Unbanked employees.
Untapped opportunities.

MasterCard

Did you know that
$28 billion
of payroll disbursement in the Philippines goes to contract and seasonal labour?

We know. It’s our business to know.
And more importantly, we know how you can leverage this market to strengthen your business.

The current employment landscape

- Heavy use of temporary labor - even large firms.
- **28%** of labor force = ‘non-regular workers’
- Biggest users:
  - Manufacturing
  - Financial services
  - Real estate
  - Business services
- Manpower and staffing agencies:
  - Find, recruit and **pay** this temporary workforce

*Sources: Kaiser and MasterCard CGS Analysis (2012) ; Philippine Bureau of Labor & Employment Statistics

MasterCard

A market ripe with potential

$194bn
P8.4 trillion
Total direct compensation in Philippines.

$98bn
P4.2 trillion
Compensation of employees at firms with >$250m turnover.

$28bn
P713 billion
Contract & seasonal labour at these firms

$4.5bn
P112bn

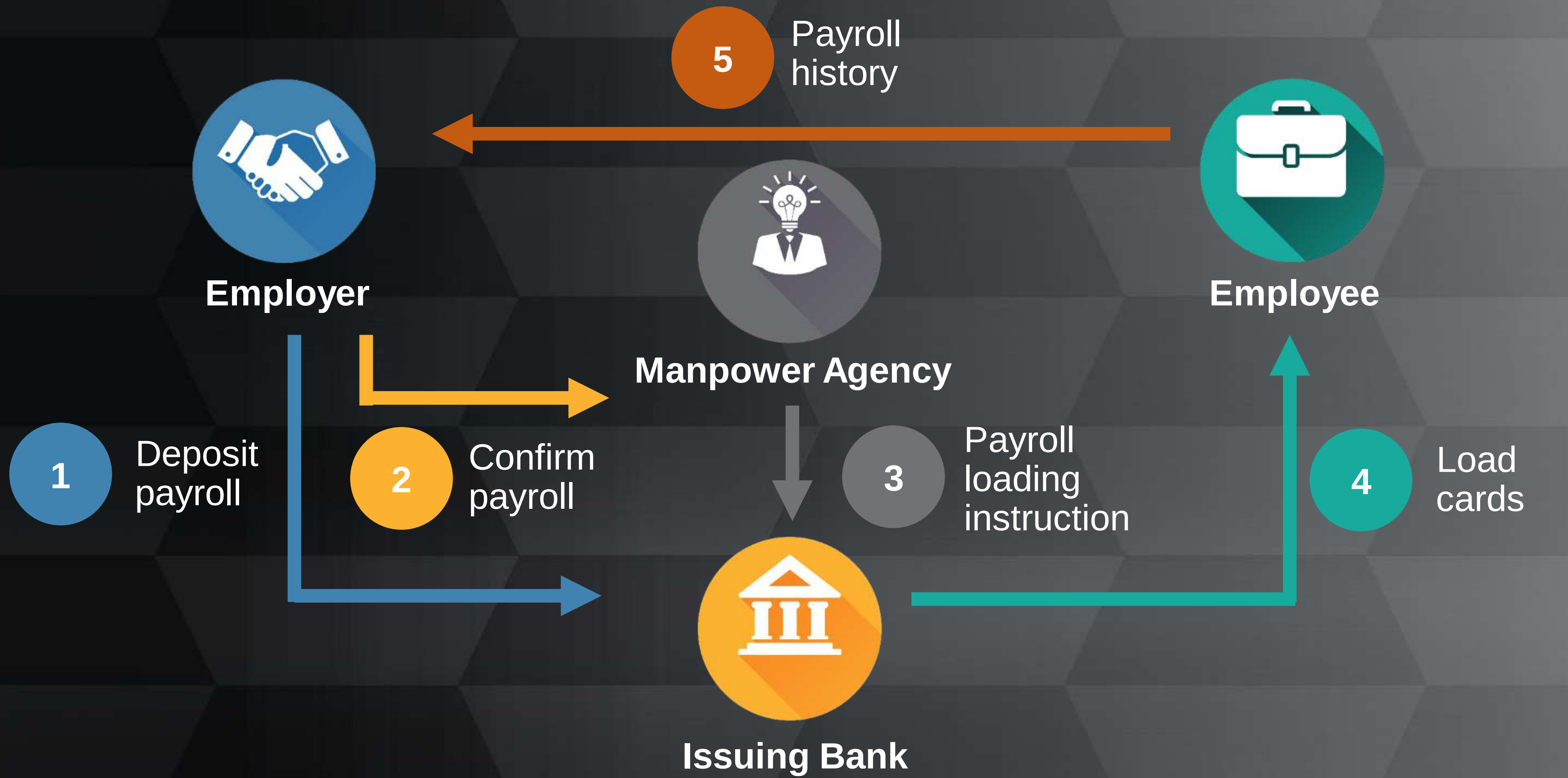
Contract and seasonal labour in geographies with ATM access

MasterCard

Considerable growth prospects

- 2013 – number of ATMs up by almost 19%
- Growth in economy + growth in compensation + growth in ATMs and PoS
- Currently $4.5 billion opportunity
- $9.8 billion by 2017

Standard Lifecycle of a Payroll Program



MasterCard

State of the market
So how do businesses pay their staff?

Cash

Most common way to pay contractors and temporary staff.

Demand Deposit Account (DDA)

Not common for paying contract or temporary workers – few have bank accounts.

Cheque

Not common for paying contract and temporary labour – few have bank accounts.

Prepaid

Around 7-8m cards in the market. Mainly for low-paid full-time employees, contractors and temporary staff.

Common challenges you may face

- Difficult to defend or grow market share
- Hard to differentiate your offering from competitors
- Hard to add value to corporate relationships
- Increasing cost of servicing low revenue customers
- Cost, time and expense of dealing with cash and disbursing it to temporary staff
- Lack of security and safety of cash-based transactions

How prepaid addresses these challenges

- Cross-selling
- Differentiator
- Value-adding
- More convenient
- Safer
- More cost effective
- Less bureaucratic
- More flexible
- More secure

Benefit from MasterCard's knowledge, insights and innovations

- Our Payroll Prepaid solution is customizable
- Global and regional strength of MasterCard brand
- Proven expertise and knowledge in prepaid.
- Substantial experience implementing Prepaid Payroll solutions around the world
- Dedicated product delivery teams
- Unsurpassed worldwide acceptance
- Full support throughout the implementation process

Find out how we can work together to capitalize on the potential of the Philippines' market

< MasterCard Account Manager's Contact Details >

Copyright 2014 MasterCard