



Reverse Innovation Cohort 2 (2022)

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Wing Tower



Our Vision

To provide every Cambodian with convenient access to relevant **digital solutions** for the improvement of their daily lives

Our Journey



2009

Launch of Wing Under TPP License
Acquired 600 Wing Cash Xpress agents

2010

Launch of Wing Card



2011

Launched Wing Wei Luy

Royal Group of Companies acquired for \$1
November 20, 2011

2012

Became Telco Agnostic
Posted positive EBITDA

2013

Acquired the Specialised Bank License

2014

Pay with Wing launch

4,000 agents



2015

2016



- Wing Online MasterCard
- Alipay and WeChat
- Outbound international money transfer

2017

2018

Wing partners with Western Union and MoneyGram for remittances

- Mobile only account launch
- Cross border remittance



2019

Wing Bank
Wing Commerce



- Visa
- Ria
- Fund Disbursement (MOSAVI & MOL)
- WingPoints
- WingMall
- WingDelivery
- Kaksikorn
- Microsaving
- Loan

- Bank Branches
- 1st Numberless MasterCard



ក្រសួងការងារ និងបណ្តុះបណ្តាលវិជ្ជាជីវៈ
Ministry of Labour and Vocational Training

ក្រសួងសង្គមកិច្ច អំពីសង្គ្រោះ និងយុវជន
Ministry of Social Affairs, Veterans and Youth Rehabilitation

Wingpoints



2021

2022

Our Success



More than
100% of GDP
As Transaction Value

13+ Million
Active customers



Challenges in the SME Sector

Overview | Problem Statement | Criteria



Overview: Main Challenges



Background

Cambodia's economic growth from 2010 - 2019 at 7%, driven by the following sectors: garments, tourism, construction and agriculture. (IMF, 2021).

- ❑ The Covid-19 pandemic has affected growth to -3.1% (IMF, 2021).
- ❑ Since the pandemic, the outcome has created issues SMEs face such as limited access to finance, lack of customers, etc.
- ❑ Tourism sector impacted negatively since the drop of tourists which resulted to 79% decrease in spending and in turn closed businesses across the country.

SMEs face a multitude of challenges as they strive to recover from the last 2 years. Scaling reach to SMEs to educate and provide solutions we need to address 2 key opportunities:

1. **Financial Literacy**
2. **Digital Literacy**

How has Wing Addressed the 2 Main Challenges?



1. Access to Technology & Access to Market

Continues to educate SME's by providing consolidated technology platforms. In one platform SMEs can

- Facilitate QR Payments from all bank apps with Wing Bank KHQR.
- Provides access to a multitude of bank app users (local or international).
- Wing has ventured in the space of q-commerce. Creating a virtual store for SMEs to receive orders while Wing fulfills last mile delivery.
- Provides access to local markets in 8 cities: PP-Kandal, SR, SHV, BTB, KPC, KPS, and KPT.

2. Access to Finance

Providing various financial products such as instant loans and salary advance to SMEs as they leverage the technology and market Wing provides.



Problem: Educating on Financial & Digital Literacy



Problem Statement:

How can Wing scale in educating financial and digital literacy to SMEs?

Problem: Educating on Financial & Digital Literacy



Criteria

- The solution/s can utilize both digital and offline channels.
- The solution should be able to address one-to-many to scale reach to SMEs.
- Result in the increased adoption of leveraging Wing technological solutions in the space of cash management, payments, e-commerce.

Wing Bank

Thank You!

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