



Transfer more than money

-  Côte d'Ivoire
-  Burkina Faso
-  Togo
-  Niger
-  Mali



**We offer Innovative Financial  
Services and Products for  
Rural Populations in Africa**



# ABOUT QUICKCASH

We offer services  
innovative financial  
promote development  
of the rural world in Africa



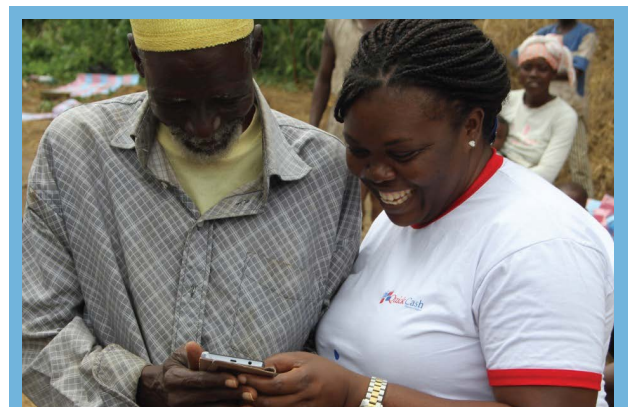
## WHO WE ARE ?

QUICKCASH is an Ivorian company specializing in electronic payment, including the transfer of money. She knew develop solid expertise in product and service offerings promoting the financial inclusion of rural populations and those practicing in the informal sector. Since 2010, it continues its expansion on the continent for the purpose to offer a wider network to the men and women who make it trust.

**Our Vision :** « Being the leading provider of digital services financial, agricultural and educational benefits for rural people and the Informal Sector in Côte d'Ivoire by 2020 »

**Our mission :** to provide adapted financial and agricultural solutions, innovative, simple and accessible to the rural and informal sectors

**Our Philosophy:** We are witnessing in Africa an economic revolution and technological. The highest growth rates in GDP and in the cellphone. So we think the time is right to improve financial inclusion of the previously disadvantaged populations of rural and informal sector.



## Our goals

- Allow unbanked, underbanked populations, especially those living in rural areas and practicing in the informal sector to have access to basic financial services.
- Popularize the merchant payment via mobile for easy exchanges and fight against insecurity
- Contribute to the financial education of the unbanked and underbanked populations through innovative products and support adapted digital



## Distinctions

- ★ - Knight of the national order and merit Burkina Faso, 2014
- ★ - CGECI academy business plan competition 2014
- ★ - Smart capital price ESPARTNERS
- ★ - Special Prime Minister Ivory Coast Award
- ★ - National Award of Excellence Presidency of the Republic 2014
- ★ - Ivorian quality award 2016

## OUR BOARD



**CONSTANTIN SALAMEH**  
CEO Al-Ghurair Investment  
(Dubai)

He has 25 years of experience in managing multinationals and family businesses in many sectors. He was the CEO of a large family-owned business based in Abu Dhabi and the general manager of several private investment group based in Geneva. He held senior management positions at Hewlett including vice president and general manager of HP Financial Services in Asia Pacific and in the EMEA zone. He is a graduate of the Massachusetts Institute of Technology and Stanford Business School. Constantin has held positions on many public boards and in Europe, the Middle East and Asia Pacific.



**NIRMALA REDDY**

Vice President, Strategy and Operations at Digital Hub  
Senior Management Executive consultant in East  
Africa, West Africa and India  
Advisor at Stanford Ventures  
Business Coach and Contributor to Publications at Forbes

Nirmala is a graduate of Stanford Business School. She collaborates with the Stanford Seed program in East Africa as business coach and consultant. Nirmala is passionate about development and the implementation of innovative and comprehensive strategies, driving operational execution with effective business processes, establishing strategic partnerships and ecosystems that create network effects and stimulate growth. She has extensive experience in electronic payments in India and Silicon Valley.



**PATRICIA ZOUNDI YAO**  
CEO de QuickCash

Patricia Zoundi Yao is proving to be a remarkable player in Ivorian entrepreneurship. She is the Managing Director of QUICKCASH, which she founded in 2010. Holds a Master's degree in Business Law obtained at the Faculty of Law and Political Science of University of Ouagadougou, Patricia also has a University degree in Mediation obtained at IFOMENE (Training Institute for Mediation and Negotiation) of the Catholic University of Paris. Endowed with a fierce desire to contribute to the development of the rural world, she received several

### Awards:

- Knight of the national order and of the Burkinabe merit in 2014, Grand Prix of the CGECI Academy
- Business Competition 2014, Intelligent Capital Prize awarded by ESPARTNERS, Special Prize of the
- Prime Minister of encouragement to young promoters for job creation, National Award of Excellence young entrepreneurship category.



## Our Products

Our products are specially designed for rural populations ...

... combining simplicity, security and innovation.



## Our Products

- already marketed



### Cash to Cash

Classic money transfer from a person or physical to another physical person



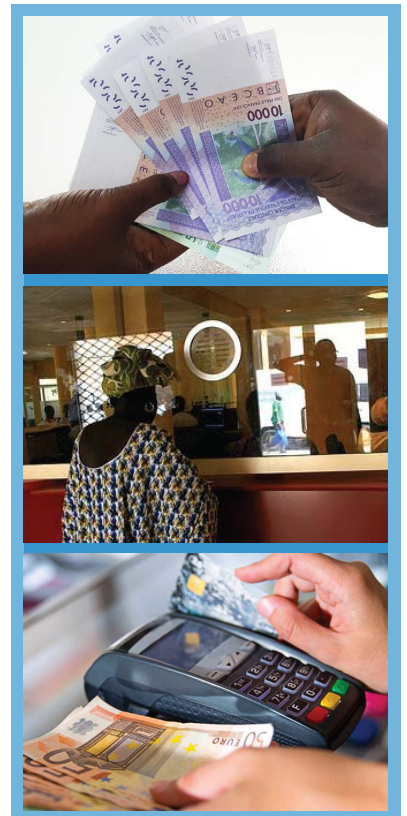
### Cash to Account

Designed for migrants, it allows to transfer money directly into a bank account original, from the QUICKCASH network.



### Pro Offer

Special offer for companies that want to use the platform for transactions with customers, partners or other companies generally located in rural areas.



## Products & Services

mobile money to market

### B2C

- 1 Transfers**
  - Deposit / Withdrawal, Deposit for a third party, Cash at
  - Cash, Cash to Bank accounts, Transfers Intra network,
- 2 payments**
  - Market Payments, Payments from bills, Purchase phone credits
- 3 Collect / Savings / Funding**
  - Saving Group, Micro-assurance, Micro-crédits,

### B2B

- 1 For Administrations**
  - Payment of local taxes and taxes,
  - payment of tuition fees, payments
  - administrative contest fees
- 2 For Companies**
  - Payments, recovery, earnings
- 3 For Organisms, non-governmental organization, cooperatives**
  - Revenue payments
  - Producers, Provision of funds to producers

## WHY ENGAGE WITH US?







QUICKCASH has a Dynamic Network Potential and a suitable platform.

### ► Interconnection of platforms

- Payment of money orders throughout the Quick-Cash network (ex: destination Burkina-Côte Ivory and vice versa)
- Termination of transfers for some international partners
- Bank account provision
- Deposit on account Distribution network

### ► Distribution network

- Recovery via the distribution network
- The strong presence of our network in the rural world and unbanked locality
- Opening an account via the network

Distribution network		
Country	representative offices	partner banks
Cote D'ivoire	+ 400	
Burkina Faso	INTERNATIONAL : + 214	 
Togo		
Niger		
Mali		
Cote D'ivoire	+ 2000	Franchises Network





## SOCIAL IMPACT

### Empowerment of rural populations

- Financial inclusion
- Financial Education / Training
- New economic opportunities
- Development of rural entrepreneurship
- Economic empowerment of rural people

### Improve the living conditions

- Better management of household budgets and expenditures
- Reduction of the aggressions related to the transport of cash money
- Better health care by micro-insurance

### Strengthen the economic and commercial context

- Rising incomes in the informal sector
- Increase of commercial transactions thanks to our secure platform
- Promote the development and growth of micro-entrepreneurs through our distribution network.

## WHY COMMIT WITH US?

- 1 Source of additional revenue: Receive commissions on every transaction made
- 2 Opportunity to recruit new clients
- 3 Haste in the management of customer and partner needs

## QUICKCASH in numbers

A company in strong growth since 2011, after 5 years of activity:

- Presence in 4 countries / 35% annual growth

### DEVELOPMENT OF ECONOMIC INSERTION AND ENTREPRENEURSHIP

- 40 direct jobs
- 1500 indirect jobs
- 400 micro-enterprises founded in rural areas

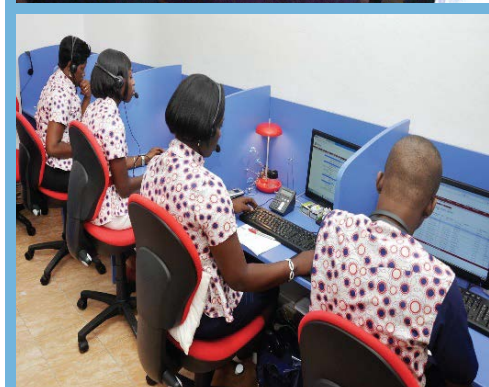
### CONTRIBUTION TO THE LOCAL AND NATIONAL ECONOMY

- More than 1 million transactions

### SERVICES DEDICATED TO POPULATIONS FROM THE RURAL ENVIRONMENT

- A call center totally dedicated to our customers
- A CSR policy to improve conditions of life in rural areas

*We serve excluded populations!*





-  Côte d'Ivoire
-  Burkina Faso
-  Togo
-  Niger
-  Mali

*We hope to count you among our partners!*





## OUR PARTNERS

### Banking Partners

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### Institutional partners

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## CONTACTS



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