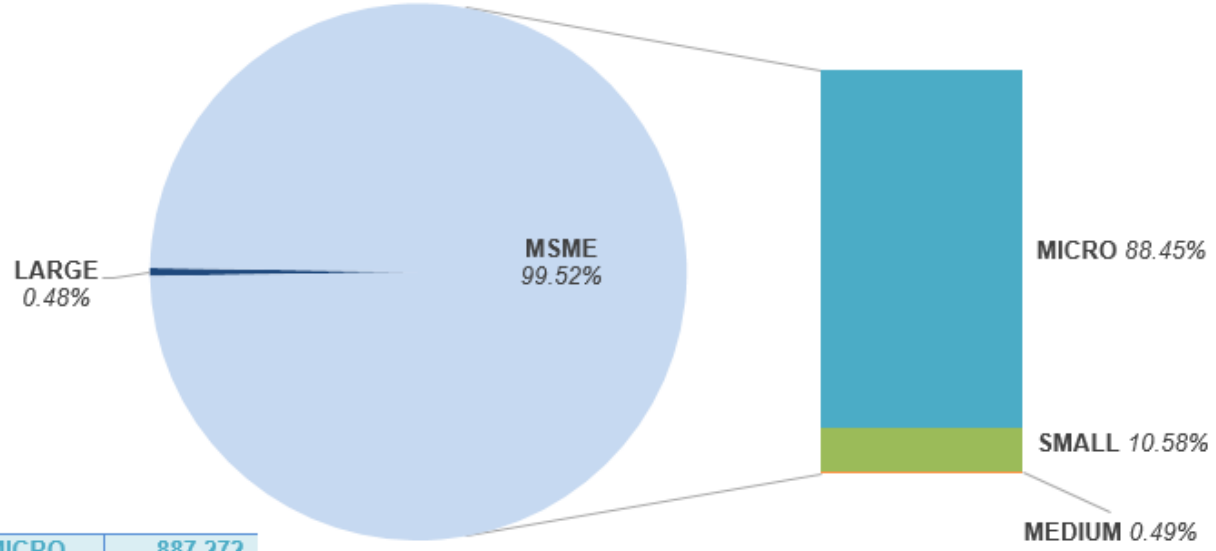
PH MSME Snapshot

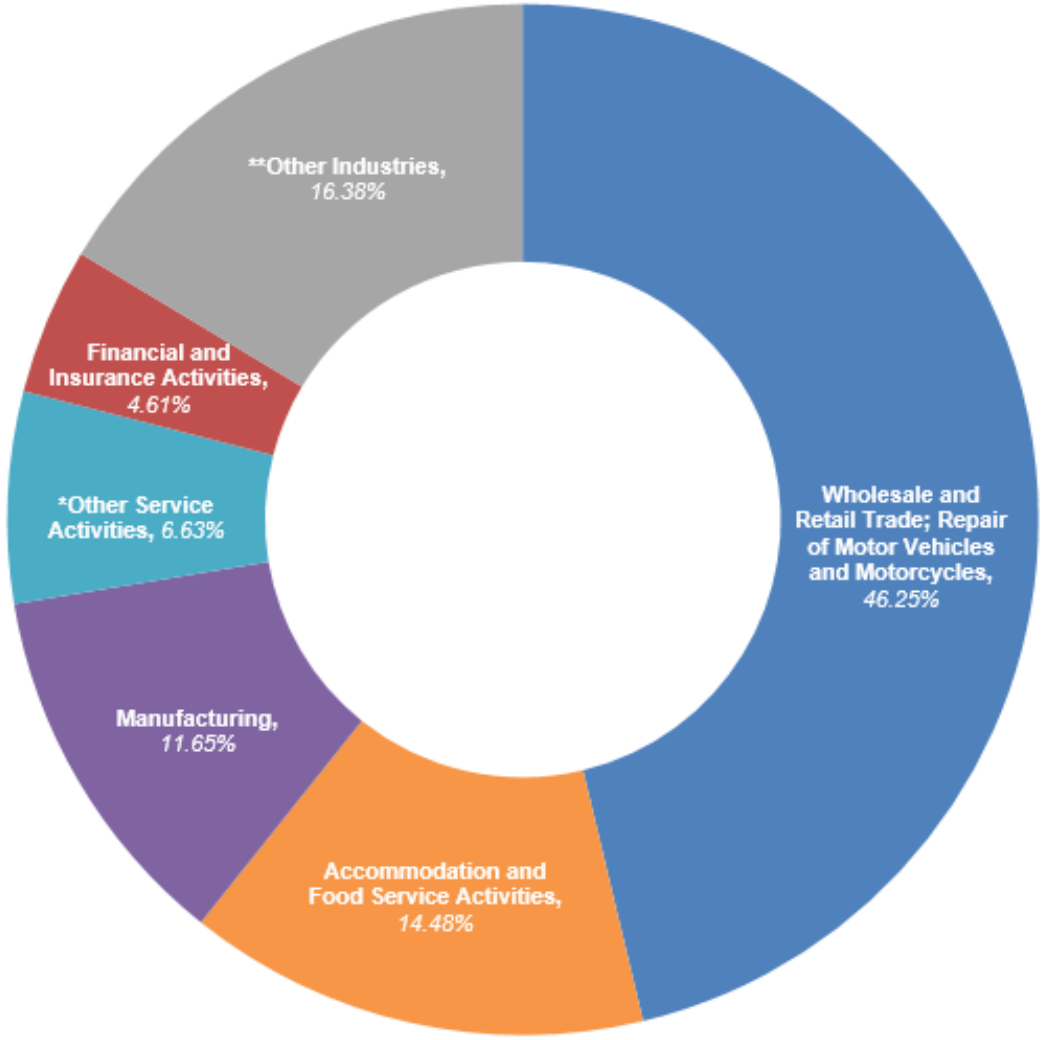
99.52% *of all businesses are MSMEs*



MICRO	887,272
SMALL	106,175
MEDIUM	4,895
LARGE	4,769
TOTAL	1,003,111

Number of Establishments, 2018 List of Establishments, PSA

https://drive.google.com/file/d/1q9CpajHqVgIV_9_3itvQYxYCRK1mZOy7/view
by the Philippine Statistics Authority, 2018



***Other Service Activities** *include Personal Services for Wellness, except Spas, Repair of Personal and Household Goods, Funeral and Related Activities, Repair of Computers and Communications Equipment, Laundry Activities, and Other Personal Service Activities.*

****Other Industries** (16.38%)
Information and Communication (2.96%), Human Health and Social Work Activities (2.87%), Education (1.78%), Administrative and Support Service Activities (1.76%), Professional, Scientific and Technical Activities (1.59%), Arts, Entertainment, and Recreation (1.54%), Real Estate Activities (1.16%), Transport and Storage (1.10%), Agriculture, Forestry, and Fishing (0.85%), Construction (0.43%), Water Supply; Sewerage, Waste Management and Remediation Activities (0.14%), Electricity, Gas, Steam, and Air Conditioning Supply (0.12%), Mining and Quarrying (0.08%)

Distribution of MSMEs by Industry Sector, 2018 List of Establishments, PSA

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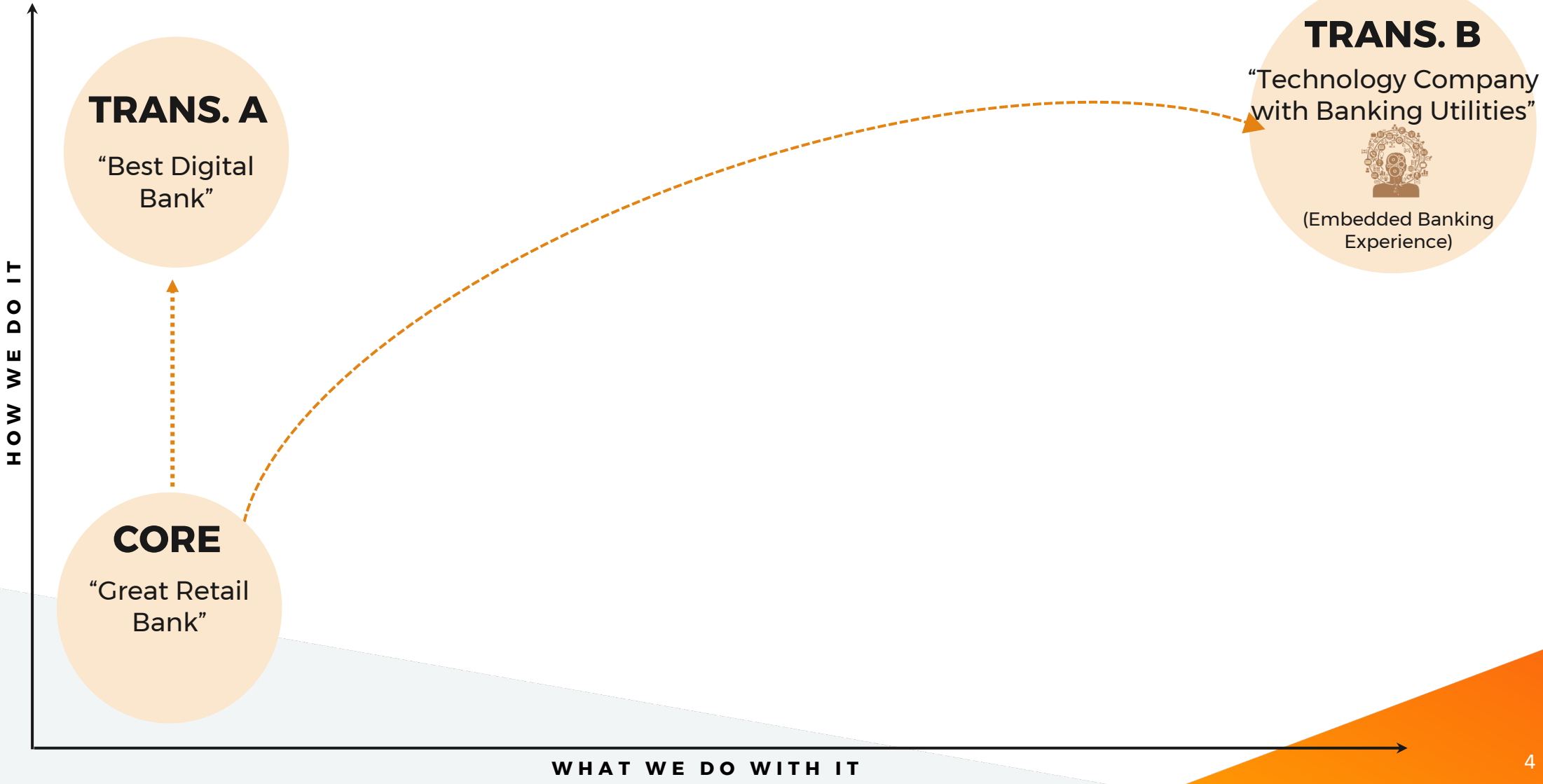
Strategy

UnionBank's Dual Transformation Strategy

Strengthening Today; Creating Tomorrow



** Adapted from Scott Anthony's Dual Transformation*

Democratized Banking: Why we work with Fintechs

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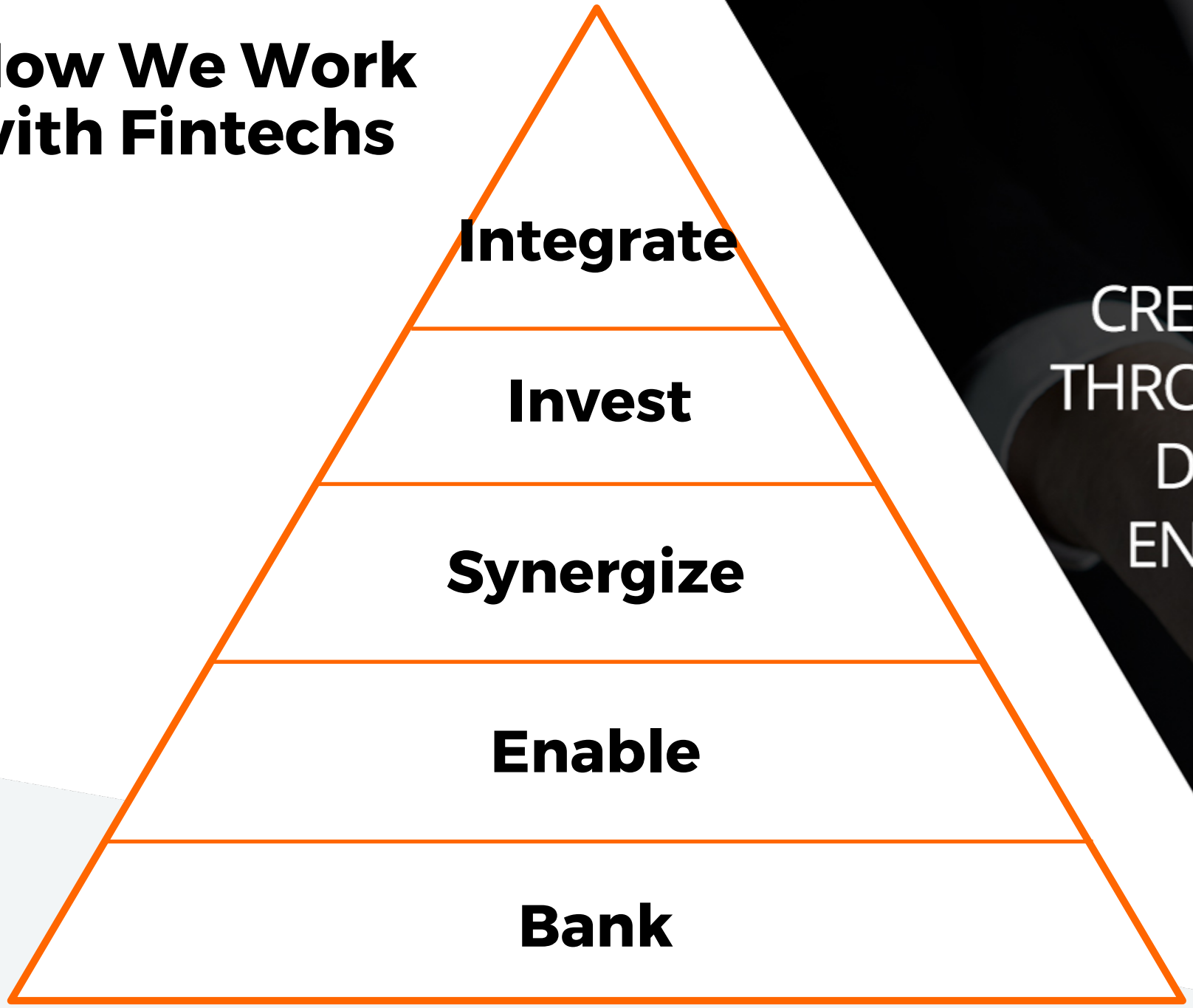
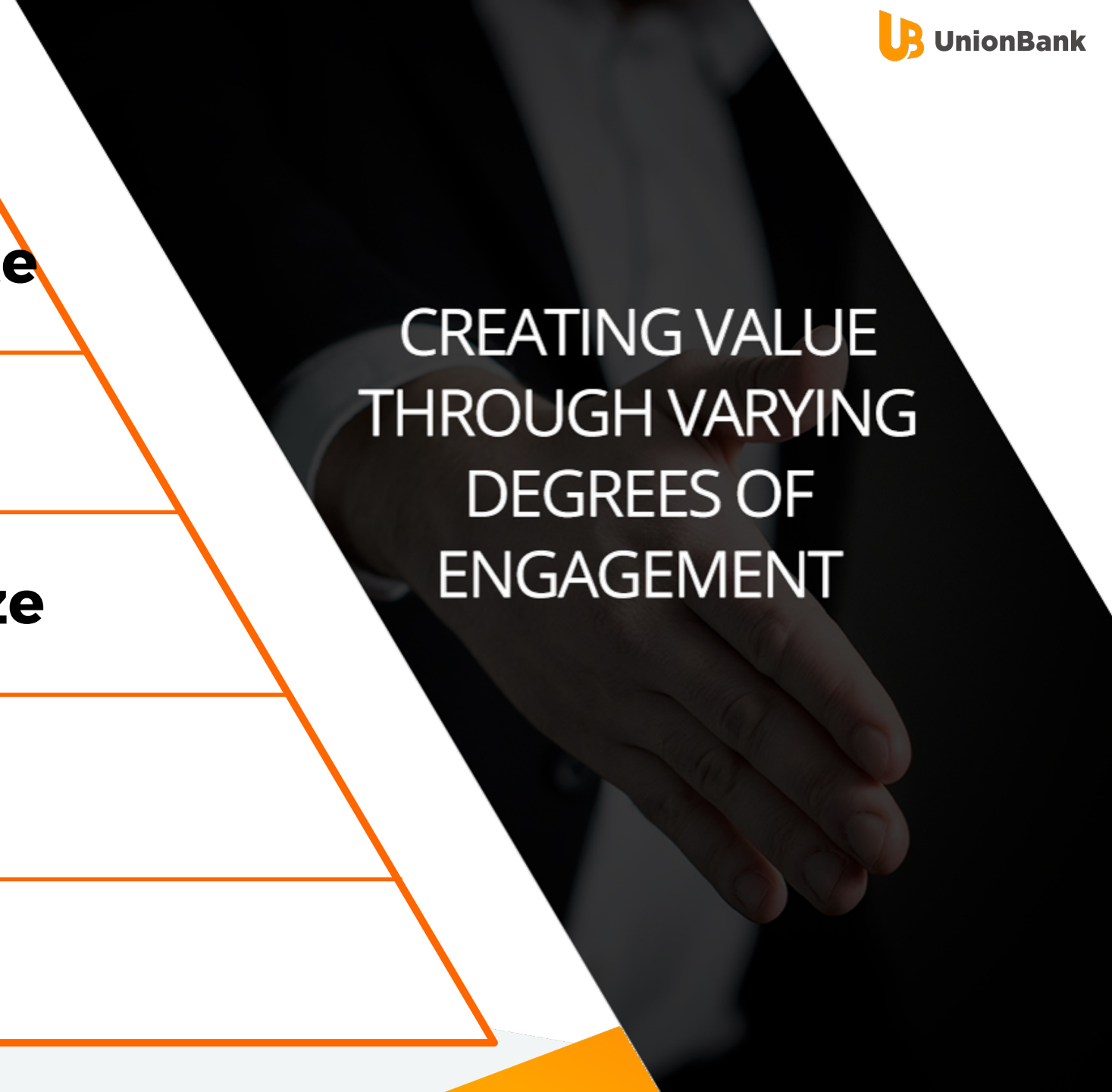
How We Work with Fintechs





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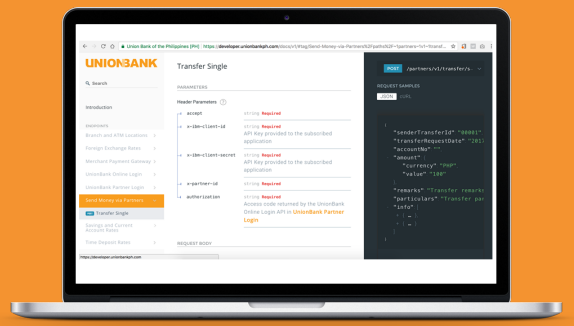
Process

Open Banking via APIs



220
API end points

37
Live clients

26.4M
Total API calls

72K
Avg daily calls

As of 2019

https://developer.unionbankph.com

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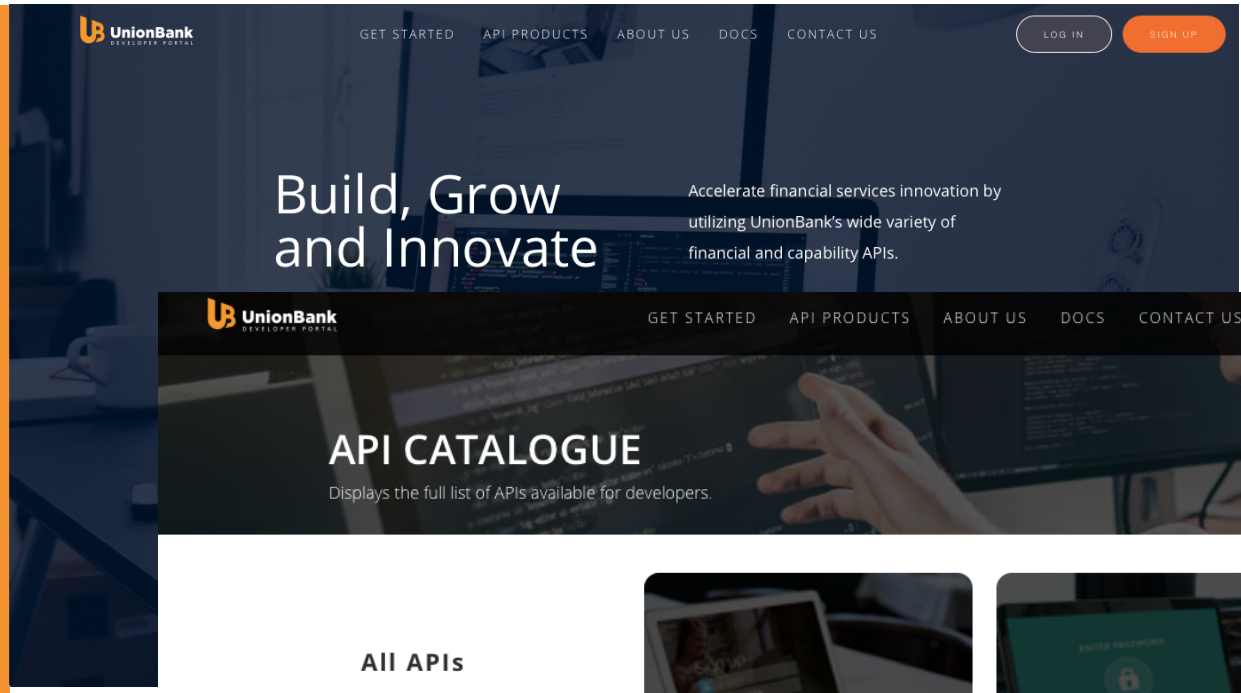
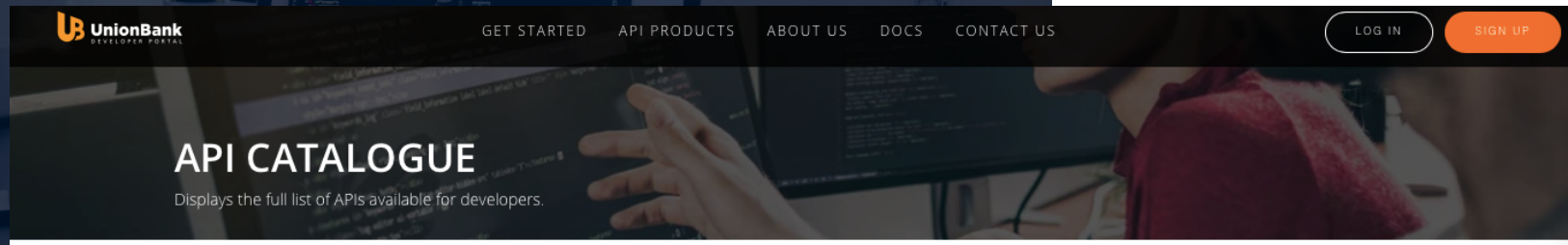
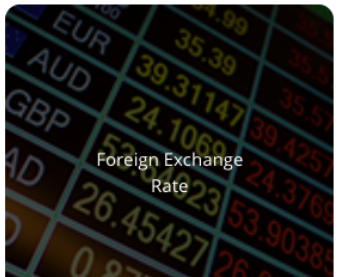
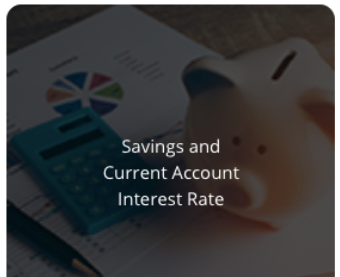




All APIs

- Accounts
- Authentications
- Cards
- Inquiries
- Loans
- Partners
- Payments
- Transfers





APIX as a regional enabler

Trans A: Enabling UnionBank to expand digital banking services

- Exploration of partners and services

Trans B: Exposing partner fintechs to the region

- Publishing APIs on APIX
- Hackathons to encourage discovery and usage

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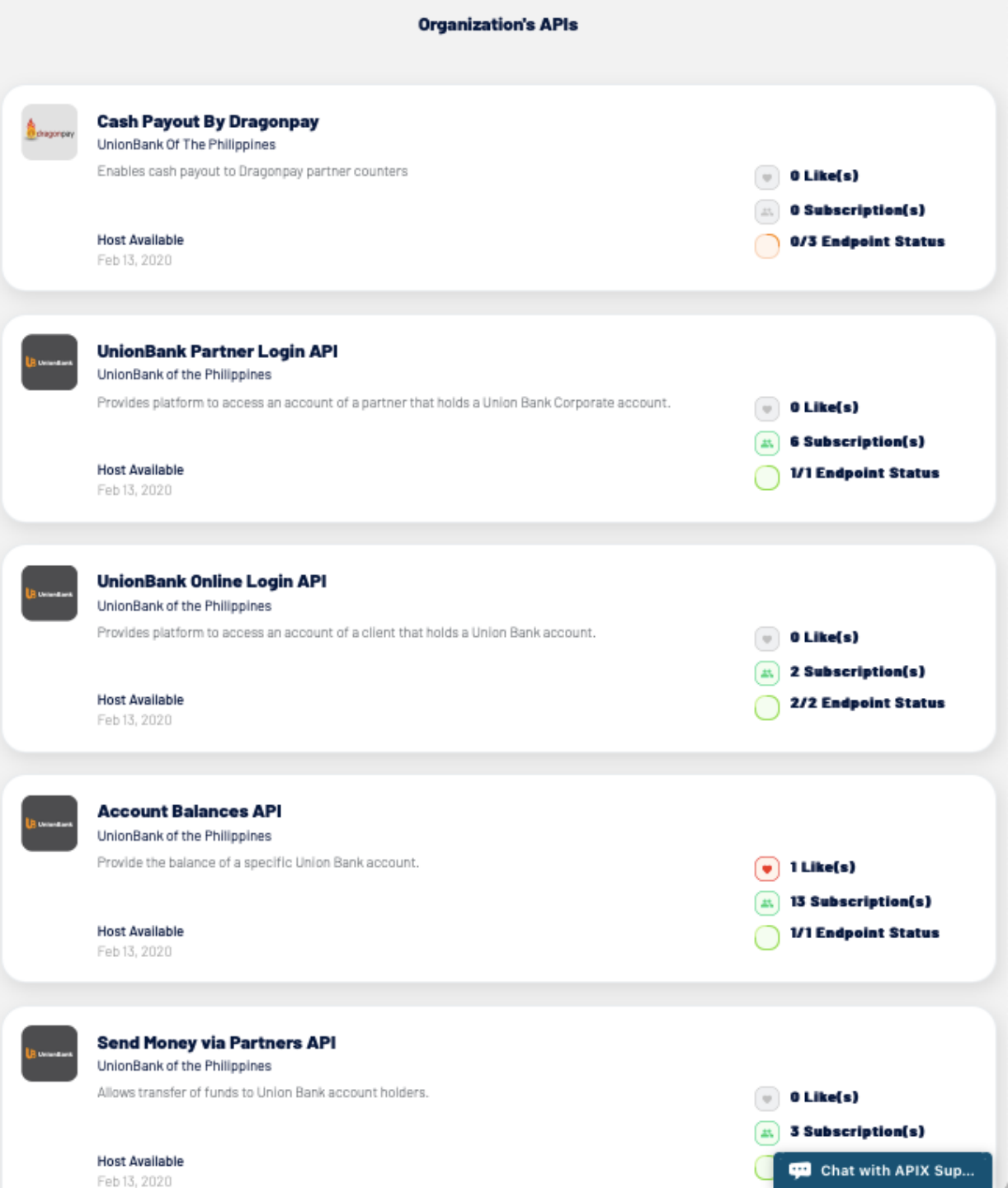
APIX



Deconstructing the Firm: Synergies via Referrals

Fintechs

THE PORTAL BY UnionBank

Kiu

dragonpay | more ways to pay

FIRST CIRCLE

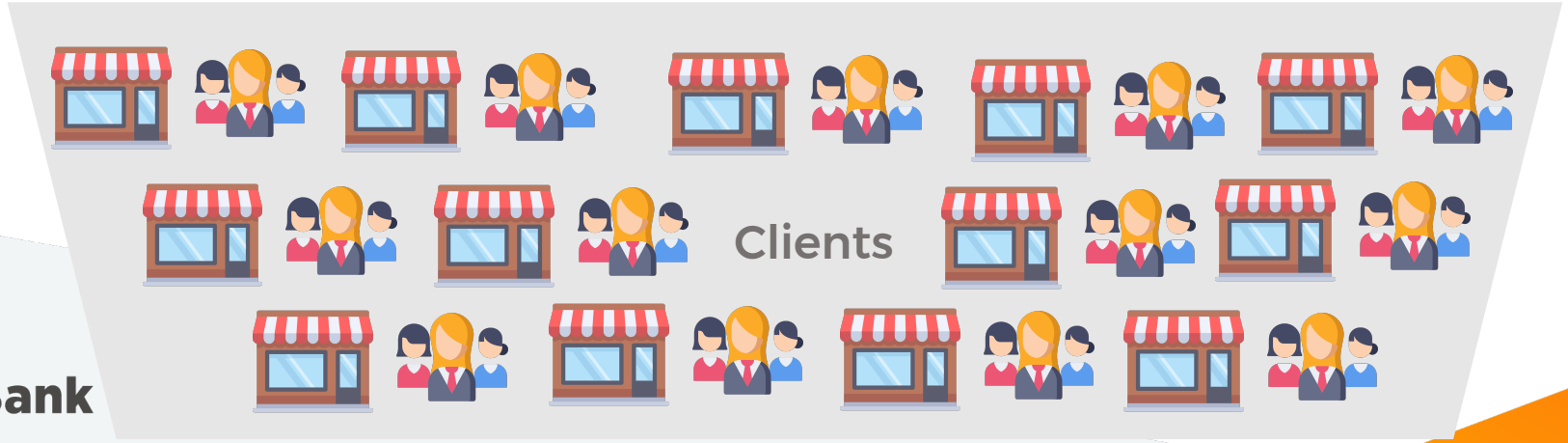
Fexco

Brankas

SALARIUM

Payo

UnionBank



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Deconstructing the Firm: Synergies via Referrals

THE PORTAL BY UnionBank | Kiu | dragonpay | more ways to pay | FIRST CIRCLE | Fexco | Brankas | SALARIUM | Paye

Business Banking	Online ERP	Payment Aggregation	SME Lending	Mobile POS	Tech Adoption	Payroll Solution	E-Commerce Fulfillment

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End

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