

## Demystifying Digital Financial Services

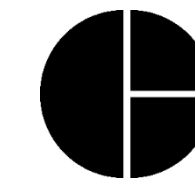
# Speaking to Your Customers Today

## Digital as an Enabler for Expanding Islamic Finance Outreach

7th African Islamic Finance Summit 2021  
July 08, 2021 at Hyatt Regency Hotel, Dar es Salam, Tanzania

Paul Nilsen - Commercial Director

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



01

# About Codebase Technologies

**Codebase Technologies (CBT)** is a Global Open API Banking solutions provider that enables banks and financial institutions (both Conventional and Islamic) as well as the emerging FinTech ecosystem to Demystify Digital Financial Services. We help organizations create and deliver Innovative and Intuitive experiences across customer lifecycle.

With presence and customers across 4 continents, Codebase Technologies with its award-winning suite of products, including the innovative **Digibanc™**, a comprehensive one-stop 'Bank in box', helps its customers unlock the true potential of the next generation of the digital financial eco-system.



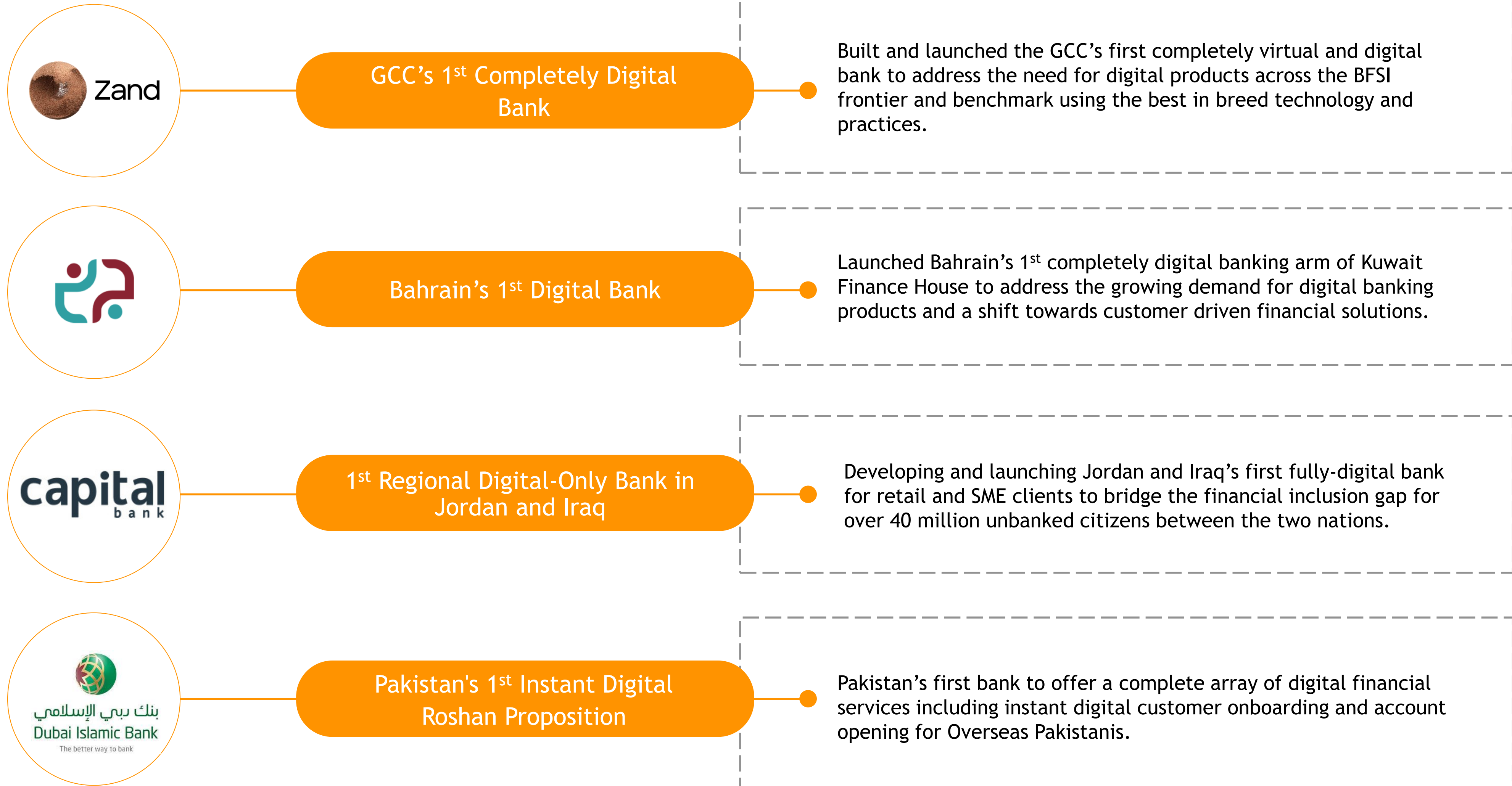
## Recent Awards and Recognitions:



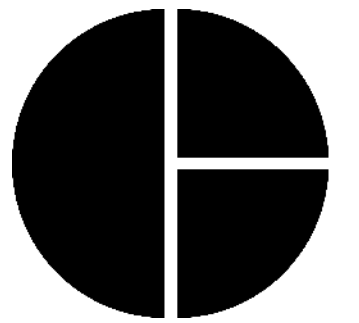


01

# Supercharging Digital Banking



## 02 Some Statistics



## 02 Why Digital

**Baby Boomers - Born between 1946 and 1964 (57-75 years old)** : Boomers prefer to go into a **branch** to perform transactions. This generational cohort still prefers to use cash, especially for purchases under \$5.

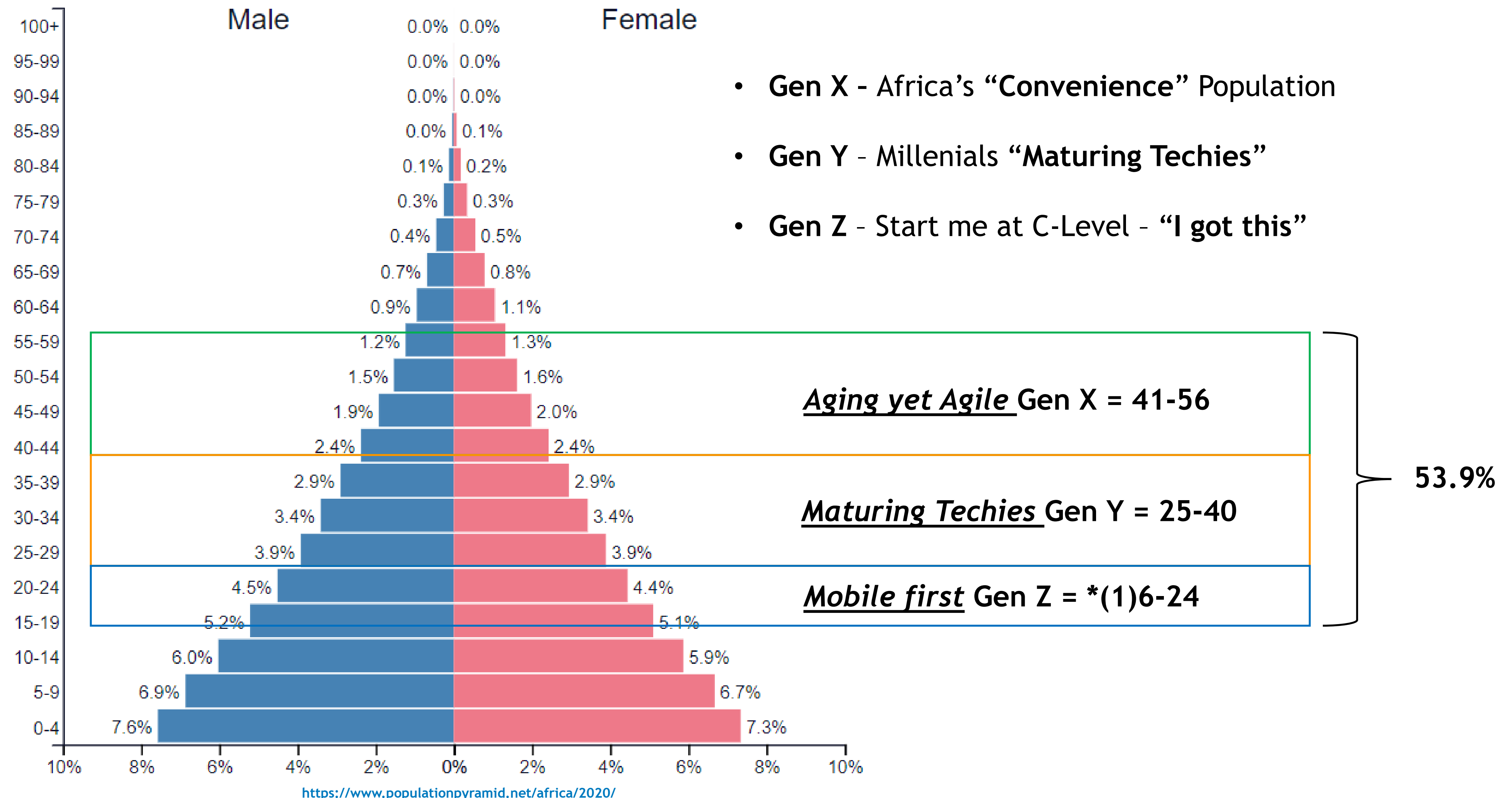
**Generation X (Gen X) - Born between 1965 and 1980 (41-56 years old)**: Since they are digitally savvy, Gen X will do some **research** and financial management **online**, but still **prefer** to do transactions **in person**. They believe banking is a person-to-person business and demonstrate brand loyalty.

**Generation Y (Gen Y) - (Millennials) Born between 1981 and 1996 (25-40 years old)** have **less** brand **loyalty** than previous generations. They prefer to shop product and features first, and have little patience for inefficient or poor service. Because of this, Millennials place their trust in brands with superior product history such as Apple and Google. They seek digital tools to help manage their debt and **see their banks as transactional** as opposed to relational.

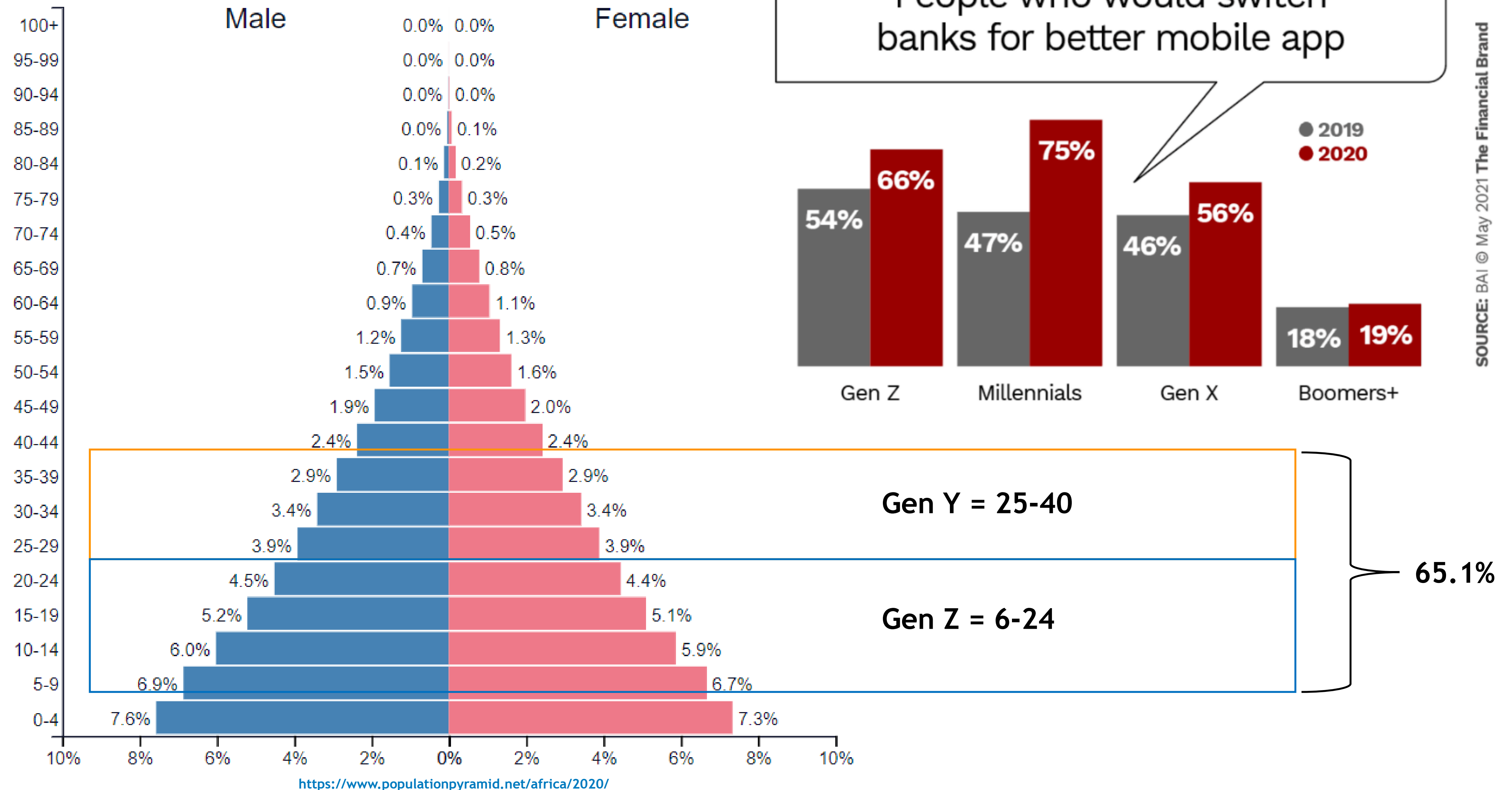
**Generation Z (Gen Z) - Born between 1997 and 2015 (6-24 years old)** This generation has seen the struggle of Millennials and has adopted a more fiscally conservative approach. They want to **avoid debt** and appreciate accounts or services that aid in that endeavour. **Debit cards** top their priority list, followed by **mobile banking**.

~65% of the  
Population  
in Africa

## 02 Why Digital - Africa Factbook



## 02 Why Digital - Africa Factbook





## 02 Why Digital



**Seconds**  
The average  
attention span  
of Gen-Zs.


Is your onboarding  
experience fast enough?

Futureproof your business  
with rapid digital onboarding  
by Digibanc™

Source: Forbes



## 02 Why Digital



The infographic features a purple background with a grid of small white dots. A large white number '60' is prominently displayed in the center-left. A woman with her hair in a bun, wearing a white t-shirt and purple pants, is shown from the waist up, smiling and looking at her smartphone. The number '60' is partially overlaid by her figure. In the top left corner, there is a logo for 'CODEBASE TECHNOLOGIES' consisting of a dark circle with a white crosshair. To the right of the '60', a large white percentage symbol '%' is visible. Further to the right, the text 'increase in Banking App downloads during the pandemic.' is written in white. At the bottom right, a white box contains the text 'Futureproof your business, accelerate digital transformation with Digibanc™'. On the far right edge, there is vertical text that reads 'Source: AppsFlyer Report'.

CODEBASE TECHNOLOGIES

60%

increase in Banking App downloads during the pandemic.

Futureproof your business, accelerate digital transformation with Digibanc™

Source: AppsFlyer Report



## 02 Why Digital



%

reduction  
in customer  
acquisition costs.

We're helping our client  
digitally onboard  
customers in minutes.

Futureproof your business  
with rapid digital onboarding  
by Digibanc™



## 02 Why Digital



**CODEBASE TECHNOLOGIES**

**%**

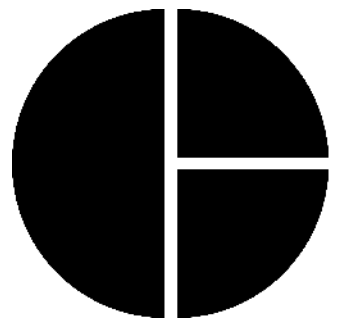
**DROP IN PROCESSING TIME.**

“ Our Client, **Tamweely**, attracted new and existing customers to the app, slashed operating costs, and vastly reduced manual processes. ”

Futureproof your business with instant lending by Digibanc™

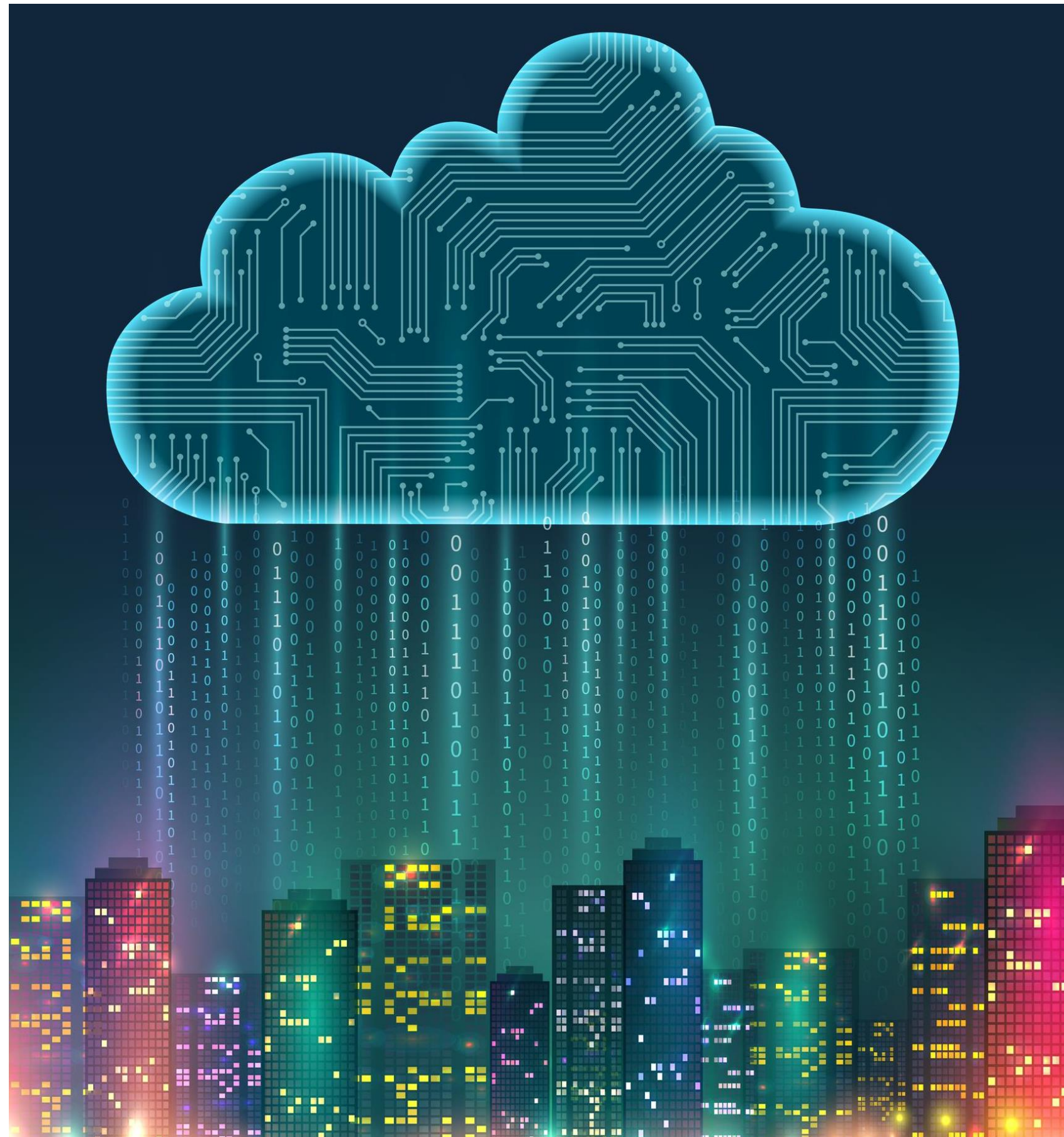


# 03 The Digibanc™ Digital Now Experience

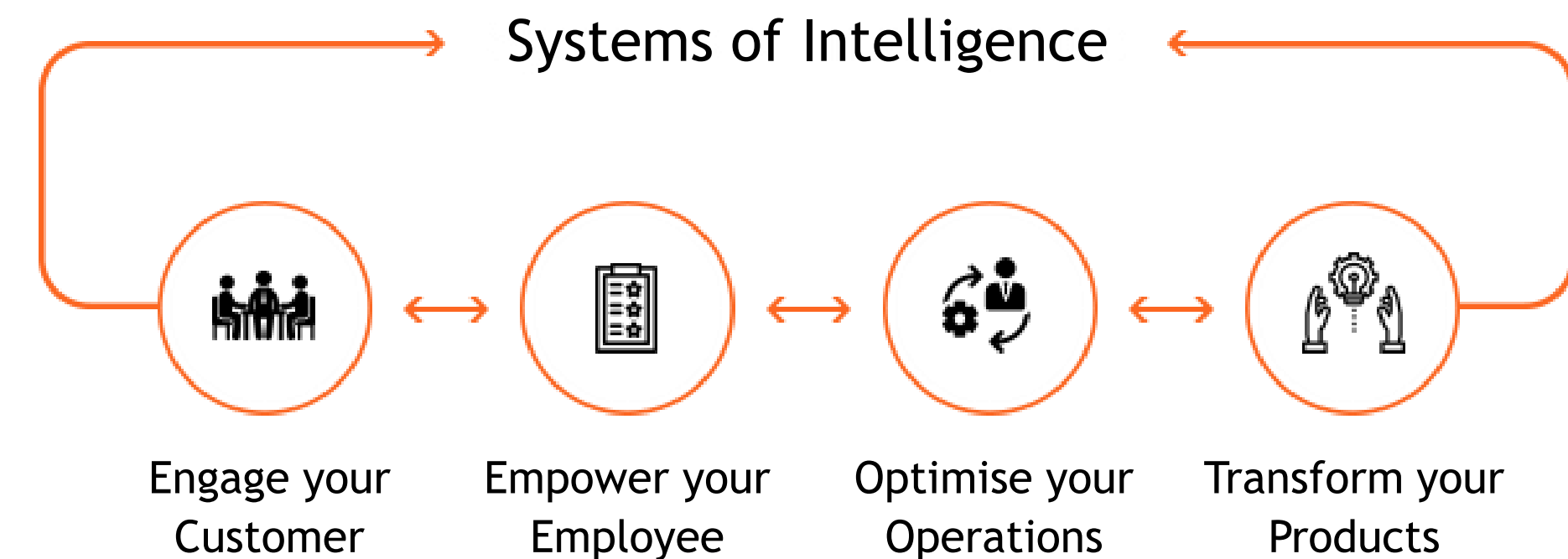


03

# Digital Transformation



The impact and concept of digitization is not new, the digital economy is entering a new age that presents extraordinary tests for all Financial institutions. Digital tools are taking over the business environments and industries, inciting a significant change in the way we work, communicate and sell.



*Our solutions give an innovative rise to new opportunities for enterprises looking to disrupt the existing norms and act as a catalyst to deliver practical and successful digital transformation agendas.*



03

## Digibanc™ Instant Onboarding

Financial Institutions biggest Challenge over the last year - YoY Customer Acquisition rate  
*Problem Solved*



MRZ document  
scanning & validation



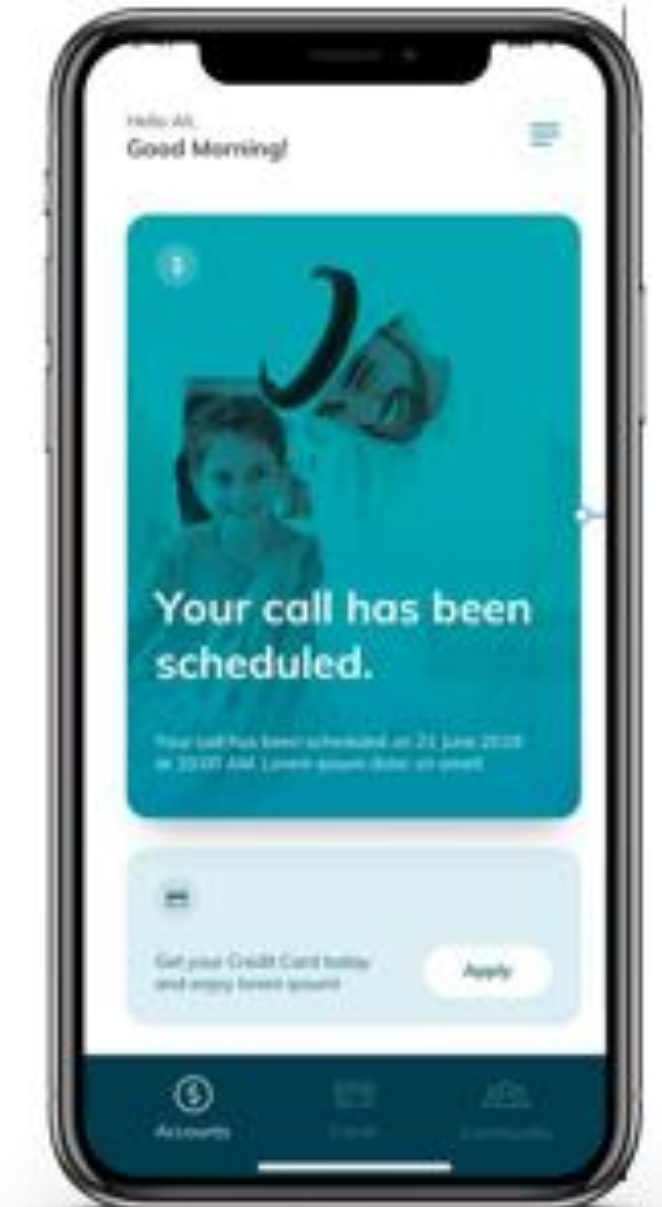
Document Forensic and  
Analysis



Video Call and  
Selfie Checks



Multy Biometric  
Verifications



Customized KYC Flow



03

# Digibanc™ Instant Lending - Apply for a Loan

Financial Institutions “Customers” Challenge over the last year - Customers need assistance

## Problem Solved

The screenshots illustrate the user journey for applying for a loan on the Tamweely app:

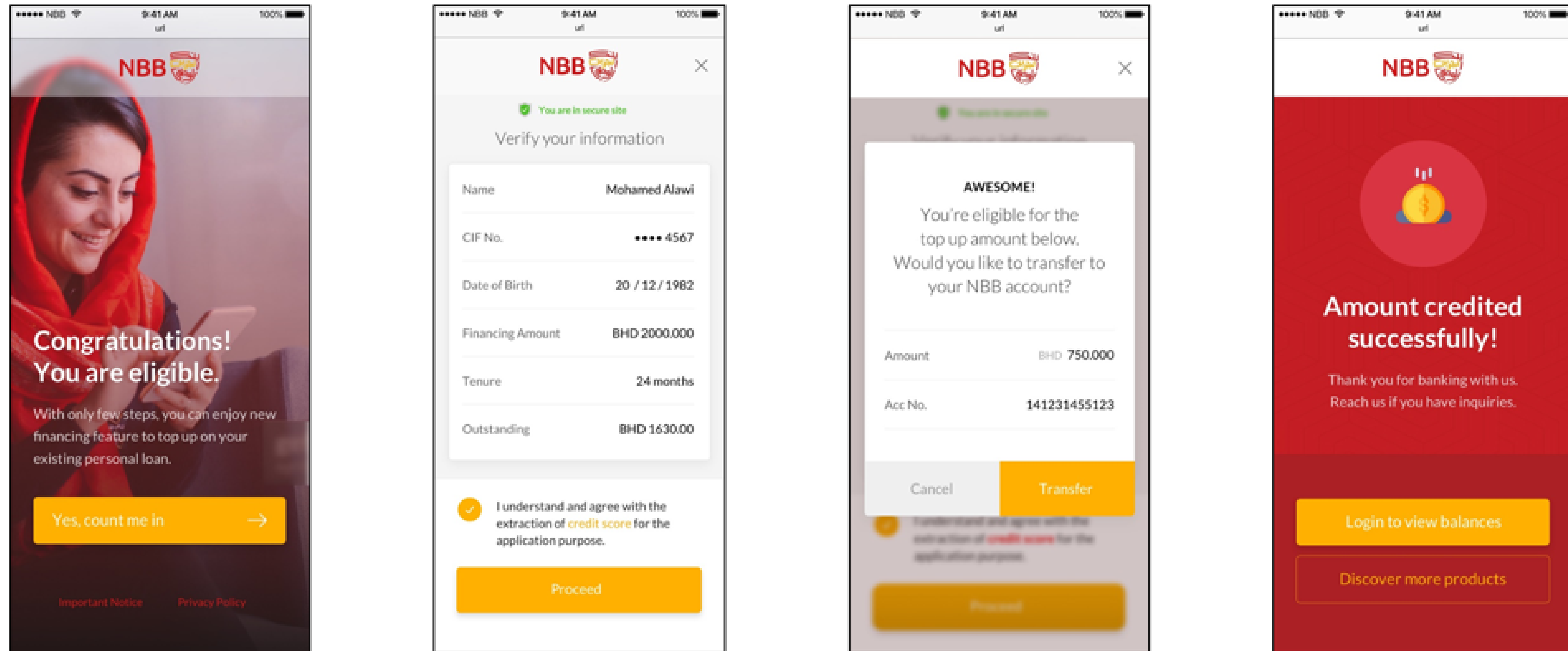
- Splash Screen:** Features the Tamweely logo and the text "Your personal finance is a signature away." It describes the Tamweely Personal Finance scheme, highlighting instant conditional approval for up to BHD 25,000 over 7 years, and states it takes less than 10 minutes to complete. Buttons for "LET'S GO" and "MAYBE LATER" are at the bottom.
- Before we begin:** A progress screen with four steps: 1. Employment Details, 2. Liability Report, 3. Select Options, and 4. Review Application. A blue button at the bottom says "Application Approved!" and another "LET'S GO" button is at the very bottom.
- Your Active Liabilities:** A screen showing details for four types of loans:
  - Car Finance:** BHD 27,000,000. Monthly Instalment: BHD 350,000. Outstanding Balance: BHD 12,102,000. Toggle for "Would You Like to Settle?" is off.
  - Mortgage Loan:** BHD 300,000,000. Monthly Instalment: BHD 1,350,000. Outstanding Balance: BHD 270,300,000. Toggle for "Would You Like to Settle?" is off.
  - Personal Loan:** BHD 30,000,000. Monthly Instalment: BHD 550,000. Outstanding Balance: BHD 7,450,000. Toggle for "Would You Like to Settle?" is off.
  - Credit Card:** BHD 5,530,000. Toggle for "Would You Like to Settle?" is off.
- Financing Options:** A screen showing a slider for the "Financing Amount" set at BHD 30,000,000. Below, there are options for tenure and instalment amount (profit rate):
 

Tenure	Instalment Amount (Profit Rate)	Selection
6 years	BHD 1,550,000 (3.5%)	<input type="radio"/>
5 years	BHD 1,850,000 (3.2%)	<input type="radio"/>
4 years	BHD 2,250,000 (2.9%)	<input type="radio"/>
3 years	BHD 2,750,000 (2.5%)	<input type="radio"/>

 A "NEXT" button is at the bottom.

03

# Digibanc™ Instant Lending - Pre-Approved





**Paul Nilsen**  
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paul@codebtech.com

## Connect with us



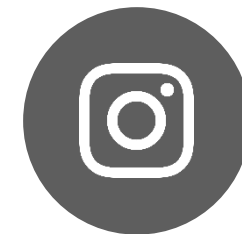
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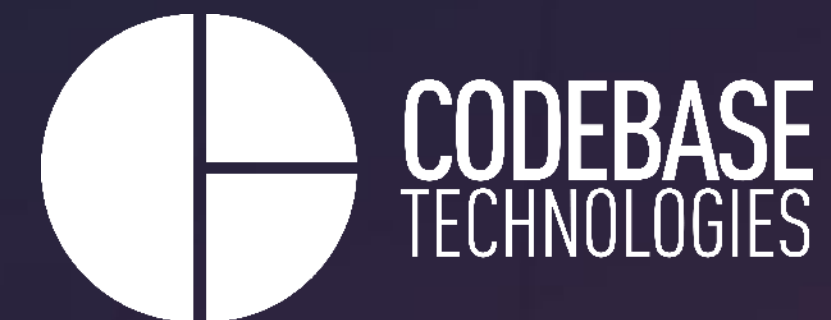
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