

GRCEO LI post

Fintech is a major disrupter.

It has the power to potentially transform those previously unbanked. It's already changed how we view financial services and financial products. When did you last visit your bank branch?

Fintech affects individuals where it matters most – their wallet.

It's receiving your salary on time, avoiding bounced debit orders and overdraft fees. It's being able to send money home to a foreign country, safely, cheaply, and quick. It's being able to invest in fractions of US stocks from a country halfway round the world, a virtual impossibility a mere decade ago. It's about making payments with your phone, your watch, your laptop.

Fintech is also highly competitive for both more sophisticated digital markets and those still nascent.

The opportunity is ripe for innovation.

Here's what I'm excited about:

- Embedded finance, banking-as-a-service, and Buy Now Pay Later models;
- Opportunities for digital-first banks; and
- Developments in blockchain.

Ooredoo already has a strong position in Fintech in Qatar — a 35% market share of the overall mobile money transaction value in the MENA region*

We're now working to provide state-of the art, mobile-first financial services on Huawei's platform in our other Ooredoo markets.

Six different markets, six different regulatory landscapes, six different digital landscapes, endless possibility to leverage the latest fintech solutions.

We're banking on it.

**Based on a 2022 GSMA study for the MENA market*