

## **PRESS RELEASE**

**Thursday 29th October 2015**

### **New spatial mapping data for Kenya reveals a 39% growth in financial service points over the last two years**

Access to financial service points in Kenya has grown rapidly in the last two years. The Central Bank of Kenya and FSD Kenya have now, literally, put the changes on the map.

With support from the Bill & Melinda Gates Foundation, Brand Fusion conducted the FinAccess Geospatial Mapping Survey, a geo-spatial mapping of financial sector access points in Kenya.

The data, revealed today, shows Kenya has made significant gains in improving access to financial services since 2013. The results show 39% growth over two years, with 66% growth in bank agents. The percentage of Kenyans living within three kilometres of a financial access point has grown from 59% to 73% since 2013. The number of bank agents has grown by a remarkable 66%. Mobile money agents have increased by 37.9%.

The governor of the Central Bank of Kenya, Dr Patrick Ngugi Njoroge launched the new GIS data maps at the Hilton Hotel in Nairobi on 29 October, an event attended by about 70 people.

He noted that the Brookings' 2015 Financial and Digital Inclusion report ranked Kenya as the top-scoring country in financial inclusion worldwide. He also pointed out that enhanced financial inclusion brings some risks that Kenya needs to manage, including fraud. Managing these will reduce the number of fraud cases that FSD's data identified – approximately one third of the providers we captured said they had experienced fraud.

Among the counties registering the largest gains in financial access points are Bomet (60% now live within 3km of a financial access point, compared to 28% in 2013), Keiyo-Marakwet (54% up from 29%), Makueni (73% up from 49%), Taita Taveta (69% up from 50%) and Trans Nzoia (70% up from 44%).

The 2015 survey also mapped key agricultural outlets, to enable a better understanding of the contribution of the financial sector to Kenya's agricultural development.

Financial inclusion is about harnessing the power of markets to improve people's lives. Access to financial services helps to overcome poverty, reduce income disparities, and increase economic growth.

The data revealed today is designed to help support product development and innovation, identify underserved potential markets and guide evidence-based policy decisions that bridge identified gaps in the supply and demand for financial services.

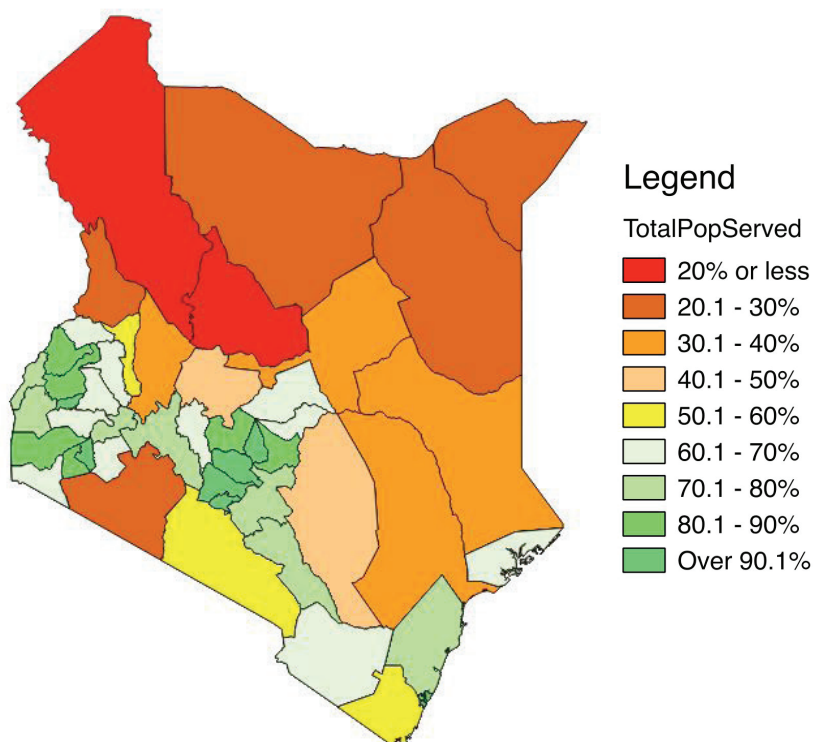
#### Highlights:

- The percentage of the population living within a three kilometer radius of a financial

services access touch point is 73% in 2015 compared to 59% in 2013.

- Mobile money agents have increased by 37.89%
- Financial access touch points per 100,000 people have reached 218 in 2015 compared to 162 in 2013.
- Bank agents have increased by 66%
- Stand alone ATMs have increased by 24%
- Agent outlets have grown from approximately 48,000 in 2013 to approximately 65,000 in 2015
- Money transfer services have increased by 52%
- Insurance service providers have increased by 15%

### **% of Kenyan population within 3km of a financial service point**



## Financial service points captured: 2013 vs 2015

	2015	2013
Mobile Money Agents	68,141	49,417
Bank Agents	13,428	8,083
Money Transfer Services	3,778	2,484
Commercial Bank and Mortgage Finance branches	1,272	1,313
Insurance Service Providers	1,014	878
Forex Bureaus	976	121
Savings and Credit Co-operatives (SACCOs)	744	706
Stand alone ATMs	624	503
Micro Finance Institutions + banks	467	500
Post Office	346	364
Hire Purchase/Leasing/Factoring	136	82
Development Finance Service Providers	91	57
Pension Providers	90	93
Capital Markets Service Providers	79	139

### About FinAccess Geospatial Mapping Survey

The project was financed by the Bill & Melinda Gates Foundation and the FinAccess management team comprising the Central Bank of Kenya, FSD Kenya and Kenya National Bureau of Statistics (KNBS). The fieldwork was undertaken by Brand Fusion and analysis by the Spatial Development team. It was undertaken between March 2015 and August 2015. The maps can be viewed on [www.fspmaps.com](http://www.fspmaps.com)

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### About FSD Kenya

FSD Kenya was created in 2005 to stimulate wealth creation and decrease poverty. It achieves this by working in partnership with the Government of Kenya, the financial services industry and business. An independent trust, supervised by KPMG, FSD Kenya (Financial Sector Deepening) is celebrating its tenth year of bringing financial services to an ever-increasing number of people and small businesses across Kenya.

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