

4 reasons

Payment Cards are important in the African Fintech strategy for 2023

#iLearnPayments
Series



1

LARGE ACCEPTANCE

A Token is only as useful as it's touchpoints.

A large number of shops, agents and businesses accept card payments in exchange for goods and services in Africa.



2

AGENCY BANKING

Agents are popular for digital payments on the continent.

They process payments in 2 ways :

- From a POS where mostly cards are used.
- From a mobile app.

Most people carry a payment card so they can get cash.



3

NO EXTRA INVESTMENT

A card doesn't need devices to work.

It doesn't need to be charged.

You don't need a smartphone.

you don't need a data subscription.

Consumers just need a merchant or an agent to transact
and their financial needs are sorted.



4

EASY TO UNDERSTAND

Cards are easier to understand compared to mobile apps, internet banking, or USSD.

You just need to keep your pin safe and punch it in securely when you have to transact.

Little wonder it has been adopted widely in rural areas.



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