

PO Box 2374 Amman 11821 – Jordan Tel. 962.6.5828849 | Fax. 962.6.5828809 arabadvisors@arabadvisors.com www.arabadvisors.com

Electronic and Mobile Financial Services in Jordan

Arab Advisors Group Strategic Research Service

February 2016

Analysts: Zaid Ghaith Malik Malik

This report has been delivered to *Client* as part of the subscription to the Arab Advisors Group Strategic Research
Service to be used exclusively by its employees

Copyright notice: Copyright 2016 by Arab Advisors Group. All rights reserved. No material contained in this report may be reproduced in whole or in part without the prior written permission of the publisher. Any unauthorized use, disclosure, copying, selling, distribution or in any way transfer of any direct or indirect information from this report which is the property of Arab Advisors Group, removing, erasing or hiding from view any copyright, trademark, confidentiality notice, mark or legend appearing on Arab Advisors Group products or any form of output is strictly prohibited, and will be under legal responsibility. The information contained in this report has been obtained from sources we believe to be reliable, but neither its completeness nor accuracy can be guaranteed. Opinions expressed are based on our interpretation of the available information, and are subject to change.

Feedback: Our clients' satisfaction is of our utmost concern. We welcome all feedback regarding our research and products. Please send us your notes on this report, what you found useful in it and future research directions that would help you in your business. Send feedback emails to: arabadvisors@arabadvisors.com

Table of Contents

Section I: Executive SummarySection II: Jordan Landscape and Jordanian BanksSection III: The Impact of Online and Mobile Services	1
	3
	9
Section IV: Financial Tech Competitors	14
Section V: Future of Electronic and Mobile Services	16

List of Exhibits

Exhibit 1: Registered Banks in Jordan and their types	4
Exhibit 2: Availability of online and mobile banking at the Jordanian Banks (December 201	5)5
Exhibit 3: The Online and Mobile Banking Index in Jordan (January 2016)	7
Exhibit 4: Jordanians' most preferred cash withdrawal channels	9
Exhibit 5: Jordanians' most preferred balance inquiry channels	10
Exhibit 6: How Liwwa operates	13
Exhibit 7: Payment between banked clients using JoMoPay	15
Exhibit 8: Payment between unbanked clients using JoMoPay	16
Exhibit 9: Total eFAWATEERcom transaction volume since launch (In Jordanian dinar)	18
Exhibit 10: Total number of eFAWATEERcom transactions since launch	19
Exhibit 11: eFAWATEERcom transaction volume and number of transactions since launch	19

List of Exhibits in Annex

Annex A

Exhibit 1: Gender breakdown for banked and non-banked respondents	18
Exhibit 2: Reasons for not having a bank account	18
Exhibit 3: Reasons to get a bank account	19
Exhibit 4: Using other non-banking financial institutions than banks by banked respond	dents 19
Exhibit 5: Reasons for using other non-banking financial institutions	20
Exhibit 6: Transactions/operations conducted during branch visits	20
Exhibit 7: Frequency of branch visits	21
Exhibit 8: Online banking uses	21
Exhibit 9: Online banking frequency	22
Exhibit 10: Mobile banking uses	22
Exhibit 11: Mobile banking frequency	23
Exhibit 12: Balance inquiry channels	23
Exhibit 13: Bill payment channels	24



PO Box 2374 Amman 11821 – Jordan Tel. 962.6.5828849 | Fax. 962.6.5828809 arabadvisors@arabadvisors.com | www.arabadvisors.com