

**MobiKash Afrika Limited**

# **Sub Agent Proposal [Mini & Street Agents]**

**Super Agent Description & Application Requirements**

**MobiKash Afrika , Agent Services  
2010**

MobiKash Afrika Limited

MobiKash Agent Services: Sub Agent Proposal

MobiKash Afrika Limited ..... 2

MobiKash Agent Services: Sub Agent Proposal..... 3

1 INTRODUCTION ..... 4

2 THE AGENCY STRUCTURE ..... 4

3 THE SUPER AGENT ..... 5

4 THE SUB AGENT ..... 5

5 COMMERCIALS ..... 6

5.1 Commissions ..... 6

5.2 Commissions Sharing..... 6

5.3 Commissions Disbursement ..... 7

5.4 Transactions and Commissions Statement .....7

5.5 Float Requirement .....7

6 APPLICATION REQUIREMENTS .....8

6.1 Street Agent ..... 8

6.2 Mini Agent ..... 9

7 THE SUB AGENT CONTRACT ..... 9

8 CONTACT US .....10

## **Confidentiality**

This information is provided on the strict understanding that it is confidential and must be treated by you as such.

The information contained in this document may only be divulged to those members of your staff on a need to know basis and you must ensure that they are made aware of the confidential nature of the information. You must also use all reasonable endeavours to ensure they keep such information confidential.

## **Non-Disclosure Agreement**

The reader of this document hereby undertakes to keep all information, documents, and knowledge of whatever kind obtained by them or by any of our advisers or agents (whether orally, in writing or in any way recorded or by observation ("the Information"), MobiKash Afrika Limited in connection with the proposals referred to in clause three below (hereafter referred to as "MobiKash™") secret and confidential and we further undertake, agree and acknowledge the following:

The reader will not (save with the prior written consent of MobiKash™ or as required by law or the relevant regulatory body) communicate any of the Information to any other person or body, ("except associated companies"), in connection with the proposals referred to in the clause below.

The reader will not make or permit or procure to be made or solicit or assist any other person to make any announcement or disclosure of our discussions with MobiKash™, whether or not any discussions commence, proceed or are terminated, without MobiKash™ 's prior written consent except as required by law or competent regulatory body. If agreements to any cooperation with MobiKash™, at or after the date of such cooperation, no announcement of the cooperation will be made except by mutual agreement between MobiKash™ and the reader or as required by law or competent regulatory body.

The reader will make no use of the Information for any purpose other than giving consideration to the possibility of putting forward proposals concerning a potential cooperation with MobiKash™ or for the purpose of such proposals, and, in particular, but without prejudice to the generality of the foregoing, the reader will not use the Information to obtain any commercial benefit or for any purpose detrimental to MobiKash™.

## **Copyright © 2010 MobiKash Afrika Limited**

All rights reserved. No part of this document may be reproduced in whole or in part, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopied, and recorded or otherwise, without the written permission of MobiKash Afrika Limited

## 1. INTRODUCTION

MobiKash is an independent mobile commerce and payment ecosystem that allows everybody in Kenya to manage and perform a wide range of financial transactions from their mobile phone. MobiKash works on all mobile phone and is linked to Financial Institutions (Including Banks, MFIs, and SACCOs) and Bill Issuers and Merchants.

The retail end front office will be provided and managed by independent agent networks that will assist customers carry out various MobiKash transactions and services.

The Mobikash Agent network will include; The National and Regional Super Agents and their affiliated Sub Agents.

## 2. THE AGENCY STRUCTURE

Agent Type	Category	Description
<b>Super Agent</b>	National or Regional	<ul style="list-style-type: none"> <li>✓ The Super Agent recruits Sub Agents and Acquires their outlets as assigned Mini or Street Agent Outlets</li> <li>✓ The Super Agent perpetually earns a predetermined* share of the commissions generated by the assigned sub agent Outlets</li> <li>✓ The Super Agent is eligible to OWN; Super, Mini or Street Outlets in addition to those they recruit.</li> </ul>
<b>Sub Agent</b>	Mini or Street	<ul style="list-style-type: none"> <li>✓ A Mini Agent is required to be a registered organisation e.g. Limited Company, Partnership, Cooperative, Sacco or NGO</li> <li>✓ The Mini Agent is eligible to own Mini or Street Outlets.</li> <li>✓ A Street Agent can be any registered entity including an individual. Would therefore only require owner's National ID or Passport to qualify.</li> <li>✓ A Street Agent is only eligible for a Street Outlet; minimal requirements must be met ( See Agent Manual for details )</li> </ul>

*\*The commissions share is capped to a maximum of 15% for Mini Agent outlets and 20% for Street Agent Outlets. This is also mutually agreed between the Super and their Sub Agent.*

Outlet Type	Description
<b>Mini Outlet</b>	<ul style="list-style-type: none"> <li>✓ Super Agent through their existing branch outlets and their Sub Agents (registered business entity) are eligible to manage a Mini outlet.</li> <li>✓ Nominated Attendants issued rights to Customer Support Tool (CST) to offer Transactional Service* to MobiKash Customers.</li> </ul>
<b>Street Outlet</b>	<ul style="list-style-type: none"> <li>✓ All Agent types are eligible to manage this type of an outlet; Individual Sub agents (individual business owners) with small retail outlets e.g. Kiosk, are only eligible for type of outlet</li> <li>✓ Customer Transactions are limited by size and volume e.g. Not allowed to Assist customers to sign up for POPOTE account, Withdrawals of more than KSHs. 10,000 ( See Agent Manual for details )</li> </ul>

*\*i.e. Cash In (Deposit), Cash Out (Withdrawal) and POPOTE Account opening*

### 3. THE SUPER AGENT

MobiKash Super Agent is the principle MobiKash partner in the acquisition and management of agent outlets countrywide.

The Super Agent will recruit sub agents and acquire their Mini and Street agent outlets and perpetually earn a part of all their subsequent commissions on a mutual agreed revenue share. All the retail/business outlets/branches of the Super Agent automatically qualify as either Mini or Street outlets depending on their suitability and size. The head office branch/outlet of the Super Agent will qualify to be the Super Outlet.

### 4. THE SUB AGENT

The Sub Agent will avail their existing retail outlets to offer transactional services to MobiKash customers. They will be eligible to manage Mini or Street Outlets, depending on their entity type – individual or organisation

The Mobikash Sub Agent will be engaged in the provision of transactional services to our customer which includes;

Role	Task	Description
Recruitment	Outlet Acquisition	<ul style="list-style-type: none"> <li>✓ The Sub Agent will avail qualifying MobiKash Agent Outlets (Mini or Street) from the Retail Outlets they already own or Manage.</li> <li>✓ Ensure Outlet Applications are accurate and complete including providing the required Outlet Documentation to the Outlet's assigned Super Agent.</li> </ul>
	Attendant Recruitment & Training*	<ul style="list-style-type: none"> <li>✓ Recruit suitable Outlet Attendants and facilitate their training and set up with Outlet's assigned Super Agent.</li> <li>✓ Ensure Attendant details are accurate and complete including providing the required Attendant Documentation to the assigned Super Agent before training.</li> <li>✓ The Sub Agent will promptly advise MobiKash or the Outlet's Assigned Super Agent of changes to the outlets recognized staffing to enable training and Set up</li> </ul>
	Outlet Float	<ul style="list-style-type: none"> <li>✓ Provide the Outlet's required Minimum Float and ensure recommended float levels(Cash and MobiKash) are maintained without outage. ( See Agent Manual for details )</li> </ul>
Management	Customer Registration	<ul style="list-style-type: none"> <li>✓ Ensure New Customer Details are accurately captured on the Registration Book and that their MobiKash Account is Activated.</li> </ul>
	Branding & Merchandising	<ul style="list-style-type: none"> <li>✓ Ensure that the Outlet meets minimum branding requirements and that provided merchandise is applied as prescribed ( See Agent Manual for details )</li> </ul>
	Record Keeping	<ul style="list-style-type: none"> <li>✓ Ensure a Mobikash Transaction and Registration Book are available at their outlets and that the ALL required transactions are captured accurately.</li> <li>✓ Request for MobiKash transaction and Registration books from MobiKash or assigned Supervisor and replacements are available at the outlet</li> <li>✓ Ensure filled up Books safely stored and returned to the Outlets assigned Supervisor.</li> </ul>
	Customer Care	<ul style="list-style-type: none"> <li>✓ Assist MobiKash Customers with any queries or difficulties; and promptly advise MobiKash Customer Care where further assistance is required.</li> <li>✓ Educate their Customers on available MobiKash Services and introduce them any new product offerings.</li> </ul>

\*Attend training provided by the Outlet's assigned Super Agent including creating Attendant/s on AOM (Agent and Outlet Management Application), issuing of staff numbers and uploading of required Attendant documentation.

## 5. COMMERCIALS

The Sub Agent will earn revenues from Commissions generated by THEIR outlets. This will be net, less the outlet's assigned Super Agent fee and taxes (withholding) these commissions will attract (See Agent Manual for details).

### 5.1 Commissions

An Agent Outlet earns a commission for the following transactions;

Customer	Transaction
MobiKash	<ul style="list-style-type: none"> <li>✓ Cash in (Deposit)</li> <li>✓ Cash Out (Withdrawal)</li> <li>✓ MobiKash Account Customer Registration Verification</li> </ul>
POPOTE (Universal FI Account)	✓ Registration
Linked Bank Accounts	✓ Cash Out (Withdrawal)

### Commissions Schedule

Customer	Deposit		Withdrawal	
	Mini	Street	Mini	Street
Kshs.				
100 - 2000	15	10	15	10
2001 - 5000	15	10	30	25
5001 - 10000	25	20	40	35
10001 - 20000	30	25	60	-
20001 - 40000	40	35	75	-
Above 40000	50	45	80	-
<b>User Registration Verification</b>		20		
<b>POPOTE Account</b>		50		
<b>Agent-Agent transactions (MobiKash)</b>	Report Statement Generation	75		
	Cash Deposit	75		

### 5.2 Commissions Sharing

The Super Agent will share in all the Commissions generated by their affiliated Sub Agent's outlets at a mutually agreed rate.

The sharing is however controlled by MobiKash is as follows;

Outlet Type	Maximum % share Limit* of Outlets Commissions to a Super Agent
Mini Agent	<b>15</b>
Street Agent	<b>20</b>

\*This Commissions sharing ratio limit are at the discretion of MobiKash.

This agreed rate is captured in the Agent Commission Details Form that is completed and signed by the Sub Agent with the recruiting Super Agent.

This is integrated into the system thus the disbursed commission payments to the Sub Agents for their outlets are less the amounts due to their outlet's assigned Super Agent.

### 5.3 Commissions Disbursement

Agent commissions for each outlet is generated automatically by the system and booked into an AGENT COMMISSIONS ACCOUNT upon successful completion of each transaction. The accumulated commissions are remitted to the agent's preferred\* MobiKash Agent Account or Bank Account for the immediate preceding calendar month.

*\*Where agent has more than one outlet.*

Commission Accounts are settled on a monthly basis and remitted on by the 5TH day of the subsequent month.

Agent Type	Mode of payment
Super agent	✓ All commissions remitted to Preferred Agent SVA or Linked Bank Account.
Sub Agent	✓ All commissions for each outlet are remitted to their (preferred*) Agent SVA, any excess will be automatically transferred to their default linked bank account.

**NOTE:** No Cheque payments will be made for commissions.

### 5.4 Transactions and Commissions Statement

All Agents will be emailed their monthly Commission statements and no hard copies will be provided or posted.

Sub Agents can request transaction or commission statements for associated Outlets at any point from the Outlet's assigned Super Agent.

**Note:** while a sub agent can request for transaction or commission statements from a non affiliated Super agent. They will however, be charged fro this request. (See Agent Manual for details)

### 5.5 Float Requirement

Outlet Type	Required Minimum Float (KSH)
Mini	<b>25,000</b>
Street	<b>2,500</b>

Successful applicants will be required to acquire a Linked FI Account at any National Bank of Kenya or POSTBANK or Housing Finance Branches countrywide to facilitate funding of their Agent Account with the required Minimum Float. More banks will be enjoined as MobiKash rolls out.

With every Outlet Application, the Sub Agent (or its recruiting Super agent) must Deposit the above minimum float within 7 Days of signing the Agent Contract addendum.

## 6. APPLICATION REQUIREMENTS

### 6.1 Street Agent

Sub Agent Type	Requirement	Document
Individual	Must be registered entity	<ul style="list-style-type: none"> <li>✓ Copy of IDs /Passport, Passport photos of Owner/ Proprietor/Staff</li> <li>✓ Owner's KCSE certificate and any other post KCPE/KCSE certificate where applicable.</li> <li>✓ Personal Mobile Phone contact and email contact</li> <li>✓ Certified copies of PIN certificate</li> </ul>
	Must have Outlet or Designated Area of Operation	<ul style="list-style-type: none"> <li>✓ Location Details including, Building, Road, Street, location,</li> <li>✓ Township, Municipality, City where applicable.</li> </ul>
	Must have at Least 1 (ONE) designated Staff/Employees (May include owner)	<ul style="list-style-type: none"> <li>✓ Copy of IDs for each staff/Employee</li> <li>✓ KCSE certificate and any other post KCPE/KCSE certificate where applicable.</li> <li>✓ Personal Mobile Phone contact and email contact</li> </ul>
Organisation	Must be registered entity	<ul style="list-style-type: none"> <li>✓ Certificate of incorporation or business registration</li> <li>✓ Copies of IDs /Passport, Passport photos of Directors/ Executive Committees member</li> <li>✓ Completed Personal Declaration forms by Directors/Executive committee Member or persons playing equivalent role. Office administrators ,primary assistants</li> </ul>
	Must have at Least 1 (ONE) retail outlet, ENCLOSED floor space not less than 100sqf	<ul style="list-style-type: none"> <li>✓ List of outlets</li> <li>✓ Business Permit</li> <li>✓ Location Details including ,Building, Road, Street, location , Township, Municipality, City</li> <li>✓ Sketch Map- where applicable</li> <li>✓ 2 (TWO) Digital Photos, interior &amp; exterior</li> </ul>
	Must have at Least 1 (ONE) designated Staff/Employee other than Director/ Proprietor/ kiosk attendant	<ul style="list-style-type: none"> <li>✓ Copy of IDs for each staff/Employee</li> <li>✓ KCSE certificate and any other post KCSE certificate where applicable.</li> <li>✓ Personal Mobile Phone number</li> </ul>
	Must have be in operation for at least 3(Three) Months	<ul style="list-style-type: none"> <li>✓ Detailed Business Profile</li> <li>✓ 3 (Three) months Bank Statement</li> <li>✓ Certified copies of PIN and/or VAT certificates where applicable</li> <li>✓ Completed Agent Application Form</li> </ul>

### 6.2 Mini Agent

Sub Agent Type	Requirement	Document
Organisation	Must be registered entity	<ul style="list-style-type: none"> <li>✓ Copy of Certificate of incorporation- Limited Company- Register of Companies</li> <li>✓ Form CR/12</li> <li>✓ Copy of Certification of Registration - Registered Saccoregister of Societies</li> <li>✓ Form r.i4/ annual returns to Commission of Co-operatives</li> </ul>

Sub Agent Type	Requirement	Document
		<ul style="list-style-type: none"> <li>✓ Copies of Memorandum and Articles of Association</li> <li>✓ Copies of IDs /Passport, Passport photos of Directors/ Executive Committees member</li> <li>✓ Completed Personal Declaration forms by Directors/Executive committee Member or persons playing equivalent role. Office administrators , primary assistants</li> </ul>
	Must have at Least 1 (ONE) retail outlet, ENCLOSED floor space not less than 100sqf	<ul style="list-style-type: none"> <li>✓ List of outlets</li> <li>✓ Business Permit</li> <li>✓ Location Details including ,Building, Road, Street, location ,Township, Municipality, City</li> <li>✓ Sketch Map</li> <li>✓ 2 (TWO) Digital Photos, interior &amp; exterior</li> </ul>
	Must have at Least 1 (ONE) designated Staff/Employee other than Director/ Proprietor / Branch Manager	<ul style="list-style-type: none"> <li>✓ Copy of IDs for each staff/Employee</li> <li>✓ KCSE certificate and any other post KCSE certificate where applicable.</li> <li>✓ Personal Mobile Phone number</li> </ul>
	Must have be in operation for at least 6 (SIX) Months	<ul style="list-style-type: none"> <li>✓ Detailed Business Profile</li> <li>✓ 6 (SIX) months Bank Statement</li> <li>✓ Certified copies of PIN and/or VAT certificates where applicable</li> </ul>
		<ul style="list-style-type: none"> <li>✓ Completed Agent Application Form</li> </ul>

## 7. THE SUB AGENT CONTRACT

Successful Sub Agent applicants will be required to sign an Agent Agreement with MobiKash.

The Sub agent will sign an addendum to the agent contract indicating the willingness to act as a sub agent and the agreed percentage commission sharing plan for the initial outlet application with the recruiting super agent.

The percentage share agreement will be repeated for each and every outlet application by the sub agent.

Should the contract be terminated for whatever reason, the sub agents under the current recruiting super agent's control will continue in business under MobiKash internal super agent division.

## 8. CONTACT US

Please note that additional information on this and other rules, requirements and procedures will be available in the Agent Manual. However, do not hesitate to contact us if you have any queries or require any additional information

Thanking you again for your interest and we look forward to a long and fruitful partnership.

### **Pius Okwar/ Joseph Gathu**

Agency Services Department

MobiKash Afrika Limited, Geomaps Centre, 2nd floor

Matumbato Road, Off Elgon Road, Upper hill

P.O.Box 101123-00101, Nairobi

Tel: 20 803 4376 / 0721 962 847

E-mail: [agent.ke@mobikash.com](mailto:agent.ke@mobikash.com);

[www.mobikash.com](http://www.mobikash.com)