



# Company Profile

2024





# About Mobile Wallet

Mobile Wallet Incorporated is revolutionizing the financial landscape by empowering users to complete their day-to-day payments in a convenient and straightforward manner. Leveraging technology as an enabler, our company boasts one of the broadest acceptance networks worldwide, allowing users to spend and transfer their money virtually anywhere, anytime, both within and outside their national borders.

Having meticulously studied the mobile money market, Mobile Wallet Incorporated recognized the need for mobile money ATMs tailored specifically for mobile money users. With the increasing usage of mobile money services provided by MTN and Orange, we have decided to launch these ATMs in Africa, starting from Cameroon. To build reliable and secure hardware and software for mobile money ATMs, we have partnered with industry giants Chetu, NCR, and Diebold Nixdorf Incorporated.

MTN and Orange are leading players in the mobile money industry in Cameroon and other African countries, with about 95% of all electronic transactions in Cameroon conducted through their services. Our services will cater to all users of MTN and Orange, as the ICT sector in Cameroon is making steady progress, allowing the country to harness the digital economy more effectively. The government's 'Cameroon Digital 2020' program further supports this by aiming to improve national connectivity.

# About Mobile Wallet

Mobile Wallet Incorporated is dedicated to providing first-class treatment to all mobile money users who utilize our ATMs. We have designed efficient software that enables us to maintain a personalized relationship with our customers, regardless of scale. Our operations will include a mini but standard call center/customer complaint center, operating 24/7 to resolve customer complaints promptly. Initially, we will launch 10 ATMs and expand as we grow. To ensure visibility, our ATMs will feature bright colors and giant neon signs, making them easily recognizable.

The founders, Gerald Chenyi and Mavis Luma Chenyi, are seasoned entrepreneurs with extensive experience in running businesses and overseeing significant financial projects. They bring functional and category expertise, supported by a team of professionals with deep industry knowledge. This expertise will assist in introducing new offerings across several markets. The founders also own and operate multiple businesses internationally and nationally, including Lugertel USA and Lugertel Cameroon, which are involved in telecommunications, telemedicine, and information technology training for software development. They also run several NGOs in both Cameroon and the US.

Mobile Wallet Incorporated is committed to keeping track of industry trends and technological advancements, proactively adapting to transitions and updating our ATM features accordingly. To achieve our business goals and objectives, we will implement sound strategies for business growth, including aggressive marketing using the latest digital trends and building strong client relationships. Our solutions are designed to be cost-effective, deliverable, practical, and robust.

Our vision, along with our short and long-term goals and strategies, ensures that Mobile Wallet Incorporated will play a dynamic role in providing reliable services to mobile money users in Cameroon.