

# Case Study - Qiwi

## An Airtime Distributor Becoming a Bank in a Decade!

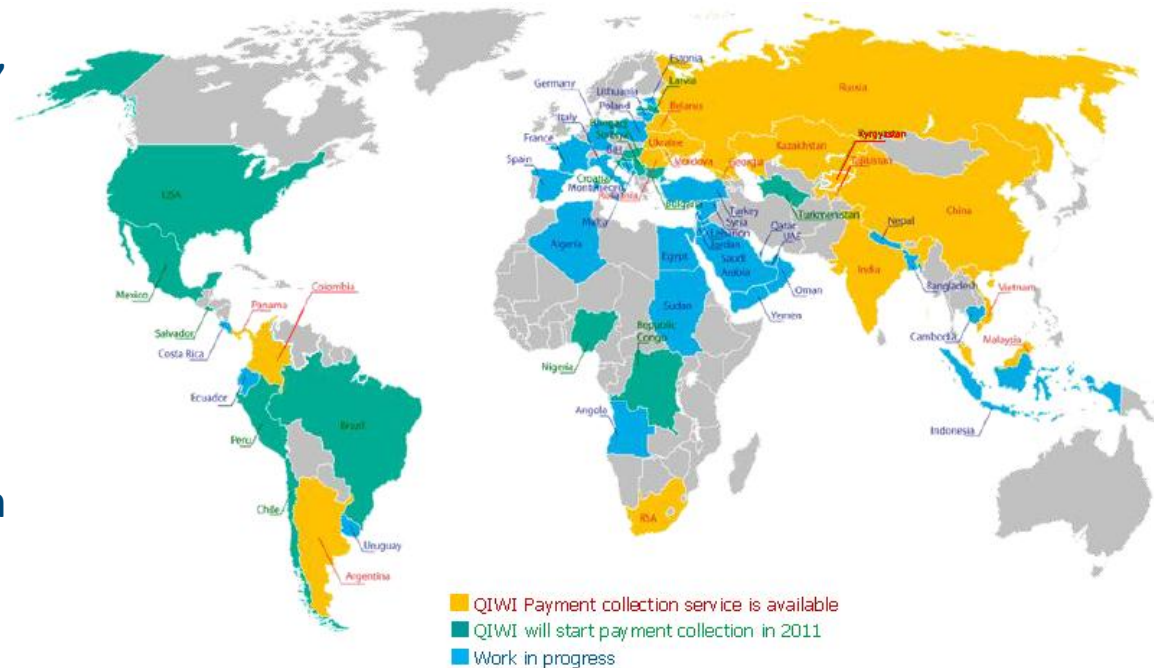


## Facts and Figures (As of December 31, 2012)

Russia :

- 169,000 kiosks and terminals, 40,000 merchants
- to accept over € 1 billion cash and electronic payments **monthly**
- from over 65 million consumers using at least once a month
- 11 million virtual wallets,

Global extension

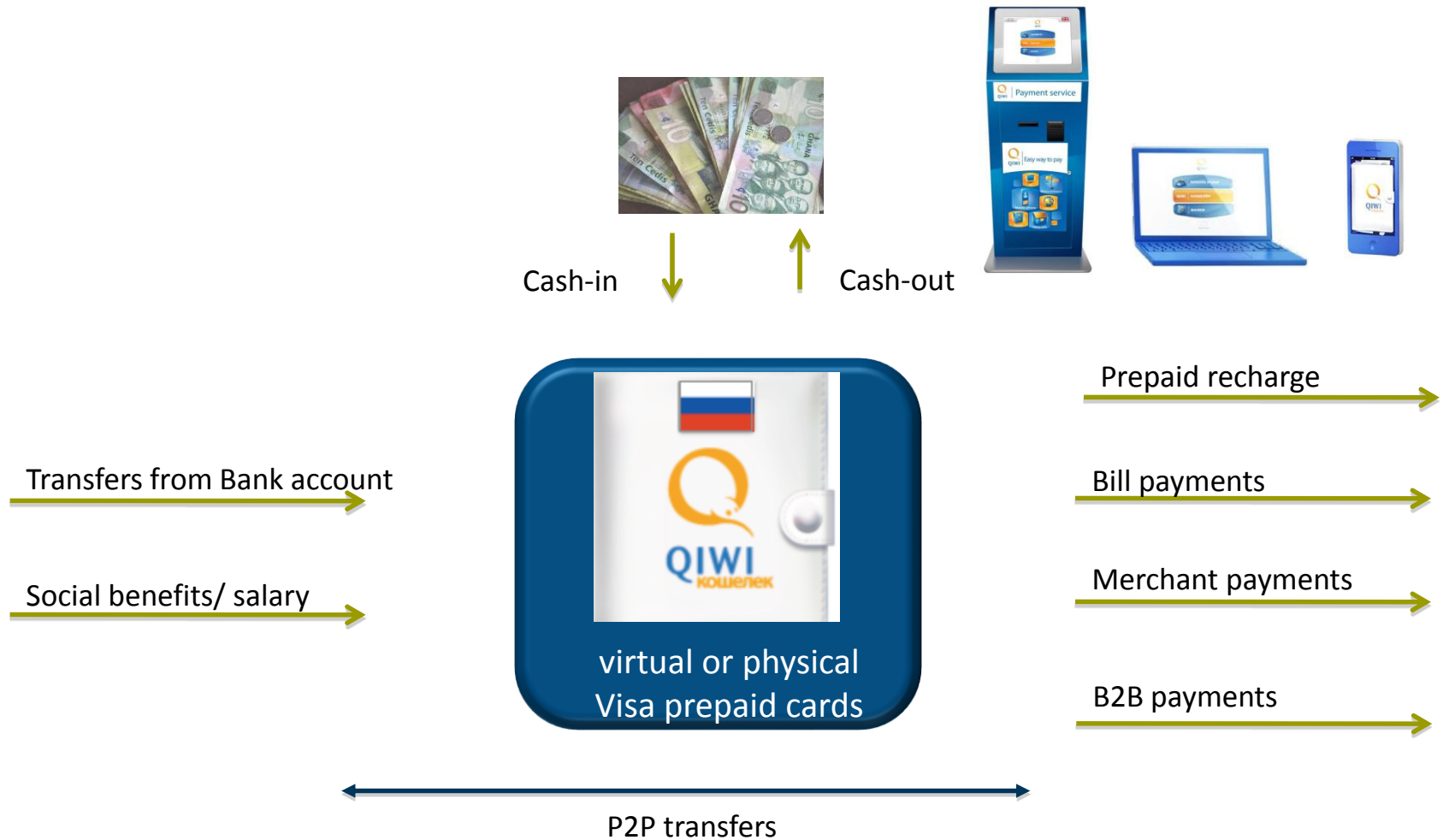


## Payment Scheme (prepaid & real-time)

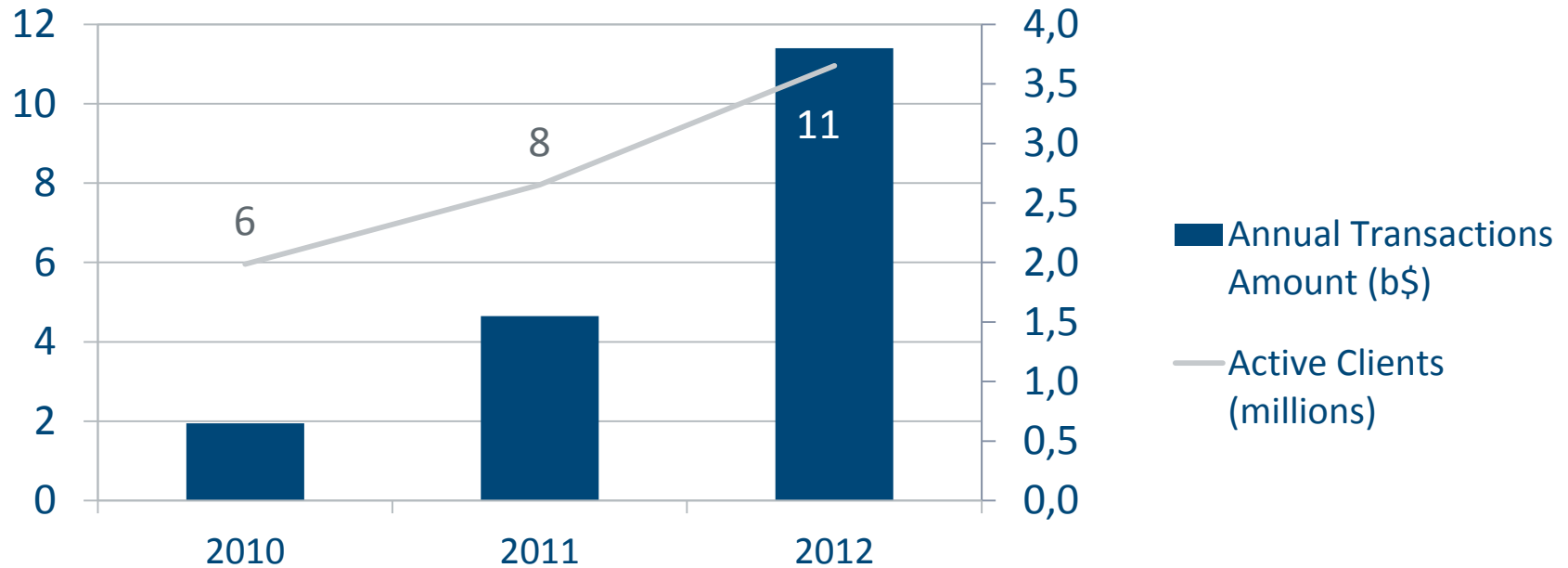


1. Payment system makes the pre-payment to the billers' account. Only within this amount payment can accept payments on payment kiosks
2. Payer enters his/her Identification / telephone number via the interface of self-service kiosk.
3. Kiosk sends an inquiry request to Processing center to authenticate ID / mobile number.
4. Processing center sends an inquiry to the biller for the verification of the ID / mobile number
5. After receiving a positive response to the inquiry, Processing center sends a permission for the kiosk to accept payment.
6. Payer puts cash into the kiosk, confirm transaction
7. Request is sent to the server of Processing center
8. After necessary checks and a write-off of funds Processing center sends payment information
9. Money is transferred to the customer's account in biller's MIS & informs on successful payment.

# QIWI Wallet (related to Qiwi Bank in Russia)



## Perspectives



Framework Agreement with Visa entered into force on November 19, 2012

Expand Visa Qiwi Wallet Internationally

Transition from a single Qiwi bank model to a digital wallet with a **stored value account based on a Visa prepaid card that can be issued by any Visa member bank**