



Empowering Female Agents to Make Safer Financial Transactions

The world is driven by finance, which is why we believe that having access to safe money transfer channels should be a public right. From the day we launched, Wave Money's vision has always been to "Create a Fairer Future for Myanmar" through greater financial inclusion. Along with this, we aim to empower people with the freedom to manage their money in the way they most prefer. We've always believed in the importance of reaching out to the unbanked, many of which live in the rural areas.

To realise this vision, we rely heavily on agents. Putting into action this unwavering commitment to financial inclusion and empowering women, we work with many female agents who operate from small shops selling sundries, some even from their homes, both in the cities and rural communities.

In line with our partnership with the GSMA Connected Women Programme which aims to reduce the gender gap in mobile internet and mobile money services, the opportunities provided to women to take on the role of agents have provided them with a source of income while they continue to manage their household. With more than 64,000 agents in the country, agents have become a vital part of our success.

Unfortunately, financial scams are also becoming more widespread. Often, many of these scams have nothing to do with technology or the security measures put in by our systems. Instead, they are socially engineered tricks created to pry on human emotions. Taking

advantage of trust and the communal spirit within communities, scammers are able to quickly get hold of personal details required to make withdrawals. By the time the victim is aware, it is often too late.

As we ramp up on cybersecurity awareness, we conducted a series of workshops for our female agents to drive awareness and understanding of the different types of scams that commonly affect them. From good security practices like password management to ways of identifying fake websites, the workshops provided detailed but relevant information to equip agents against scammers. The workshop also provided a list of things that Wave Money would never ask for, such as the secret code, personal identification and transaction numbers.

We broadcasted these workshops using Facebook Live in partnership with Gandawin Telly, as Facebook was the most commonly used platform among agents. Through these workshops, it is our hope that our agents will be better equipped to safely serve their communities.

#WaveMoney #WavePay #DigitalLiteracy #Cybersecurity #FinancialSecurity #MCM2020
#BeCyberSmart