

# Bringing women into formal financial sector



LADIES of Namatanai, New Ireland Province with their Hibiscus Cards. Picture supplied by MiBank.

ACCORDING to MiBank CEO Tony Westaway, MiBank has more than 50,000 Debit Cards in the marketplace in PNG.

The card was launched back in 2016 under an arrangement with BSP to allow MiBank customer's access to the BSP ATM and PoS network.

More recently MiBank launched the Hibiscus Card for Women, which has proved extremely popular with more than 8,000 women now benefitting from the card.

As a result of the introduction of the Hibiscus Card in October 2018, the percentage of women holding Bank accounts at MiBank has risen from 37 to 42 percent over the past six months, exceeding all expectations.

"We at MiBank recognise the barriers to access for women and we make no apologies for positively discriminating in favour of women, in order to bring them in to the formal financial sector. We understand the multiplier effect of investing in women with improved household outcomes in health and education," said Westaway.

Without a doubt the Hibiscus Card provides women with a unique value proposition that will support them in achieving their diverse goals. Whether they be women from the informal or formal sector or students and young women.

As a result of the challenges for women, MiBank designed this dedicated product for women, known as the Hibiscus Card, which enables women to access a range of services including:

- Access to a network of 12 MiBank branches and some 100 Agents throughout PNG
- Access to MiBank's Digital Wallet called Mi-Cash
- Access to BSP's network of ATMs and EFT-

POS merchants throughout PNG, and soon ATMs and EFTPOS at other Banks

In addition to the broad access women will enjoy:

- No account opening fee
- No monthly service charge
- Higher than normal interest rate on balance of funds
- Dedicated support through MiBank's Call Centre and a Whatsapp number
- SMS tips on savings plus other services to come including proposed loyalty programs

MiBank stands by to support the women of PNG.



## PUBLIC NOTICE

**"EARN CASH AS YOUR INCENTIVE"  
COME REGISTER NOW!**

**Worklink Training Services** a 100% nationally owned Training Provider registered under the National Training Council with registration No: NTC - 100, is now doing a promotion for its second(2nd) Batch Career Development Programs, August Intake.

As part of our ongoing marketing drive we are now extending invitation to the general public to participate with us; execute and achieve our marketing plan. An incentive in the form of CASH will be rewarded to participants. Strictly terms and conditions apply. Details of Scope of work will be disclosed during registration.

To Register your interest regarding this promotion contact us on phone 71266961/73466100 or come visit us at Spondias Street Hohola, inside Kungu Estate Building, next to Hohola Apartments.



# Have you got your MiCard yet?

- ▶ MiCard is available from any branch of MiBank nationwide
- ▶ MiCard can be linked to a MiCash Mobile Wallet or Savings Account
- ▶ MiCards can be used with BSP ATMs and BSP POS agents
- ▶ MiCard is the Card of choice for ordinary Papua New Guineans



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