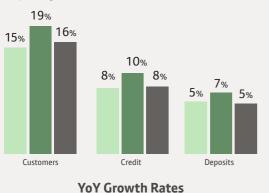
THE ECONOMICS OF BANKING ON WOMEN 2019

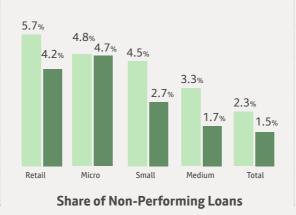
Increasing women's access to financial services remains a strong business opportunity.

Men Women Total

Alliance member data shows that women customers are outpacing the market when it comes to customer, credit and deposit growth.



They are also paying back their loans at greater rates than men – in all segments...



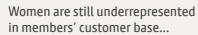
3.9 2.4 2.3 1.5 1.7 Retail Micro Small Medium Total

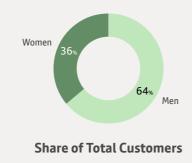
Products per Customer

...with similar levels of products per

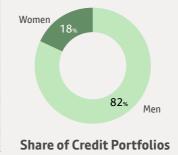
customer.

Financial service providers have an opportunity to increase access and deepen usage of financial products and services for women.





with an even lower proportion of their credit portfolio....

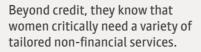


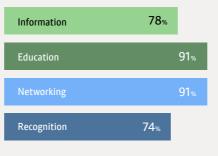
...and slightly over half of men's average loan sizes.

58% Average Loan Size Women's Average Loan Size as a Proportion of Men's

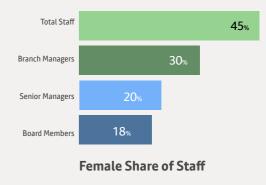
Alliance members are championing the female economy by implementing holistic approaches to serving women.

#ChampionTheFemaleEconomy





Proportion of Reporting Members Providing Tailored Non-Financial Services to Women They are also implementing strong internal diversity and inclusion practices to reinforce their customer-facing strategies.



This survey includes data that is self-reported by 26 Financial Alliance for Women members. Although it has been reviewed, it has not been fully verified.

All data, unless noted, represents 2017 and currency referenced is in US dollars. For additional information on the data sample see Economics of Banking on Women report: https://financialallianceforwomen.org/download/the-economics-of-banking-on-women-2019-edition/