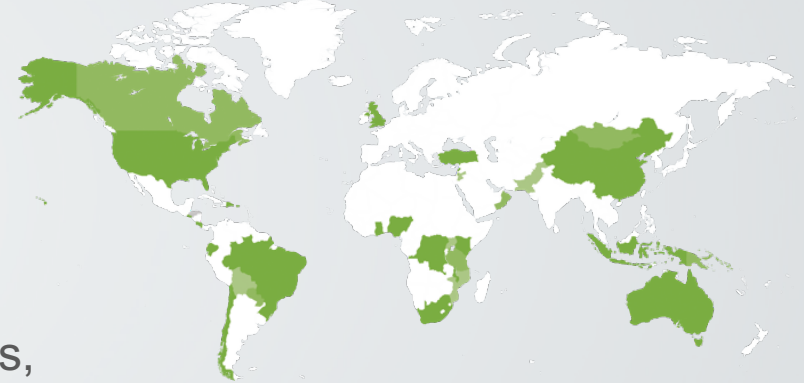




# Global Banking Alliance for Women

BUILDING WOMEN'S WEALTH WORLDWIDE



The GBA Network Provides Banks with Best Practices, Data and Insights to Effectively Capture the Women's Market



The female economy is large and growing



## CONSUMER BEHAVIOR

- Women control **\$20T** of consumer spending (CTI). This is expected to rise to \$28T by 2018. (BCG)
- Women make up to **80%** of consumer decisions worldwide. (BCG)



## ENTREPRENEURSHIP

- **98 million** women around the world are running established businesses. (GEM)
- Women entrepreneurs bring in **20%** more revenue with **50%** less money invested. (HBR)



## WEALTH

- Women in the US will inherit **\$29 trillion** in intergenerational wealth in the next 40 years. (Boston College)
- In emerging markets, women's income is growing at **8.1%**, compared with **5.8%** for men. (Deloitte)

# Women's financial behaviors make them very attractive customers for banks



WOMEN ARE  
GREAT  
SAVERS



They are 16% more likely than men to save for future expenses

WOMEN ARE  
PRUDENT  
BORROWERS



They are more likely to pay back loans

WOMEN ARE  
LOYAL  
CUSTOMERS



When satisfied with a banking experience a woman will tell 9 other people about the bank

WOMEN  
PURCHASE  
MORE  
PRODUCTS



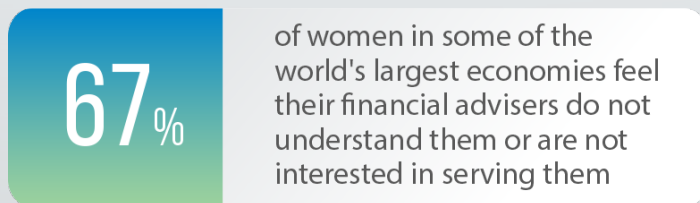
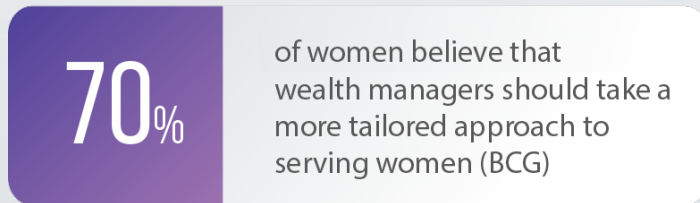
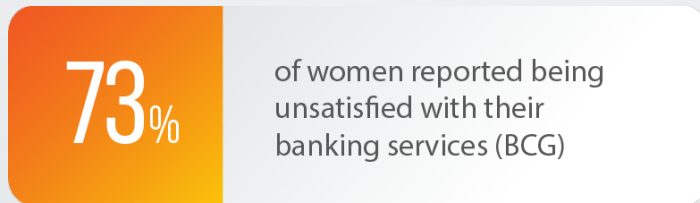
They buy 21% more products per customer than men, on average

# But the market opportunity remains untapped

Despite women's strong consumer, economic and entrepreneurship trends, there remain gender gaps in financial services – both in access and in service quality.

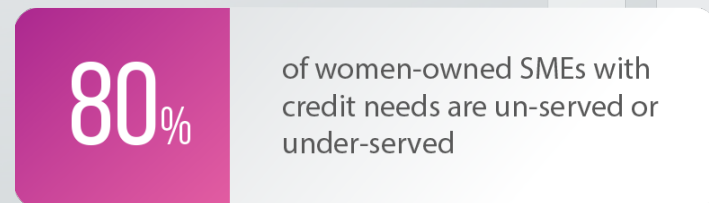
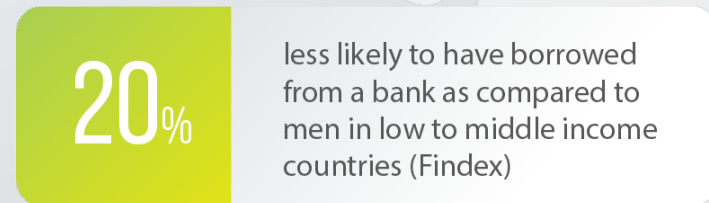
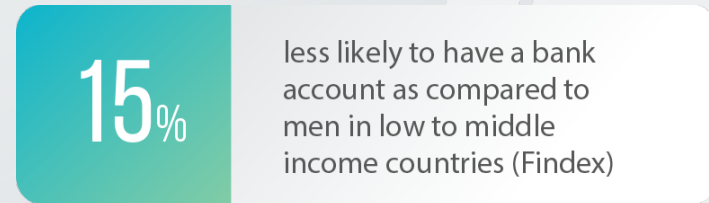
## Women are under-served:

They are dissatisfied with the financial services they currently have.



## Women are un-served:

Some are not able to access financial services at all.





# Many banks have not yet uncovered the potential of the female economy

In 2014 GBA and McKinsey & Company surveyed 30 banks, representing 20% of global revenues, to find out what was holding them back from targeting the Women's Market:

## MYTH 1

Men and women are the same

### REALITY

Men and women have different attitudes toward finance

## MYTH 2

All we need is products that are feminized

### REALITY

Serving women is about offering a holistic value proposition that is tailored to each sub-segment's specific needs

## MYTH 3

There is no business case

### REALITY

The Women's Market offers banks a profitable opportunity

## MYTH 4

There is no data on gender

### REALITY

Banks often have better data than they realize

# GBA banks know that women want different things than men do from a bank and require a holistic approach

## ACCESS TO



### FINANCE

#### **Women strike a more conservative balance between risk and reward**

- They tend to err on the side of caution and are less likely to seek external financing for their businesses.



### INFORMATION

#### **Women make decisions differently**

- They like ample information before making financial decisions but may not know where to get it.
- They can take more time to make their choices.



### EDUCATION

#### **Women have less financial knowledge**

- They self-report less experience, knowledge and confidence in financial matters, and are likely to want to improve in these areas.
- They are more receptive to financial advice.



### NETWORKS

#### **Women prefer deeper relationships**

- Women share experiences and act on recommendations from peers and friends.
- Women entrepreneurs need large networks to grow their businesses but tend to be less networked.



### RECOGNITION

#### **Women's roles are less visible**

- Women entrepreneurs seek role models to inspire them to succeed.

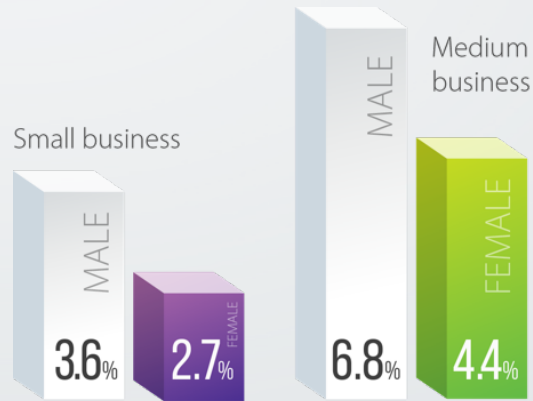
# And they have proven that they are great customers

## Growth Opportunities

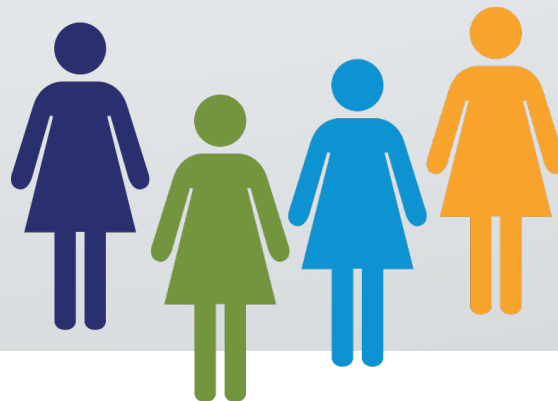


GBA members' annual customer growth rate

## Lower Risk

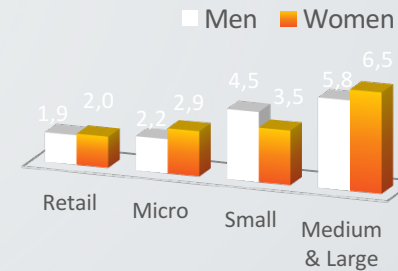


GBA member average non-performing loans



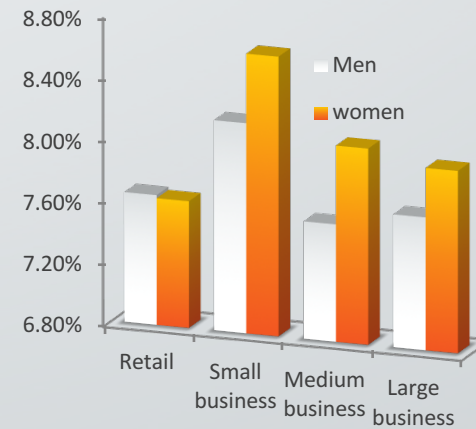
## Loyalty

No. of product per customer by segment & gender



## Profitability

ROA by segment (individual bank data)

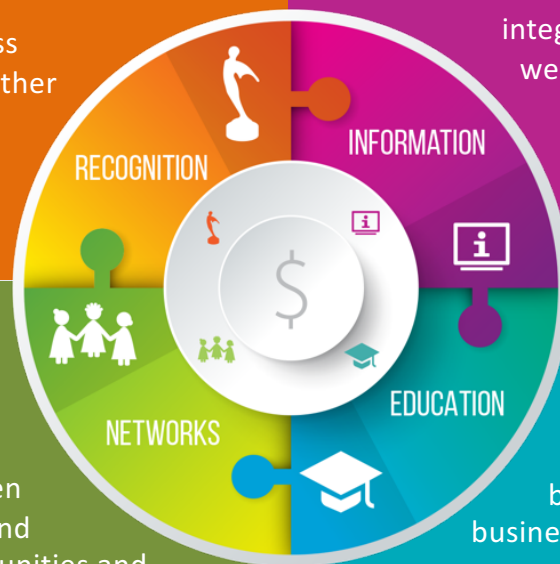


# Banks can better meet women's needs in a number of ways

The GBA provides a blueprint for how banks can better serve women

Banks can promote the visibility of successful clients, offering them business exposure and creating role models for other women entrepreneurs. They can also sponsor awards that recognize women leaders.

Banks can leverage the power of their own networks to convene groups of women customers, and connect women starting businesses with role models and mentors. They can create social communities and link entrepreneurs to markets.



Banks that help plug know-how gaps and integrate knowledge into their services do well with the Women's Market. They can train their sales force to better anticipate women's needs and develop a softer sales approach.

Banks can support women with seminars on topics relevant to their businesses. They can provide access to business tools in-house or partner with local organizations to run workshops and events.

# GBA members are implementing programs that meet women's needs and return superior results



RBS developed the Women in Business Certification Program targeted at women-owned SMEs. It provides modules on topics such as market dynamics, financing and networking. Since the program kicked off in 2007, RBS has opened more than 320,000 women-owned business accounts.



BLC Bank offers detailed product and service information on its website, we-Initiative.com, as well as mentoring and expert advice. Other services include trainings, workshops, networking events, conferences and a dedicated women entrepreneurs award. On the strength of these offerings, BLC Bank has projected double digit growth in its We Initiative program for the next three years.



With the support of the GBA network, Banco BHD León developed a strategy to become the bank of choice for women in the Dominican Republic and in 2015 launched its "Mujer Mujer" program. The platform includes product bundles focused on key themes — education, health, family well-being and business. Today 42 percent of BHD León's customers are women. Women's deposits make up almost 37 percent of its balance sheet.



Nigeria's Access Bank launched its women's program, W Initiative, in 2006. In one year alone, the program disbursed US\$16.56 million in loans to women entrepreneurs. Today more than 40 percent of its loan portfolio is in the hands of women.



Westpac Australia has a dedicated women's brand, Ruby, offering networking events and comprehensive educational programs. Westpac's holistic value proposition and highly refined marketing to women has earned it 2.1 million female primary account holders, representing AUD\$1.55 billion in annual revenue.





They have also been recognized internationally for their leadership role in promoting women's wealth creation

Latest Major Stories and Events:

**theguardian**

"Major UK banks sign charter pledging to tackle gender gap," **RBS**

**THE HUFFINGTON POST**

"Catalysing Growth for Nigerian Women Entrepreneurs," **Diamond Bank**

 **WORLD BANK GROUP**

"How 3 banks in emerging economies are banking women," **Banco BHD León, Banco Pichincha, Diamond Bank**



**Garanti Bank, TEB, Access Bank, BLC Bank** Highlighted at Annual Event



"Outstanding Banking Initiative," *W Initiative*, **Access Bank**



"Women Entrepreneurs in Eurasia, Africa Get \$100 Million Boost," **Access Bank**



"Sustainable Bank of the Year," **Standard Chartered, Itaú Unibanco**



"Most Sustainable Corporations in the World," **Westpac**

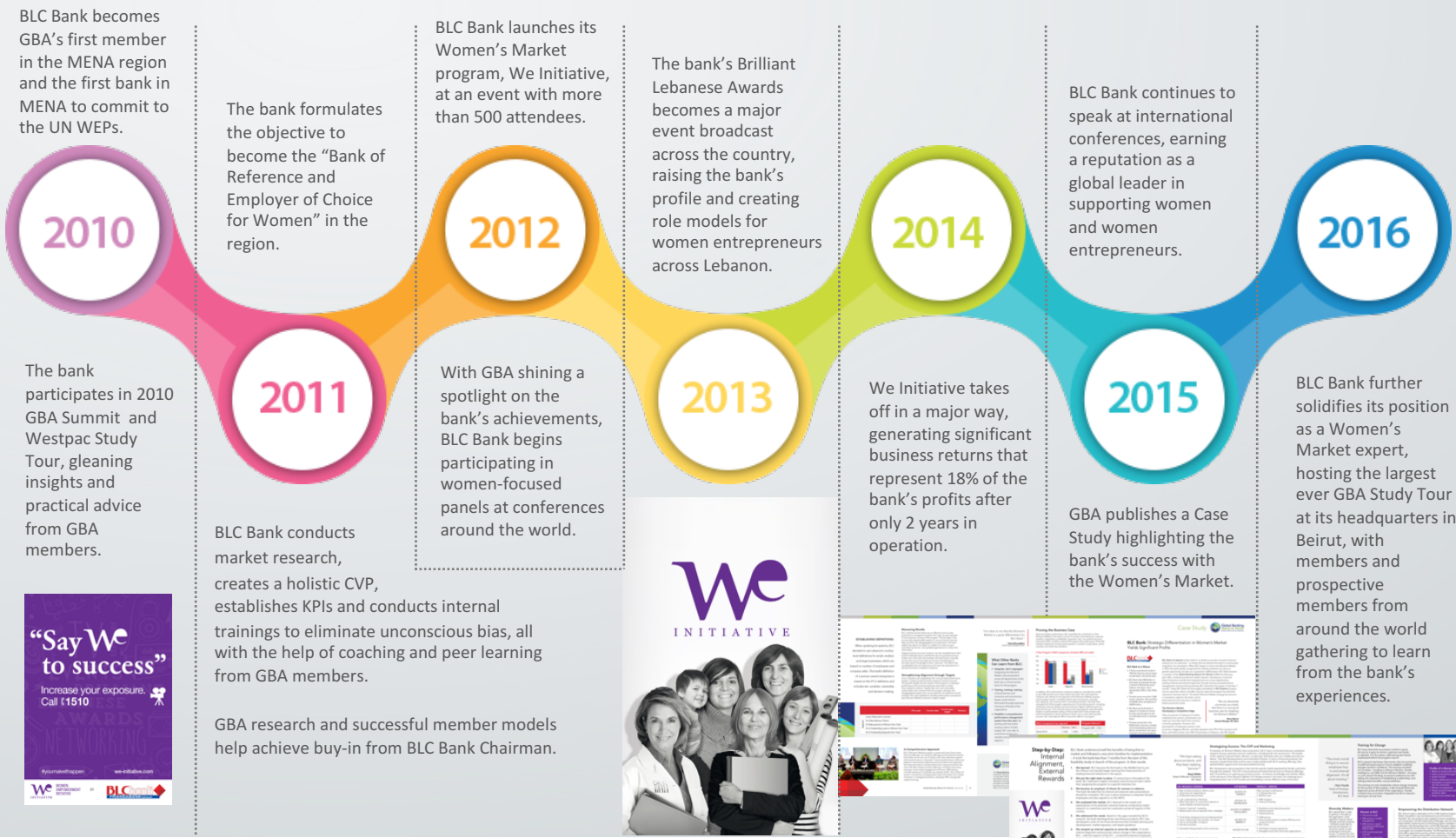
"Top 50 CEOs List: Outstanding Work for Women," **Westpac**

**THE NEW ECONOMY**

"Women's Empowerment Corporate Leadership Award," **BLC Bank, Garanti Bank, Access Bank, Bank of Deyang, Westpac**

CASE IN POINT

# BLC Bank's Women's Market success



# The GBA network provides banks with unique services to effectively capture the Women's Market

**Who We Are** – The Global Banking Alliance for Women is an international consortium of banks dedicated to supporting members as they capture the opportunity of the Women's Market. As a group of practitioners with a common voice, we learn from each other's experiences, share our insights and problem solve together so that together, we accomplish more.



**What We Do** – GBA offers unique services to help members design and implement effective programs:



We facilitate peer learning across our membership to accelerate the learning curve and help ensure Women's Market program success.

- Annual Summit
- All-Stars Academy
- Study Tours
- Mentoring Program



We conduct innovative research, collate insights from our banks and house essential resources that help our members stay on the cutting edge.

- Knowledge Products: How-To Guide, Case Studies, In Briefs
- Data Analytics: Benchmarking Reports, Sex-Disaggregated Data Briefs
- Tactical Research: Ground-breaking Women's Market knowledge
- Access to members-only GBA Vault, containing proprietary knowledge from GBA members



We connect members with strategic partners, build brands with recognition in GBA communications channels and in major publications, cement reputations on women's finance via conference speaking opportunities and industry competitions, and leverage our collective voice to advocate for desired policy change.



GBAforWomen.org