

Client recruitment marketing using the whole remittance product catalogue

With practical examples of



Philippine National Bank

and



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- Tigerland Asia Pacific is the Marketing Representative for Earthport Plc. in the Asia Pacific Region and providing additional support and consultancy services where required
- Earthport Plc. is an Infrastructure and Technical Services Provider that processes Payments and Collections on behalf of its customers
- Brand names include EpDisbursements, EpTrade, EpPayables, EpRemittances and EpDirect
- For the Remittances market, EpRemittances comes in two flavours:
 - Send Money Home Service: Allows banks and companies providing remittance services to extend their global reach and provide cost-effective, secure account-to-account remittances
 - Bring Money Home Service: Allows banks and remittance companies in remittance-receiving countries to capture existing remittance and retail payment flows from their diaspora working overseas
- Teaming with Banks, Remittance companies, Telco's, Pre-paid card providers etc., Earthport offers a unique, low-cost, white-labeled, extension to remittance portfolio's



Philippine National Bank



“It is easier to find a new customer than to keep an existing customer for a long-term relationship”

“In 80 % of remittance transactions, it is the sender that determines the remittance channel”

“There is an on-going shift from “blue-collar workers” to “white-collar expatriates”; their needs are very different!”

“Non-bank providers have gained a major share in the growing remittance market, at the expense of the banks”



Case Study

Implementing Earthport's Bring Money Home Service

enabling PNB to service retail clients globally



Philippine National Bank



- Traditional correspondent banking services are more expensive than models used by non-bank providers:
 - Cost for the customer is very high (USD 10 / transaction – USD 50 / transaction).
 - Cost for the bank is sometimes even higher (USD 25 and up for non-STP transaction).
- At a recent conference, a French bank stated that they did not want to be in remittance services because they don't want "poor, foreign workers" in their branches.
- At an industry event, a global bank said ' We make 1% of the value of each transaction but if we get one transaction wrong it could cost us over \$100m in lawyer fees and \$1-2bn of lost business'
- Regulators, especially in countries where remittance income is a major part of GNP, are focusing to get remittances under their control, and out of the black and grey circuits.



- A bank should consider emigrants to be customers abroad: “The Philippines biggest export is its people. Filipinos prefer to send money through and get banking services from a brand they know and trust” - Alex Milan, Managing Director, Philippine National Bank Europe
- “Remittance services are a customer recruitment tool. Cost effective safe secure money transfer is the bedrock of a wide range of commercial services, including student loans and supply chain financing” - Alex Milan, Managing Director, Philippine National Bank Europe
- G8 Head of States endorsed the 5x5 objective pledging to reduce the global average costs of transferring remittances from the present 10% to 5% in 5 years.
WorldBank: “Cutting prices by at least 5 percentage points can save up to \$16 billion a year.”





Philippine National Bank

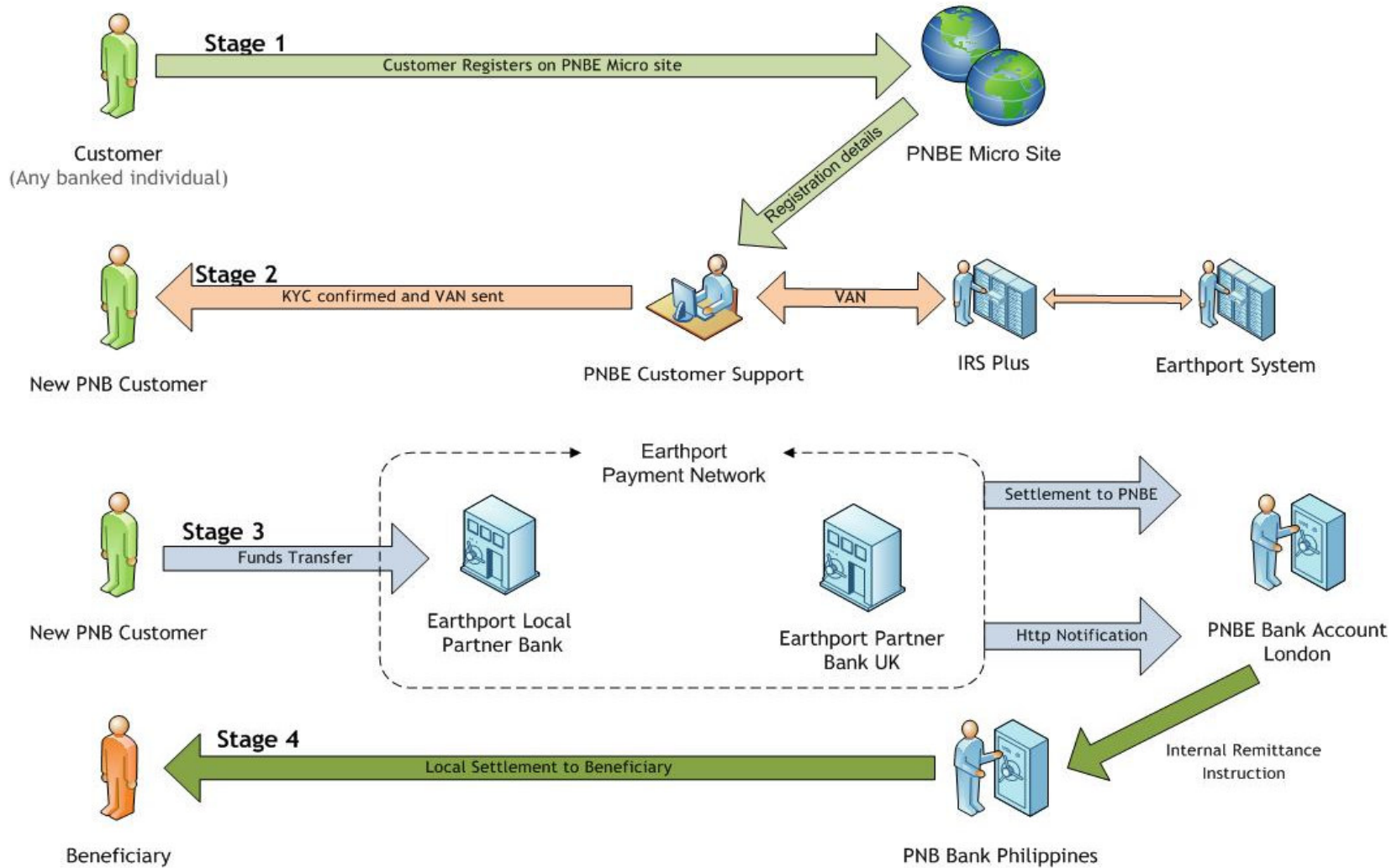
- The Philippines is the 4th largest recipient of remittances - \$19bn p.a.
- PNB is one of the top 4 banks in the Philippines, and one of the most innovative
- Earthport signed an agreement with PNB Europe in Dec 2009, to act as a white label provider to the bank
- Integration and first live testing was completed by March 2010
- PNBE announced the service in May 2010
- PNBE on-boarded and registered hundreds of new clients in summer 2010
- The project plan includes globalising the service through PNB UAE and PNB USA
- The Earthport BMH service enables PNB to
 - sell remittance services to banked senders in 40+ countries, including most of the countries to which Filipinos typically emigrate – a significant increase in PNB's addressable market
 - Service countries without branch infrastructure; to provide service to Filipinos through virtual banking, without the costs associated with traditional services, thus helping to keep prices low



The Bring Money Home service for Philippine National Bank




PNB Collections via Earthport



PNB has built a new microsite that informs the OFW customers of its entire range of products, including the new Bring Money Home service

In June/July/August, PNB did several customer drives in European countries to register existing and new customers, enabling them to use the new Bring Money Home Services



Philippine National Bank Europe, Plc.

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Sending money is as easy as PNB@Remit


Send money from Europe. It's easy as PNB!




Phone Remit



Net Remit



Bank-in Remit



E-fund transfer

Bring Money Home™ service goes live with Philippine National Bank

Earthport plc, the provider of cross-border electronic payment services, today announces that its Bring Money Home™ service has gone live at Philippine National Bank (PNB) and the first set of customer transactions have been processed.

Bring Money Home™ enables PNB's customers to send money back to the Philippines securely through banking channels, at very competitive per transaction charges. The new service extends the bank's remittance capability by offering the convenience of online transactions.

PNB offer the service to existing customers, and also to new customers, since neither senders nor beneficiaries need to have a bank account with PNB to use the service. In turn, this helps PNB to keep its own costs low, enabling it to move some branches to lower cost virtual banking.

The service supports a wide range of money—[CONTINUE](#)

Making payments to the Philippines at lowest cost



At least once every week, Jean-Benoit sends money to the Philippines so that his partner can settle the bills relating to the house – for example paying the builder, utility payments. When he travels there himself for holidays and to check on the progress of the construction, he sends additional cash to fund car hire or to book a resort. This means that he avoids needing to travel with large sums of cash.

Jean-Benoit has tried a number of options for transferring money in the three years since he started building – including several of the well-known international money transfer brands. He wants a service that he can use any time of the day or night, at the least possible cost and with a competitive exchange rate. He also likes the idea of sending money direct to his partner's bank account, so she can withdraw cash as and when she needs to manage the expenses.

Typically, the cost of making a transaction has been around €16-20. Using PNB's new service, Jean-Benoit has been able to save a significant percentage of this, as the PNB service costs only €5 per transfer for an amount up to €1,000. In a year, Jean-Benoit estimates he could save as much as €200 in fees.

He is delighted with this, saying "We could use the money we save on money transfer to complete the construction and move into our new home sooner, but we will probably use it to help pay for our wedding in May!"

PNB offers highly competitive, secure online payments to the Philippines using a service from PNB Europe. Here one user explains how he has used the service to save time and money as well as using the convenience of payments on demand from his own PC.

Jean-Benoit is a Belgian national who lives and works in London. He is constructing a house in Negros Oriental, where he hopes to retire in a few years' time. Jean-Benoit fell in love with the Philippines and lost his heart to a Filipina three years ago.

Global Filipino Money Card

The Global Filipino Money Card is a reloadable ATM card with the following features:

- **REWARDS**
Earn points for every remittance transaction which you can exchange for restaurants, mileage, phone cards and event remittance rebates.
- **ACCESSIBLE**

The Global Filipino Money Card offers these benefits:

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Case Study

From a Single Corridor Remittance Provider

to an Internet Remittance Provider with Global Reach





- About Us
- Payroll Services
- Shop Online
- FAQs
- Contact Us

Remit to the Philippines - *in minutes!*



REMIT Online

Find out MORE

- Money in minutes
- Low fees - high exchange rates
- Free ATM card for beneficiary

Username

Password

Password is case sensitive.

[Forgot Username or Password?](#)



Licensed Remittance Agents:

Philippines, Bangko Sentral ng Pilipinas, Certification No. FX-2006-001581 • Hong Kong, HKPNB, Registration No. NB CON 8/3/1 SF (1397)
UK/Europe, Financial Services Authority, Registration No. 505195 • Anti Money Laundering, HM Customs and Excise Money Laundering Regulation,
Certification No. 12549456 • All Rights Reserved 2010: Cashsense

Ms. Tessie Tomas is the official endorser of Cashsense, Inc.

SHOP Online

Find out MORE

- Pay Cash in convenience stores in the Philippines.
- Via Online Account



DEPOSIT FUNDS TO CASHSENSE

Welcome TestDemo06 TestDemo06

LOGOUT

Account balance PHP 184,423.50

Funds will be deposited to the bank account of our collection partner [Earthport PLC](#), an authorised Money Service Business.

Please transfer funds from your online bank account to:

United Kingdom (GBP)

Bank: Barclays Bank PLC
Account Name: Earthport Plc
Account Number: 60830887
Account Holding Branch: London
Address: Corporate Banking, 1 Churchill Place, London, E14 5HP
Sort Code: 20-32-29
IBAN: GB53BARC20322960830887
SWIFT BIC: BARCGB22

Your Reference: 1026679

Please copy and paste your reference number in your instruction to

Once you have instructed your bank, complete [Deposit Funds](#)

[User Agreement](#)

United Kingdom (GBP)

Bank: HSBC Bank Plc
Account Name: Earthport Plc
Account Number: 21477579
Account Holding Branch: Hammersmith
Address: 21 Kings Mall Street, Hammersmith, London W6 0GF

Sort Code:

IBAN:
SWIFT BIC:



Why is the account in which funds are deposited to in the name of Earthport?

[Return to top](#)

[Earthport](#) is a technology partner of Cashsense and is an established payments service provider listed on the UK stock exchange. This alliance enables Cashsense customers to benefit from Earthport's straight through processing (STP) capabilities and so ensures that funds are available immediately in the Philippines.

How much does it cost to send money?

[Return to top](#)

Total cost will depend on your country of residence. Flat fees start at just over USD 2.00 (equivalent) with the average fee being around USD 8.00 (equivalent).

Fees vary from country to country and have been set at levels that are competitive. Kindly use our [online calculator](#) to determine the fees for your own location, and also note Cashsense's superior foreign exchange rates.

Unlike other remittance services, Cashsense does not charge its customers more for sending higher amounts.

In addition, for a single flat transaction fee, Cashsense customers may make [multiple transfers](#) to multiple beneficiaries for only PHP 45.00. There are no other hidden charges or fees.



Customer Loyalty and Rewards



cashsense
LUCKY DRAW
SEPTEMBER

Remit by ATM and enter the Cashsense month of **SEPTEMBER** ATM Lucky Draw

WIN

(1) Nokia 2600
(1) Nokia 2600
(1) Nokia 2330

JULY Winners

1st prize		
2nd prize		
3rd prize		

To qualify, simply make a remittance to a beneficiary's ATM card. Each time you remit, another entry will be made on your behalf to our lucky draw.
The electronic draw will be made and prizes handed out to winners notified in the Cashsense assistance office at 4pm on October 5, 2016.



cashsense
Quick-Remit
Cashsense Rewards

Image showing various prizes including a yellow duck, a purple unicorn, a brown bear, and a pink pig, along with a dark coin.



cashsense
Quick-Remit
Cashsense Rewards

Step 1
Complete the registration form for referral

Step 2
Earn points for every referral... in addition to \$2 cash rebate

Step 3
Exchange points for gifts

...don't settle for less!

Image showing various prizes including a camera, a washing machine, and a mobile phone.



Affiliate Marketing:

Special offers that affiliates can promote

A special on-line platform to support affiliates

Reward affiliates for success



Home
My Account
About Us
News and Events
Testimonials
FAQs
Contact Us

Collaterals

- ✚ Collaterals
- ✚ Edit My Profile
- ✚ Reports
- ✚ Pay Out Details
- ✚ Tell A Friend
- ✚ Change Password

NEED HELP? [Live Chat](#)

COLLATERALS

Welcome DemoName M. DemoLast [LOGOUT](#)

URL Link

```
http://dev.cashsense.com/affiliate/alpha/Banner/validate.aspx/4ko7M/q24cs0H6Cr47ELv0e1VX1102r8eD94EK9M:8f=
```

Promos

Choose a promo banner below and paste the code as shown on the right panel on your site:
NOTE: All dimensions are in pixels.

Promo 1: 1st remittance is Free

125 x 125 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>
488 x 60 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>
300 x 250 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>
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728 x 90 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>

Promo 2: 50% discount for the period (1 month)

125 x 125 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>
488 x 60 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>
300 x 250 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>
120 x 600 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>
728 x 90 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>

Promo 3: 2nd free ATM Card for beneficiary

125 x 125 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>
488 x 60 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>
300 x 250 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>
120 x 600 IMU - (Square Button)	View Image	<code><a href="http://dev.cashsense.com/affiliate/alpha/Banner/Valida</code>
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For some banks, remittances are no longer seen as a revenue-centered service for Foreign Workers.

They have become a self-financing marketing tool for recruitment of nationals overseas – who have an increasingly widening need for financial services.

The market has moved on from Remittances, it may well be called International Retail.

