Glossary

Agent outlet	In the case of mobile money, an agent outlet is a location where one or several provider-issued tills are used to conduct transactions for clients. The most important of these are cash-in and cash-out (i.e. loading value into the mobile money system, and then converting it back out again); in many instances, agents register new customers, too. In some markets, an agent outlet can also operate tills issued by several providers; these are generally referred to as shared or non-exclusive outlets. Agents usually earn commissions for performing these services. As they are the human touchpoint for the mobile money service, they also often provide frontline customer service, such as teaching new users how to initiate transactions on their phone. Typically, agents will conduct other kinds of business in addition to mobile money. The kinds of individuals or businesses that can serve as agents will sometimes be limited by regulation, but small-scale traders, microfinance institutions, chain stores and bank branches serve as agents in some markets. Some industry participants prefer the term "merchant" or "retailer" to describe this person or business to avoid certain legal connotations of the term "agent" as it is used in other industries. An active agent outlet is an agent outlet where any of the tills were used to facilitate at least one transaction within the last 30 days. Agent tills are provider-issued "lines", which can be SIM cards or POS machines, authorised and used to facilitate mobile money transactions.
Airtime top-up	Purchase of airtime via mobile money, funded from a mobile money account.
Anti-money laundering/combating the financing of terrorism (AML/CFT)	A set of rules, typically issued by central banks, that attempt to prevent and detect the use of financial services for money laundering or to finance terrorism. The global standard-setter for AML/CFT rules is the Financial Action Task Force (FATF).
Application programming interface (API)	For the mobile money industry, an application programming interface is the set of design principles, objects and behaviours for software developers to enable interactions between mobile money platforms and vendors.
Average revenue per user (ARPU)	Calculated as recurring revenues divided by total number of unique subscribers.
Bank account-to-mobile money account transfer	A direct transfer of funds made from a customer bank account to a mobile money account. This transaction typically requires a commercial agreement and technical integration between the bank and the mobile money provider to allow direct transfers.
Bill payment	A payment made by a person from either their mobile money account or over the counter to a biller or billing organisation via a mobile money platform in exchange for services provided.

Bulk disbursement	A payment made by an organisation via a mobile money platform to a person's mobile money account. For example, salary payments made by an organisation to an employee's mobile money account, payments made by a government to a recipient's mobile money account or payments made by development organisations to beneficiaries.
Cash-in	The process by which a customer credits their mobile money account with cash. This is usually via an agent who takes the cash and credits the customer's mobile money account with the same amount of e-money.
Cash-out	The process by which a customer deducts cash from their mobile money account. This is usually via an agent who gives the customer cash in exchange for a transfer of e-money from the customer's mobile money account.
Circular economy	A model of production and consumption which may involve sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products for as long as possible.
Country corridor	For international remittances, a country corridor is a unique combination of a sending country and a receiving country. For example, Kenya to Tanzania and Tanzania to Kenya are two distinct country corridors.
Credit enabled by mobile money	Credit enabled by mobile money uses the mobile phone to provide microcredit to customers. The GSMA considers credit services enabled by mobile money to meet the following criteria: • To use the service, the customer must have a mobile money account. • The service allows subscribers to borrow a certain amount of money that they agree to repay within a specified period. • Customers can be mobile money agents, mobile money users, or merchants accepting mobile money. • The loan must be disbursed and repaid electronically directly to/from the mobile money account. Services that offer collateralised lease-to-own assets, such as solar home systems, are not included. • The credit service should be technically integrated with the mobile money account and rely heavily on mobile technology throughout the customer journey. • Services where the mobile phone is used as just another channel to access a traditional credit product are not included. • The service must be available for customers on any type of mobile device (including smartphone apps).
Diaspora	Migrants or descendants of migrants whose identity and sense of belonging, either real or symbolic, have been shaped by their migration experience and background. They maintain links with their homelands, and to each other, based on a shared sense of history, identity or mutual experiences in the destination country.

EBITDA	Earnings before interest, taxes, depreciation, and amortisation is an indicator of a company's financial performance and profitability.
E-money	Short for "electronic money," e-money is stored value held in the accounts of users, agents and the provider of the mobile money service. Typically, the total value of e-money is mirrored in (a) bank account(s), such that even if the provider of the mobile money service were to fail, users could recover 100 per cent of the value stored in their accounts. That said, bank deposits can earn interest, while e-money traditionally cannot.
Escrow (trust) account	To ensure that a customer's money is available when the customer wants to redeem it, regulators typically require that the non-bank mobile money provider maintain liquid assets equal in value to the amount of money issued electronically. These funds are usually pooled and held by one or more banks in the name of the issuer (or in the name of a trustee appointed by the issuer). The account in which the funds are pooled is known as an escrow account (or a trust account where the issuer has appointed a trustee). In countries with a common law legal tradition, the funds are typically held in trust for the benefit of the mobile money user. In countries where the common law concept of trust does not exist, mobile money users typically have a right to claim these funds under the law of contract.
Float	The balance of e-money, physical cash or money in a bank account that an agent can immediately access to meet customer demands to purchase (cash-in) or sell (cash-out) electronic money.
Gender gap	Based on results from the GSMA Consumer Survey, the gender gaps (e.g. for ownership of a mobile money account, use or awareness of mobile money) in this report, are calculated using the following formula: $\text{Gender gap in ownership/use/awareness (\%)} = \dfrac{\text{Male owners/users/aware (\% of male population)} - \text{Female owners/users/aware (\% of female population)}}{\text{Male owners/users/aware (\% of male population)}}$
Government-to-person (G2P) payment	A payment by a government to a person's mobile money account.
International remittance enabled by mobile money	Cross-border fund transfer from one person to another person. This transaction can be a direct mobile money remittance, or can be completed using an intermediary organisation, such as Western Union.
Interoperability	The ability of customers to undertake money transfers between two accounts at different mobile money schemes or to transfer money between accounts at mobile money schemes and accounts at banks.

Insurance enabled by mobile money	Insurance enabled by mobile money uses a mobile phone to provide microinsurance services. The GSMA Mobile Money programme tracks insurance products enabled by mobile money that meet the following criteria: • To use the service, the customer must have a mobile money account to pay premiums and receive claims. (Services that allow payments via airtime but pay out claims through mobile money are also included). • The service must allow customers to manage risks by providing a guarantee of compensation for specified loss, damage, illness or death. • The insurance product should be technically integrated with the mobile money account and rely heavily on mobile technology throughout the customer journey. • Services where the mobile phone is just another channel for the clients of an insurance company to access a traditional insurance product should not be included. • The service must offer customers an interface for managing the insurance product for customers that is available on mobile devices (SMS, USSD, call centre, smartphone app).
Know Your Customer (KYC)	Financial institutions and regulated financial service providers are obligated by regulation to perform due diligence to identify their customers. The term is also used to refer to the regulation which governs these activities. The FATF recommends a risk-based approach to due diligence for AML/CFT controls. Due to the lack of formal identity documents in some markets, solutions such as tiered KYC and adjusting acceptable KYC documentation can help mobile money providers facilitate customer adoption and increase financial inclusion, especially in rural areas.
Liquidity management	The management of the balance of cash and e-money held by a mobile money agent to meet customers' demands to purchase (cash-in) or sell (cash-out) e-money. The key metric used to measure the liquidity of an agent is the sum of their e-money and cash balances (also known as their float balance).
Low- and middle-income countries (LMICs)	Countries classified by the World Bank as low income (GNI per capita of $1,035 or less in 2019), lower-middle income (GNI per capita between $1,036 and $4,045) or upper-middle income (GNI per capita between $4,046 and $12,535).
Merchant payment	A payment made from a mobile money account via a mobile money platform to a retail or online merchant in exchange for goods or services.

Mobile financial services (MFS)	The use of a mobile phone to access financial services and execute financial transactions. This includes both transactional and non-transactional services, such as viewing financial information on a user's mobile phone. Mobile money, mobile insurance, mobile credit and mobile savings are all mobile financial services.
Mobile money	A service is considered a mobile money service if it meets the following criteria: • A mobile money service includes transferring money and making and receiving payments using a mobile phone. • The service must be available to the unbanked, for example, people who do not have access to a formal account at a financial institution. • The service must offer a network of physical transactional points which can include agents, outside of bank branches and ATMs, that make the service widely accessible to everyone. The agent network must be larger than the service's formal outlets. • Mobile banking or payment services (such as Apple Pay and Google Pay) that offer the mobile phone as just another channel to access a traditional banking product are not included. • Payment services linked to a traditional banking product or credit card, such as Apple Pay, Google Pay and Samsung Pay, are not included.
Mobile money account (registered/active)	An e-money account that is primarily accessed using a mobile phone and that is held with the e-money issuer. In some jurisdictions, e-money accounts may resemble conventional bank accounts, but are treated differently under the regulatory framework because they are used for different purposes (for example, as a surrogate for cash or a stored value used to facilitate transactional services). An active mobile money account is a mobile money account that has been used to conduct at least one transaction during a certain period (usually 90 days or 30 days).
Mobile money account- to-bank account transfer	A direct transfer of funds made from a mobile money account to a customer bank account. This transaction typically requires a commercial agreement and technical integration between the bank and the mobile money provider to allow direct transfers.
Mobile owner	"Mobile phone owner" and "mobile owner", in the context of the GSMA Consumer Survey results, are used interchangeably in this report to mean a person who has sole or main use of a SIM card or mobile phone that does not require a SIM and uses it at least once a month.
Off-net transfer	Transfers that are initiated by registered mobile money users to unregistered users are typically referred to as off-net (off-network) transfers. Some deployments may refer to an off-net transfer as a voucher, coupon or token. In this case, the e-money must be cashed out at an agent of the sender's agent network. Transfers between two accounts of different, but interconnected, mobile money schemes are also sometimes referred to as "off-net transfers".

Over-the-counter (OTC) services	Some mobile money services are offered primarily over the counter (OTC). In such cases, a mobile money agent performs the transactions on behalf of the customer, who does not need to have a mobile money account to use the service.
Pay as you go (PAYG)	Pay-as-you-go systems refer to services that are paid for before use and cannot be used more than the amount paid for.
Point of sale (POS)	A retail location where payments are made for goods or services. A "POS device" denotes a specialised device that is used to accept the payment, for example, a card reader.
Regulator	In the context of mobile money, this typically refers to the regulator that has supervisory authority over financial institutions within a particular country, usually the central bank or other financial authority.
Savings enabled by mobile money	Savings enabled by mobile money use the mobile phone to provide dedicated savings facilities. The GSMA considers services enabled by mobile money to meet the following criteria: • To use the service, the customer must have a mobile money account. • The savings service allows subscribers to save money in a dedicated account that provides principal security and, in some cases, an interest rate. • Also included in this definition: • A mobile investment that uses a mobile phone to provide investment facilities (e.g. in government bonds); and • A mobile pension that uses a mobile phone to provide pension savings facilities. • The customer should be able to store value electronically in the savings account and be able to transfer funds to/from a mobile money account. • The savings or investment product should be integrated technically with the mobile money account and rely heavily on mobile technology throughout the customer journey. • Services where the mobile phone is just another channel to access a traditional savings accounts are not included. • The service must be available for customers on any type of mobile device (including smartphones).

Technology Service Provider (TSP)	An organisation that provides its customers with technology-based solutions. In the context of mobile money, a TSP is a financial technology (fintech) company that develops, provides and supports the technology systems used to deliver mobile money services.
Underbanked	Customers who may have access to a basic transaction account offered by a formal financial institution, but still have financial needs that are unmet or not appropriately met.
Unregistered users	Unregistered users include both people transacting over the counter in the case of OTC services, and unregistered recipients of off-net P2P transfers in the case of account-based services.
Voucher	Money sent as an off-net transfer from a mobile money account holder to an unregistered recipient, along with a code for the recipient to withdraw the funds at an agent outlet. Also known as a coupon or token.