

INVESTING IN WOMEN-OWNED BUSINESSES

NON-FINANCIAL SERVICES AND
EDUCATIONAL PROGRAMS



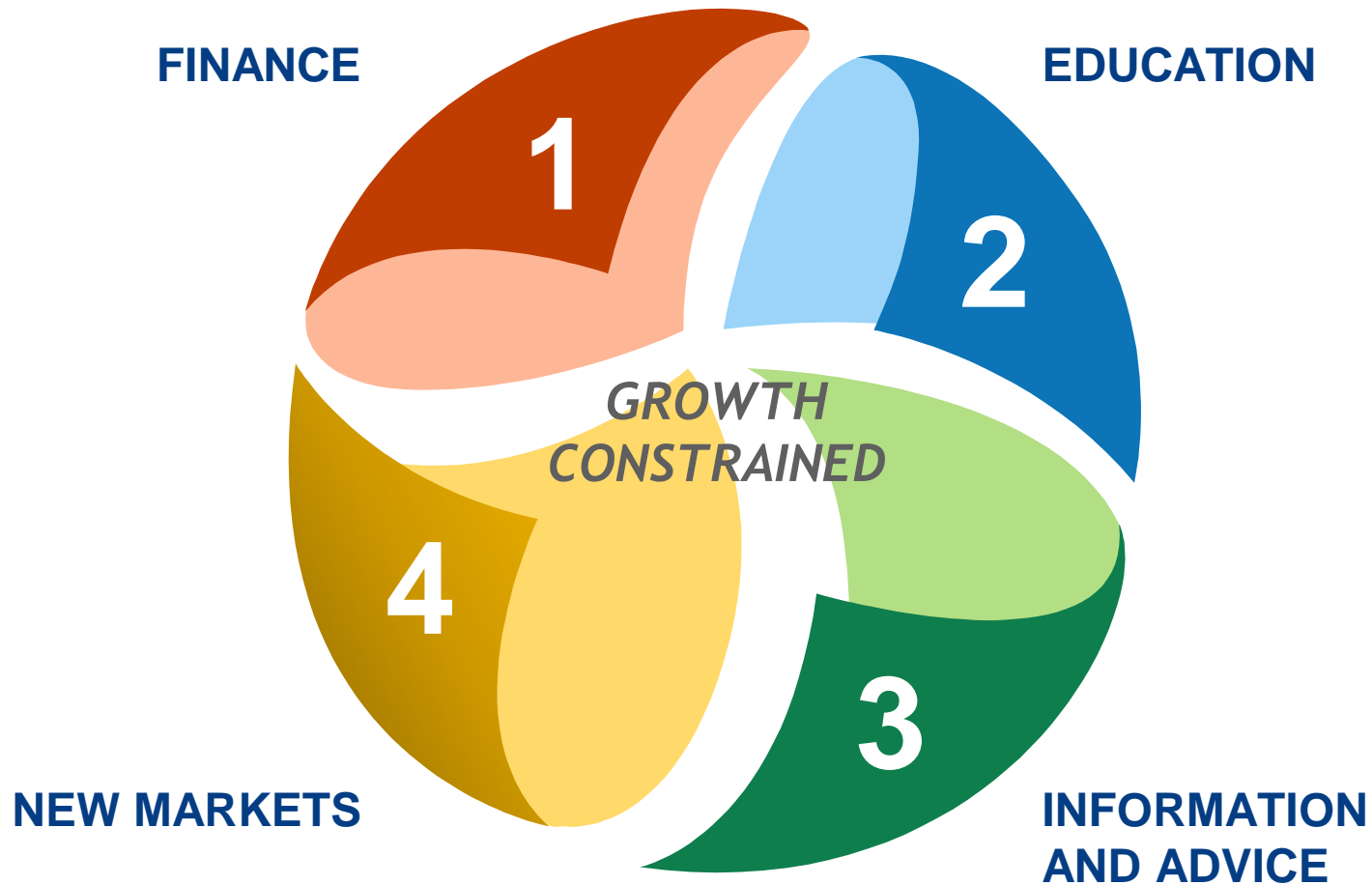
Creating Markets, Creating Opportunities

Joanna Romero
NFS Global Champion
Banking on Women

IFC *Banking on Women* Program

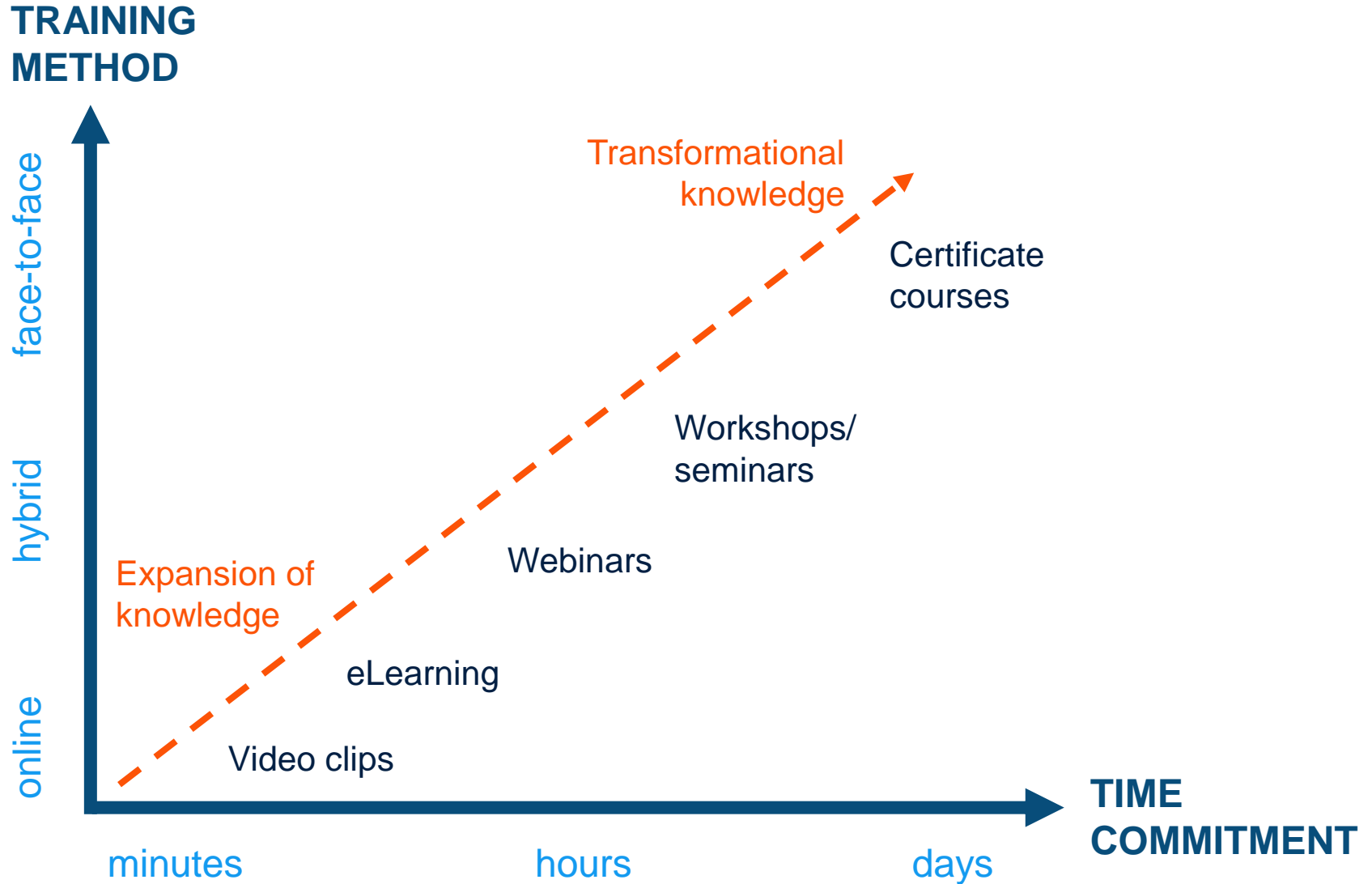
- Provides **financing and expertise** to emerging market financial institutions to expand financial services and opportunities for women customers and business owners.
- The Program is built on the fundamental business case that **providing valuable financial services to women customers generates bottom line value for banks.**
- Nearly **US\$2 billion in total committed portfolio** in 45 banks.
- **37 advisory services engagements** across 26 countries.

What women entrepreneurs value from a bank



Non-financial services demonstrate a bank's commitment to partnering for growth

Trends in the provision of business and financial education by banks



Business results for financial institutions



SME NEEDS

Brand Awareness

Net promoter score
of participants/users
Client satisfaction level



COMPETITION

Acquisition / conversion

of new clients acquired
of new referrals
% conversion rate into clients



PORTFOLIO

Portfolio / profitability

\$ increase in clients' daily balances
of financial products per client
% of reduced NPLs

IFC's approach to non-financial services

