

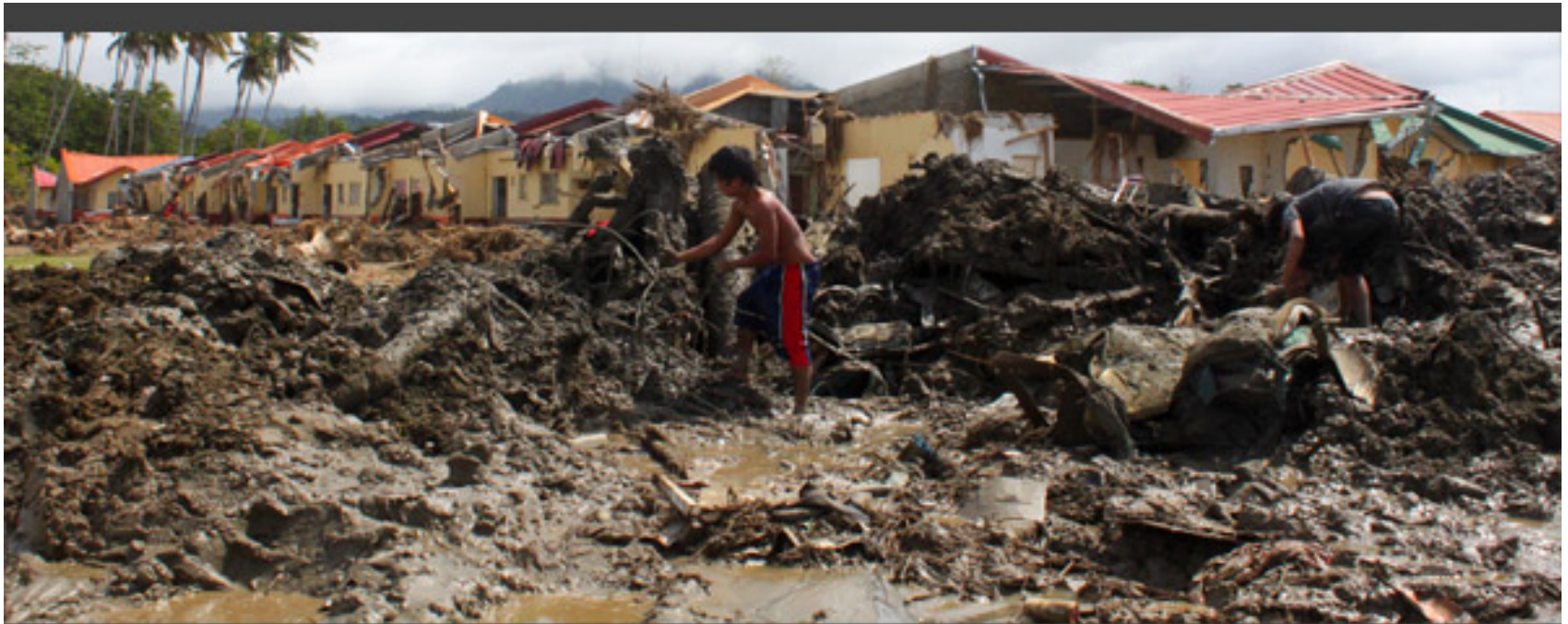
The Internet as a Driver for New Business Potentials and Perils in E-Commerce

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OMNIPAY

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Disaster Recovery - 2011



Tropical Storm Washi (known locally as Sendong) struck the southern Philippines on 16 December 2011. The storm dumped about 142 millimetres of rain in a span of 12 hours triggering flash floods which left at least 957 dead and 49 missing. IOM has been working with the Government of the Philippines to deliver humanitarian aid to thousands of victims of the storm

City of Bacoor, Cavite, Philippines

500,000 Residents



- Philippine-owned entity established in 2005
- PCI-DSS certified Third Party Payment Processor
- Visa certified Tier 1 Payment Provider & formerly a Non-Member Agent (NMA)
- JCB certified Tier 1 Payment Provider
- CUP certified Tier 1 Payment Provider
- ATM Payment Processor directly connected to BancNet

Introduction of Bastion

Introduction of OmniPay, Inc (Formerly PVB Card Corp (PVBCC))

- **Bastion Payment System** is a principal shareholder with 73% ownership interests in Omnipay
- **Bangko Sentral Ng Pilipinas (BSP)** approved Entity and regulated as a **Non-Bank Financial Institution (NBFI)**
- Established as the corporate vehicle to launch **card programs & payment solution, e-commerce and card-present services**, for **government** and **private** industries
- Direct member of **JCB International (JCB)** and **China Union Pay International (CUP)**
- First NBFI-EMI Member of **BancNet**

OMNIPAY Significant Milestones

- **Completed & passed** the recent Bangko Sentral ng Pilipinas (BSP) 2012 Annual Audit Review
- First **Non-Bank Financial Institution (NBFI)** to be approved by BSP as **Electronic Money Issuer (NBFI-EMI)**
- Launched the **first JCB Prepaid Card** in the **Asia Pacific Region** with the **City of Bacoor's "Special Bacoor Resident" Card**
- Launched the **first UnionPay International Prepaid Card** in the **Philippines** with **Philippine Blood Center's "Donor Card"**
- To launch the **e-LGU (Internet Payment)** of City of Bacoor
- To launch with **LBC** its new **LBC Plus Prepaid Card**

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APEC Vision

Trade and Investment
Liberalization

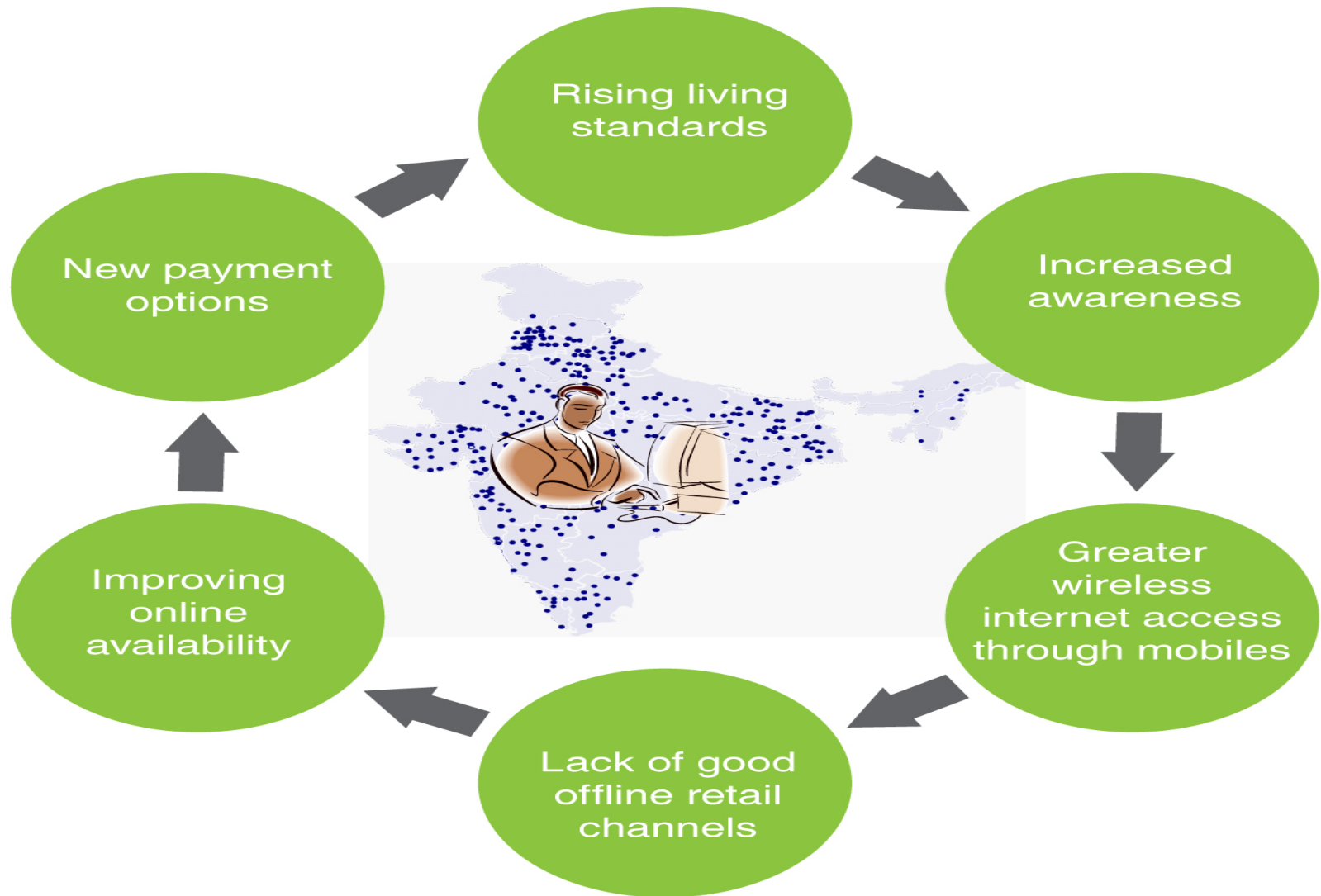


Economic and
Technical Cooperation



Trade Facilitation

What's driving e-commerce adoption in small towns?



- <http://emerge.nasscom.in/the-great-e-commerce-puzzle-do-the-pieces-finally-fit/>

Ratio of Smartphones to Feature Phones

- **In 2013, approximately 24% of all phones in Philippines were smart phones;**
- **In 2014, approximately 47% of all phones were smart phones;**
- **Indonesia is the largest market in SE Asian for smartphones, then Thailand, followed by Philippines and Vietnam.**

Inclusiveness. Safety. Transparency

- **USAID states that only 26 percent of Filipinos enjoy access to formal financial channels, and 610 out of 1,635 municipalities in the Philippines do not have banks. Moreover, as much as one-half of mobile users in the Philippines are unbanked.**
- **Less than 5% of the population have credit cards.** <http://fintechranking.com/2015/04/27/philippines-pushing-for-cashless-society-but-its-a-long-way-off/> downloaded

Less than 1% of SMEs have an e-commerce website



A Self-Strengthening Spiral



Four Big Parts: Integration, Liberalization, Facilitation, Cooperation



Thank you for your attention!
Mabuhay!

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