



**mobile
financial**

New Revenues | Solution Partners | Recognised Experts

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Mobile Financial Services Limited (MFSL) are pioneers in bringing financial services to the mobile phone. With a business-to-business focus, MFSL provides white-labelled solutions to recognised brands who wish to leverage their distribution channels and brand loyalty to establish new, high margin revenue streams.

MFSL was reverse founded by an institutional investor and an experienced team have deployed its platform with the following public reference accounts:



partnerships

MFSL has established key partnerships in the financial industry including leading banks and card Associations. MFSL has secured a global partnership with MasterCard to promote its prepaid card portfolio.



awards

MFSL's patent pending Sólido Architecture™ has been well received by key stakeholders from the mobile and financial industries, winning the coveted European IT Awards for Innovation out of 560 entries. The shortlist comprised of innovations from technology leaders including Nokia, Google and IBM; companies supported by multi-million pound R&D budgets. MFSL's purpose-built mobile financial platform has been architected to enable our customers to deploy new mobile financial services at short lead times and minimal OPEX. The platform, built in an ISO9001 development centre, enables a range of prepaid card solutions, mobile money transfer, mobile payments, mobile banking and loyalty applications in one integrated platform.



solution benefits

All solutions are aimed to increase revenue per customer, brand value and footfall while providing reduced time to market and OPEX for new products through the deployment of an integrated platform.

prepaid card

MFSL's prepaid products are launched in partnership with MasterCard. MFSL Intellectual Property enables all cards to be accessed and controlled through the mobile phone (via SMS) and cards can be "coupled" enabling family cards whereby one member of the family can easily send money to another family member conveniently by SMS.

business case

Our customers can now access high margin revenue streams through a number of revenue drivers including transactions revenues, interest, interchange, foreign exchange and money transfer fees. MFSL have three commercial options to engage their customers.

remittance focus

The team has spent a number of years understanding this complex market and its associated regulatory position. The MFSL team has advised reputable institutions such as the CIA, World Bank, HM Treasury, House of Commons and the Department of International Development on a broad array of subjects central to this \$700 billion market. A number of issues have been addressed including Knowing Your Customer (KYC), Countering the Financing of Terrorism (CFT) and Anti-Money Laundering (AML).

