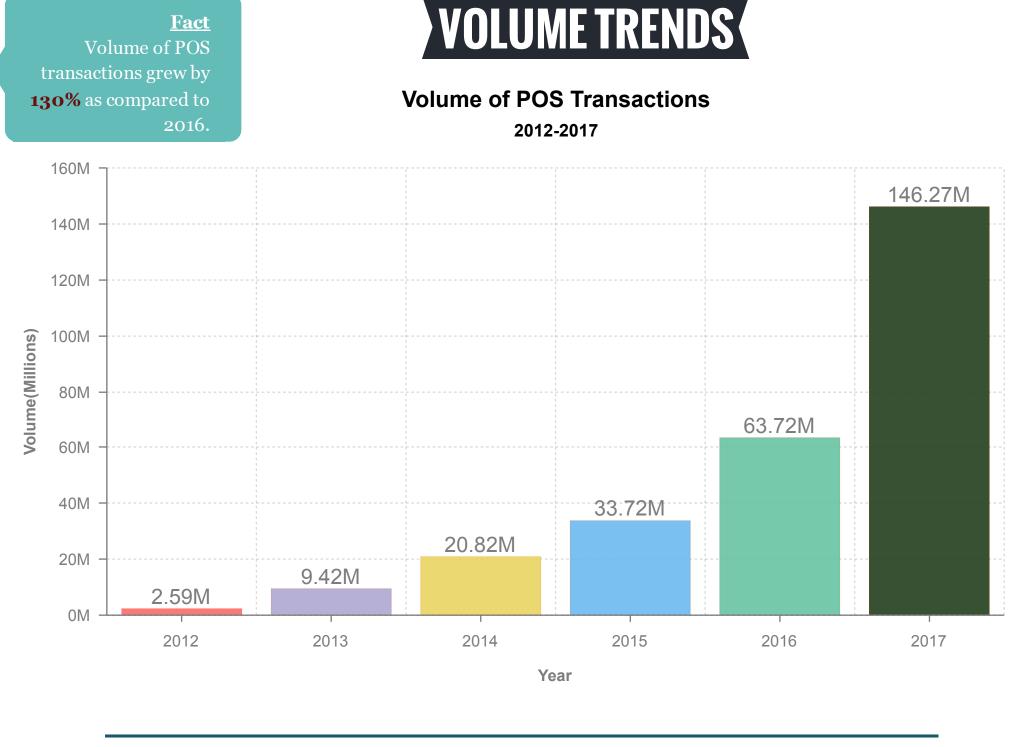
2017 AMALYSIS POS ANALYSIS

POS: SLOWLY, STEADY, SURELY

Transactions on POS was impressive in 2017 setting a milestone of over 1T naira in Value in 2017. Furthermore, volume of transations recorded a 92% CAGR between 2014 and 2017.

Volume of transactions were driven mostly by brick and mortar stores in the Wholesale and Retail sector.



Value of POS Transactions

2012-2017

VALUE TRENDS

1.6T

o.63M Unique cards carried out

POS transactions in 2017; A 14%

increase when compared to 2016

45M

40M

35M

30M

180

160

140

120

100

80

134.9

113.5

72.6

139.9

115

76.1

68% of POS transactions

<=5K

5.01K-10K

10.01K-20K

20.01K-30K

30.01K-40K

40.01K-50K

50.01K-100K

100.01K-500K

500.01K-1M

1.01M-10M

Transaction Band

occured in Lagos

3% of POS transactions

14.02M

20M

25.8Bn

50Bn

3.7Bn

4.69M

2.26M

.44M

2.32M

1.32M

0.1M

0.02M

>10M -0.0001M

0M

<=5K

5.01K-10K

10.01K-20K

20.01K-30K

30.01K-40K

40.01K-50K

50.01K-100K

100.01K-500K

500.01K-1M

1.01M-10M

>10M

0Bn

Transaction Band

occured in Delta

25.62M

137

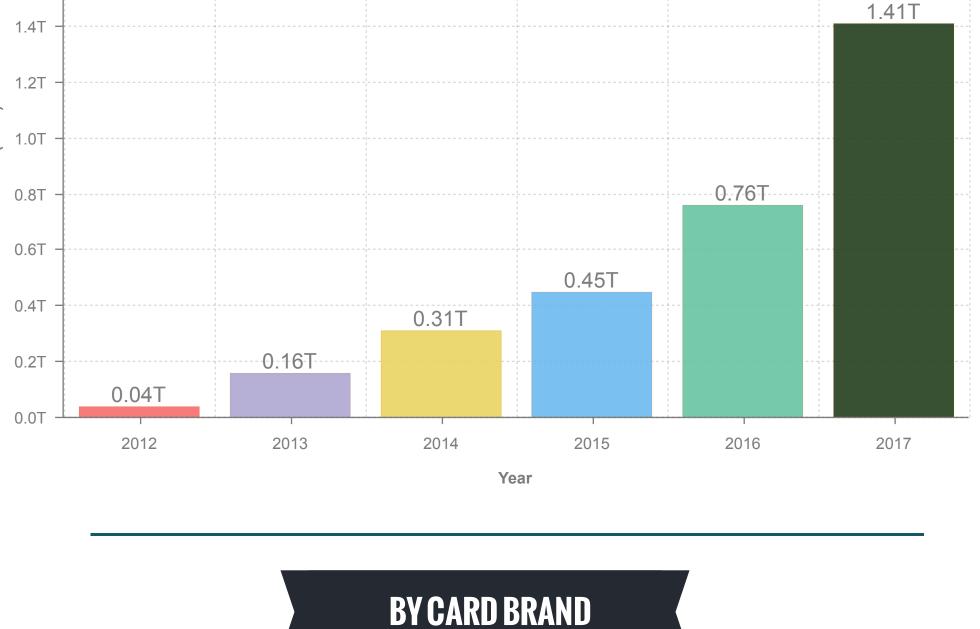
109.9

78.6

Number of Terminals(Thousand)

39.56M

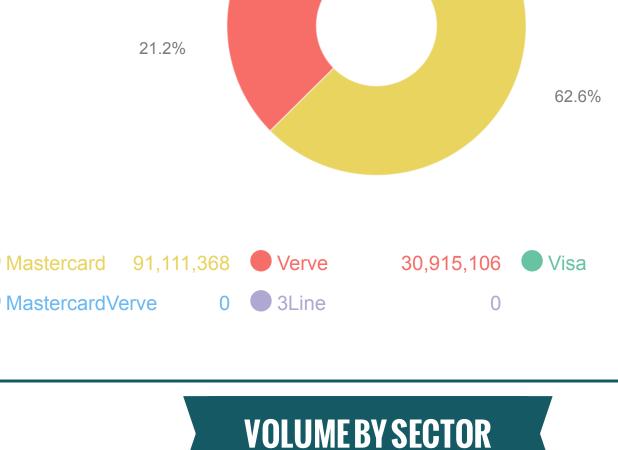
28.73M



16.2%

Volume of POS transactions by Card Association

2017



POS transaction by Merchant Category Codes (Top 10)

2017

23,550,124

Fact

47% of total POS transactions

and Retail Merchants in 2017

177.5

150.7

103.6

96.05M

120M

155.5

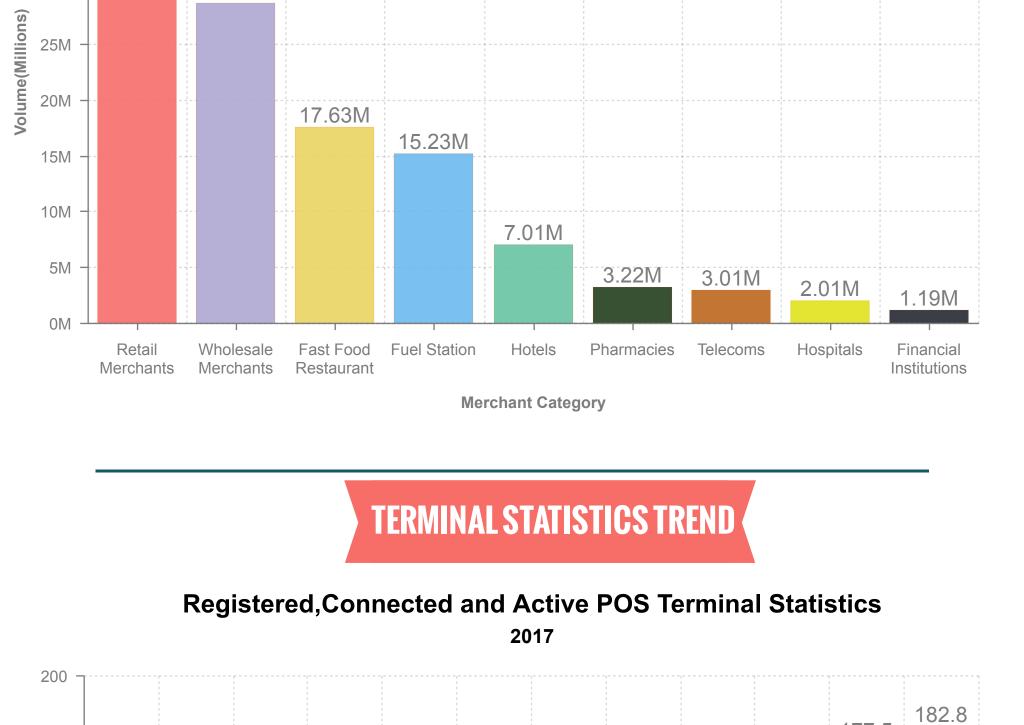
105.1

176.2

145.3

101

occured between Wholesale



99.6 96.4 92.9 89.5 88.5 82.2

161.7

128.6

156.6

121.8

145.5

115.1

156.4

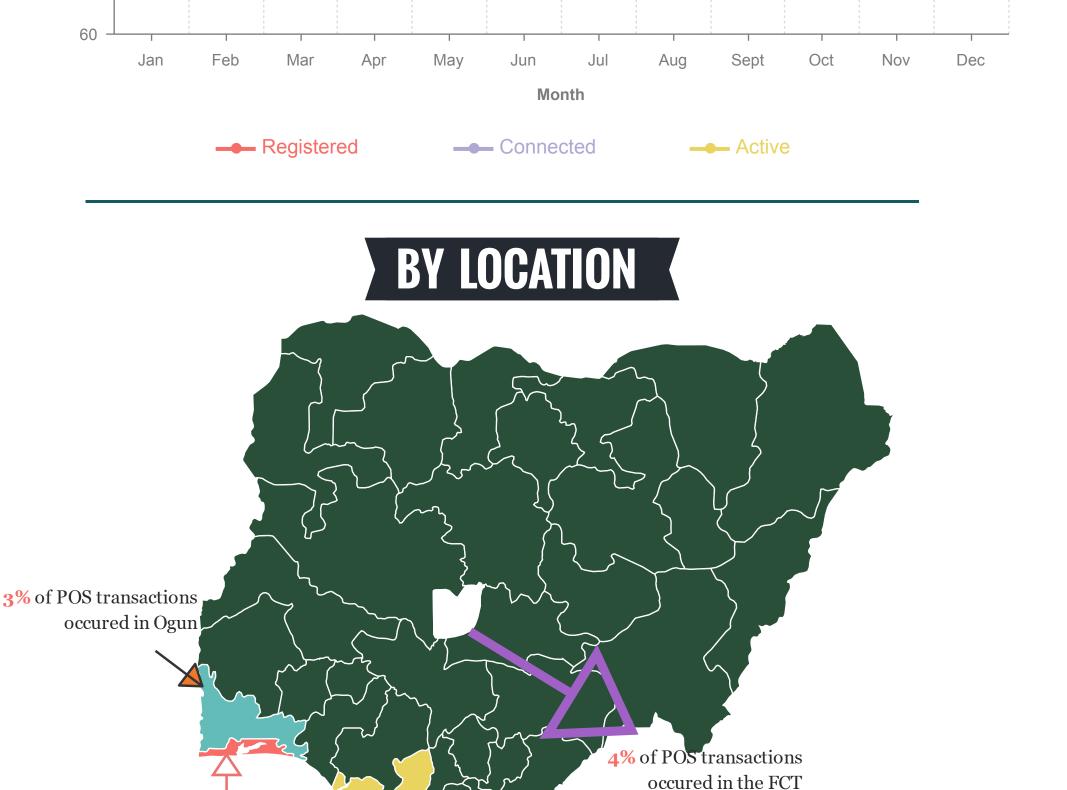
125.6

173.8

141.5

169.3

140.4



6% of POS transactions

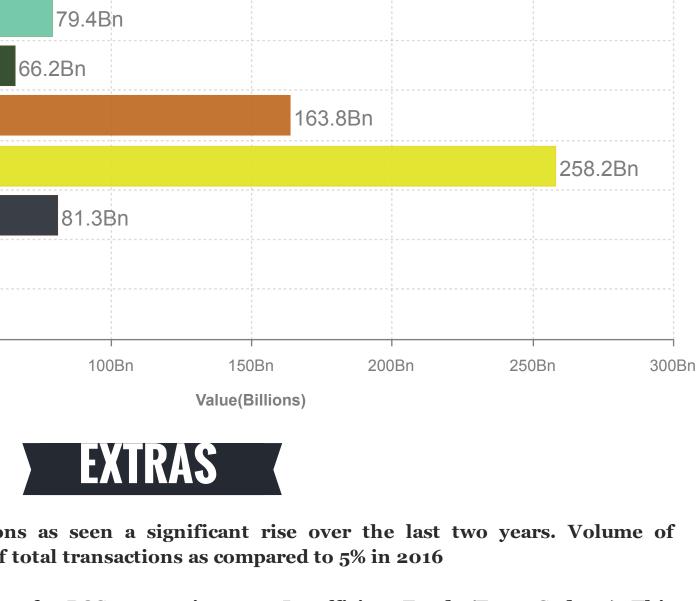
Volume Band

occured in Rivers

POS transaction by Volume Band

40M 60M 80M 100M Volume(Millions) Value Band **POS transaction by Value Band** 216.4Bn

116.4Bn



189.5Bn

203.3Bn

- POS adoption by Fuel Stations as seen a significant rise over the last two years. Volume of transactions in 2017 was 10% of total transactions as compared to 5% in 2016 • The most common failure reason for POS transactions was Insufficient Funds (Error Code 51). This
- contributed 40% to the total failed transactions. • Verve cards gained market share over its major players in 2017 making up 21% of total transaction volume in 2017. Visa volumes remained flat 16% while Mastercard dropped to 63% from 66% in 2016
- Despite the total number of active cards standing at over 84M, only 1% these cards are actively performing POS transactions.

