

POS ANALYSIS

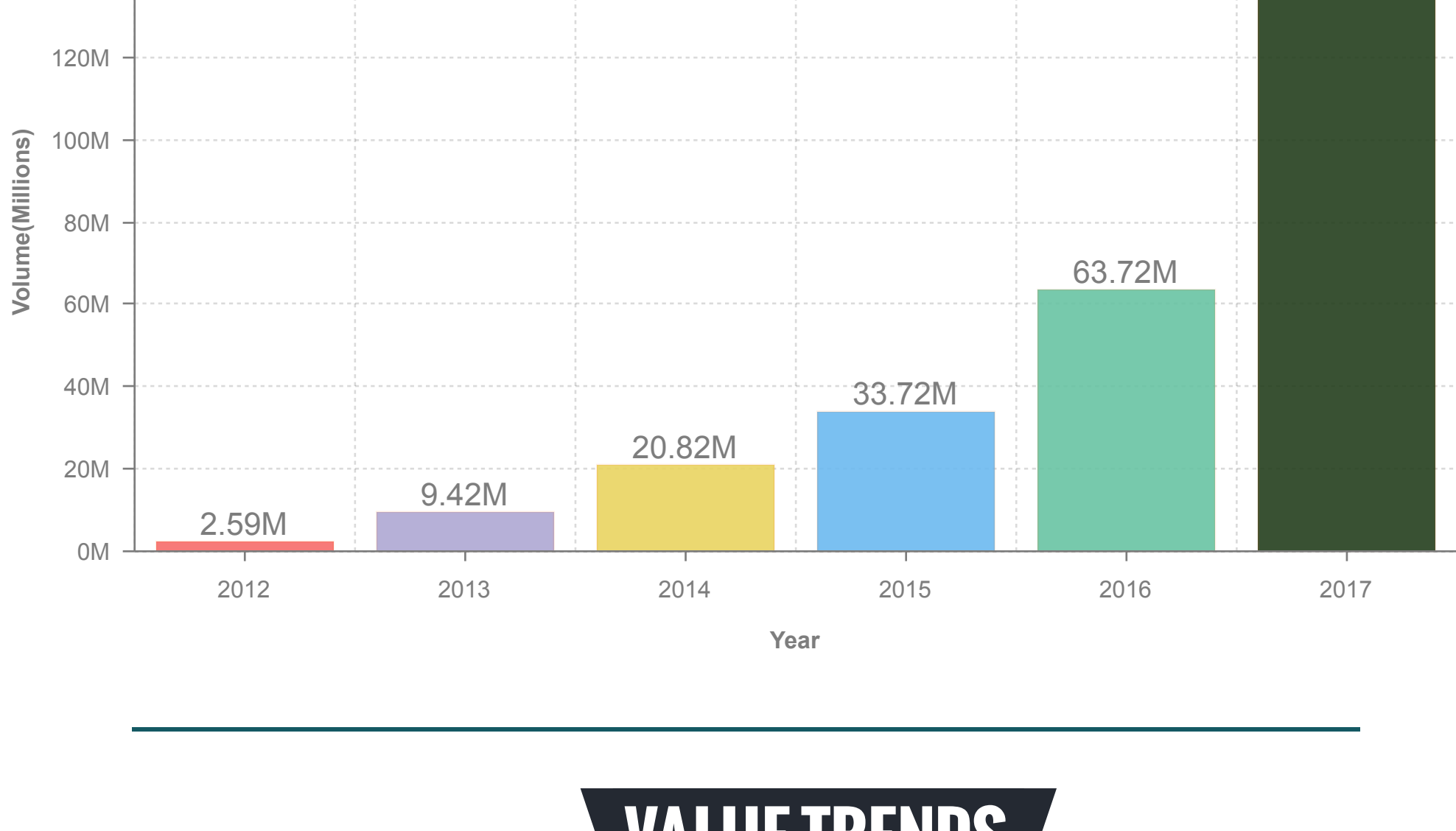
POS: SLOWLY, STEADY, SURELY

Transactions on POS was impressive in 2017 setting a milestone of over 1T naira in Value in 2017. Furthermore, volume of transactions recorded a **92%** CAGR between 2014 and 2017. Volume of transactions were driven mostly by brick and mortar stores in the Wholesale and Retail sector.

Fact
Volume of POS transactions grew by **130%** as compared to 2016.

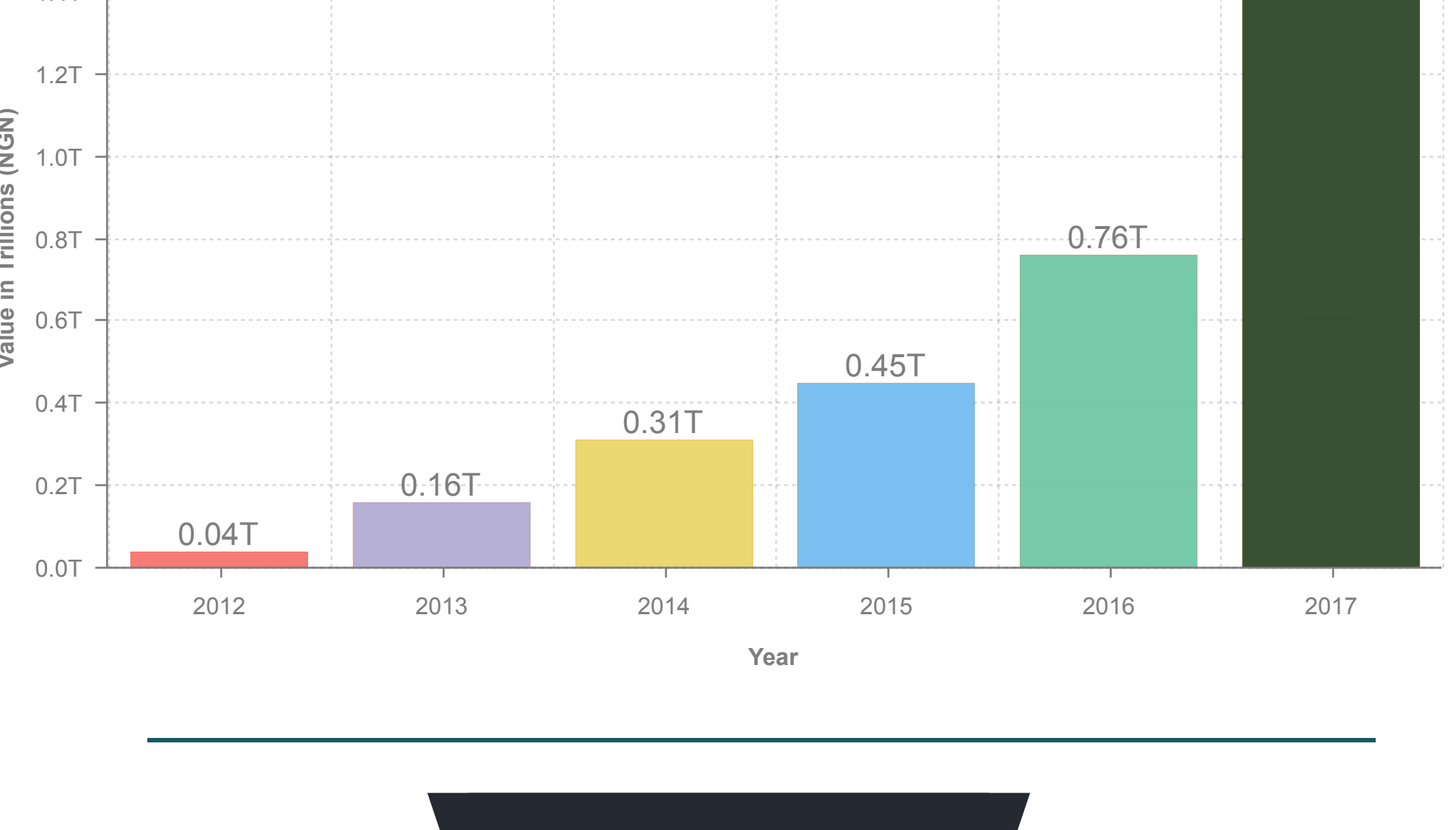
VOLUME TRENDS

Volume of POS Transactions 2012-2017



VALUE TRENDS

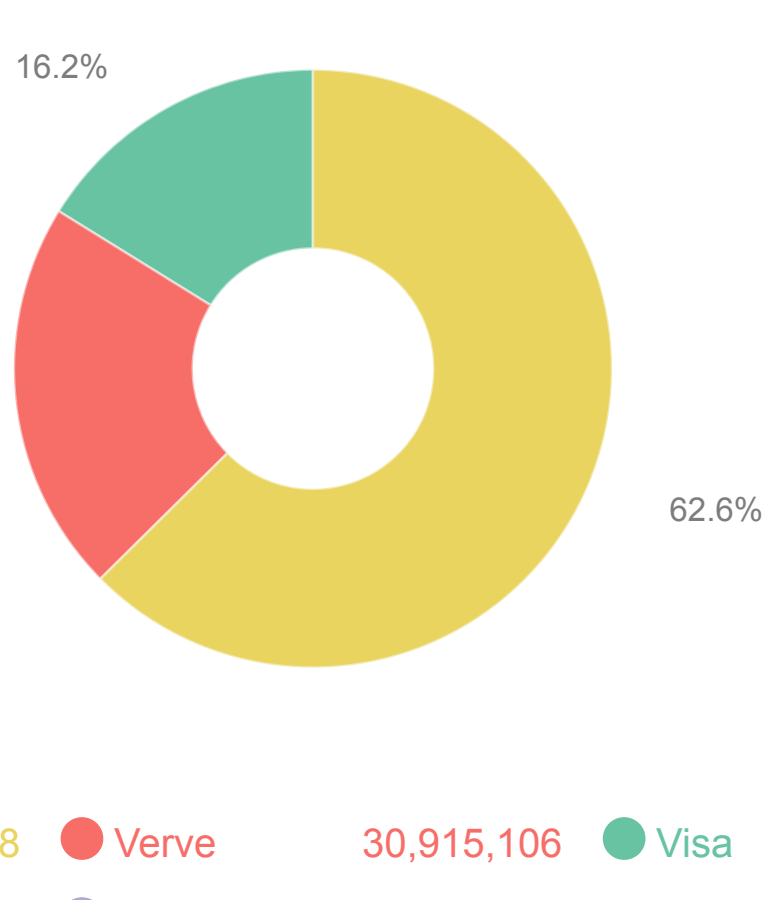
Value of POS Transactions 2012-2017



BY CARD BRAND

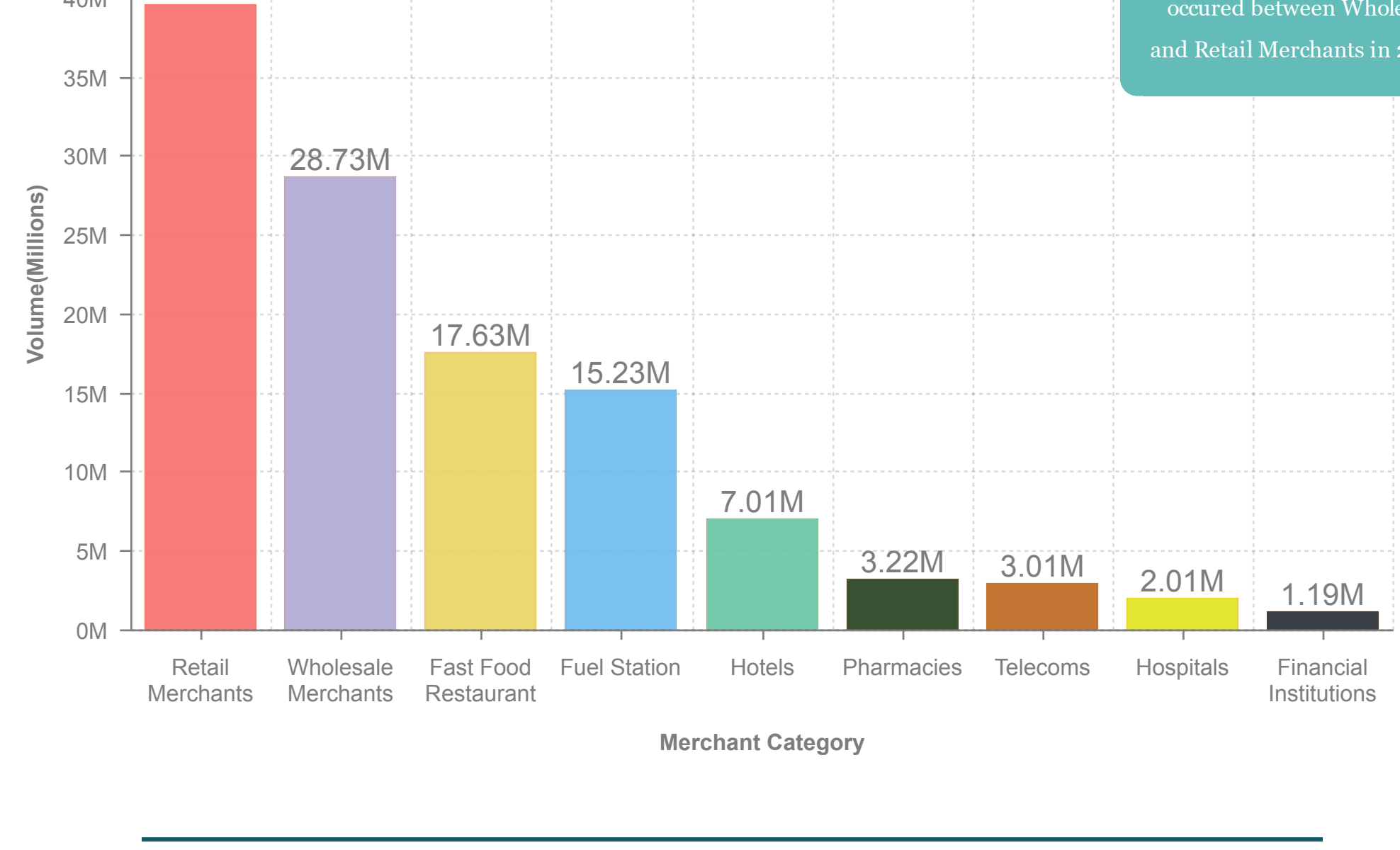
Fact
0.63M Unique cards carried out POS transactions in 2017; A 14% increase when compared to 2016

Volume of POS transactions by Card Association 2017



VOLUME BY SECTOR

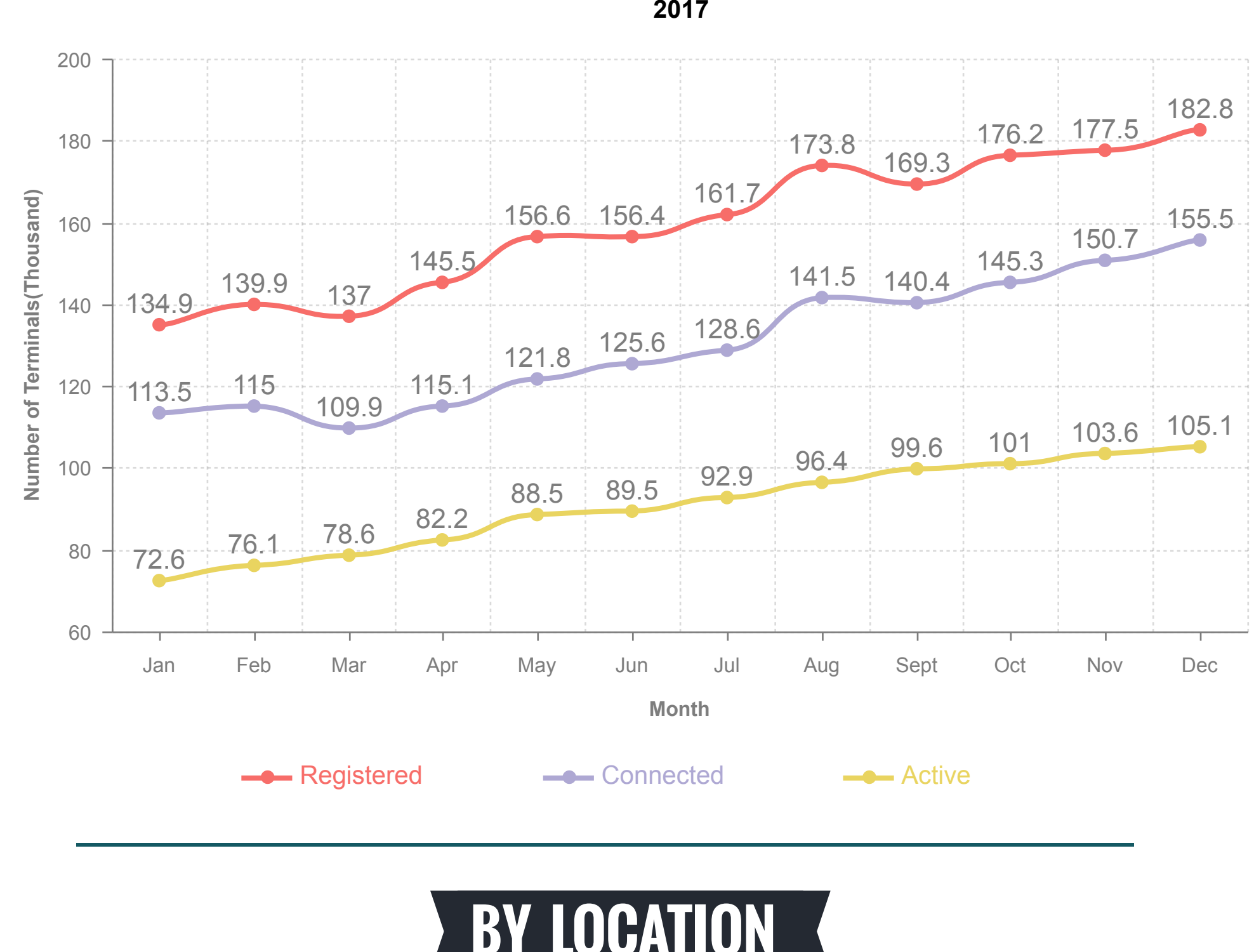
POS transaction by Merchant Category Codes (Top 10) 2017



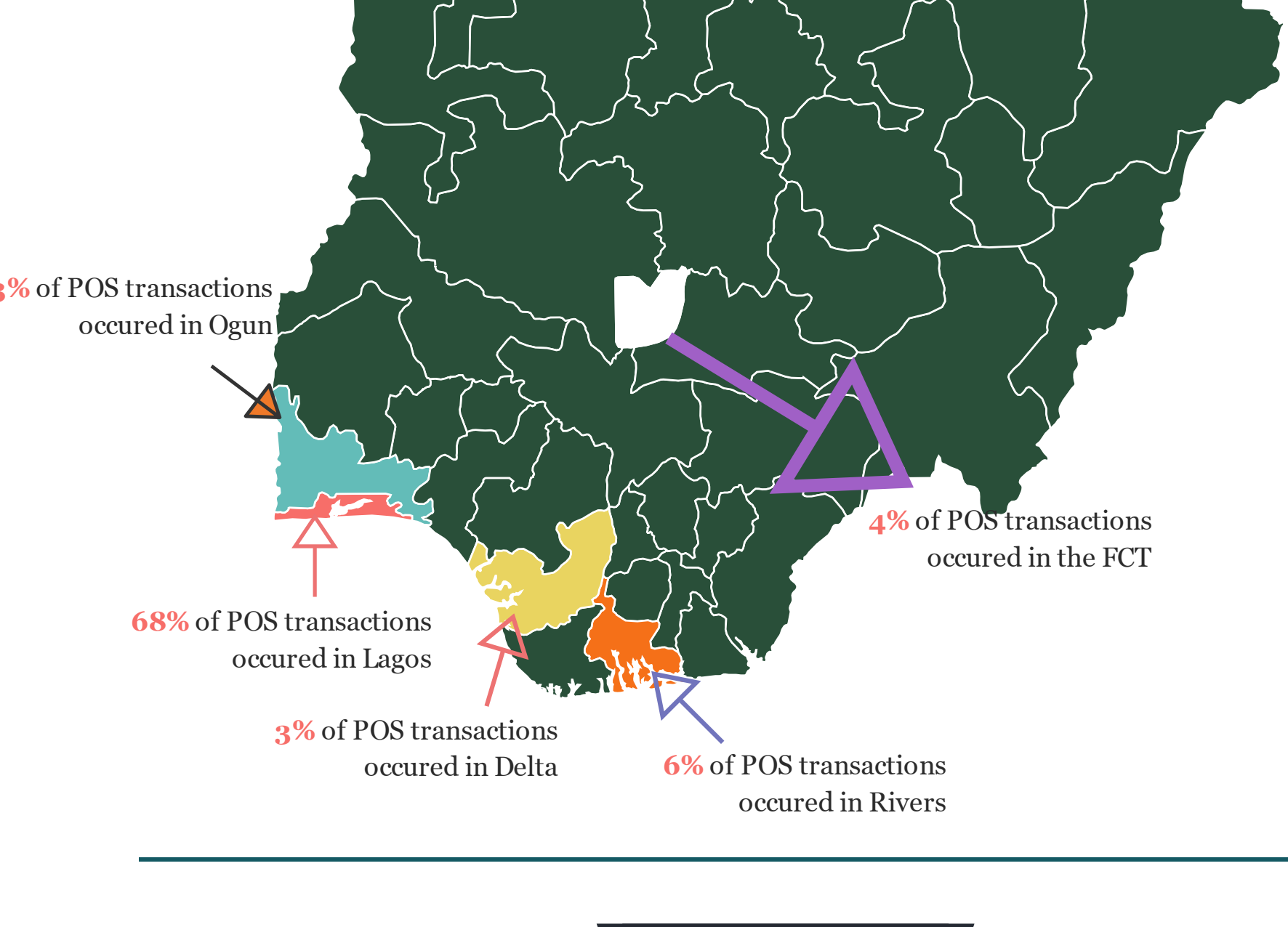
Fact
47% of total POS transactions occurred between Wholesale and Retail Merchants in 2017

TERMINAL STATISTICS TREND

Registered, Connected and Active POS Terminal Statistics 2017

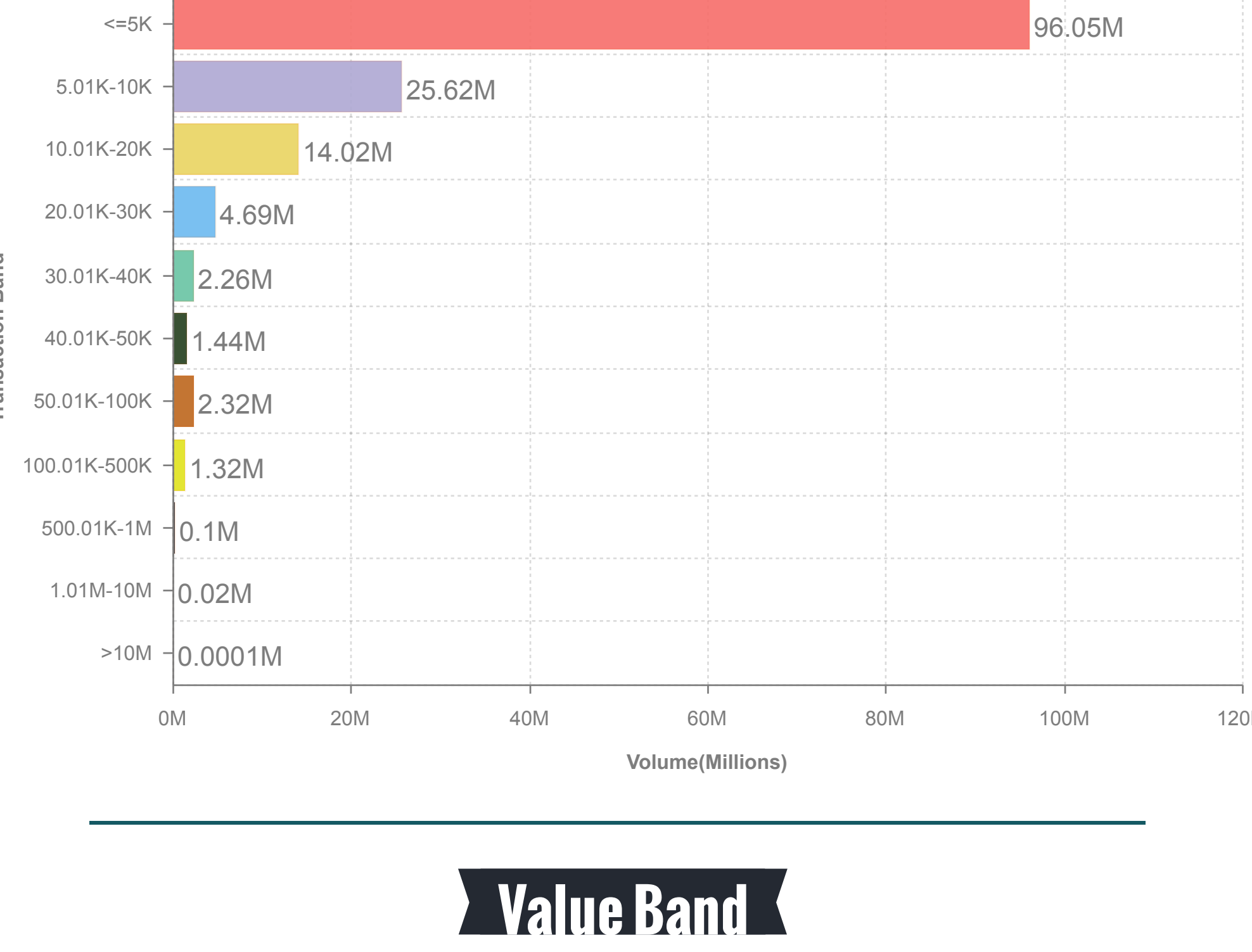


BY LOCATION



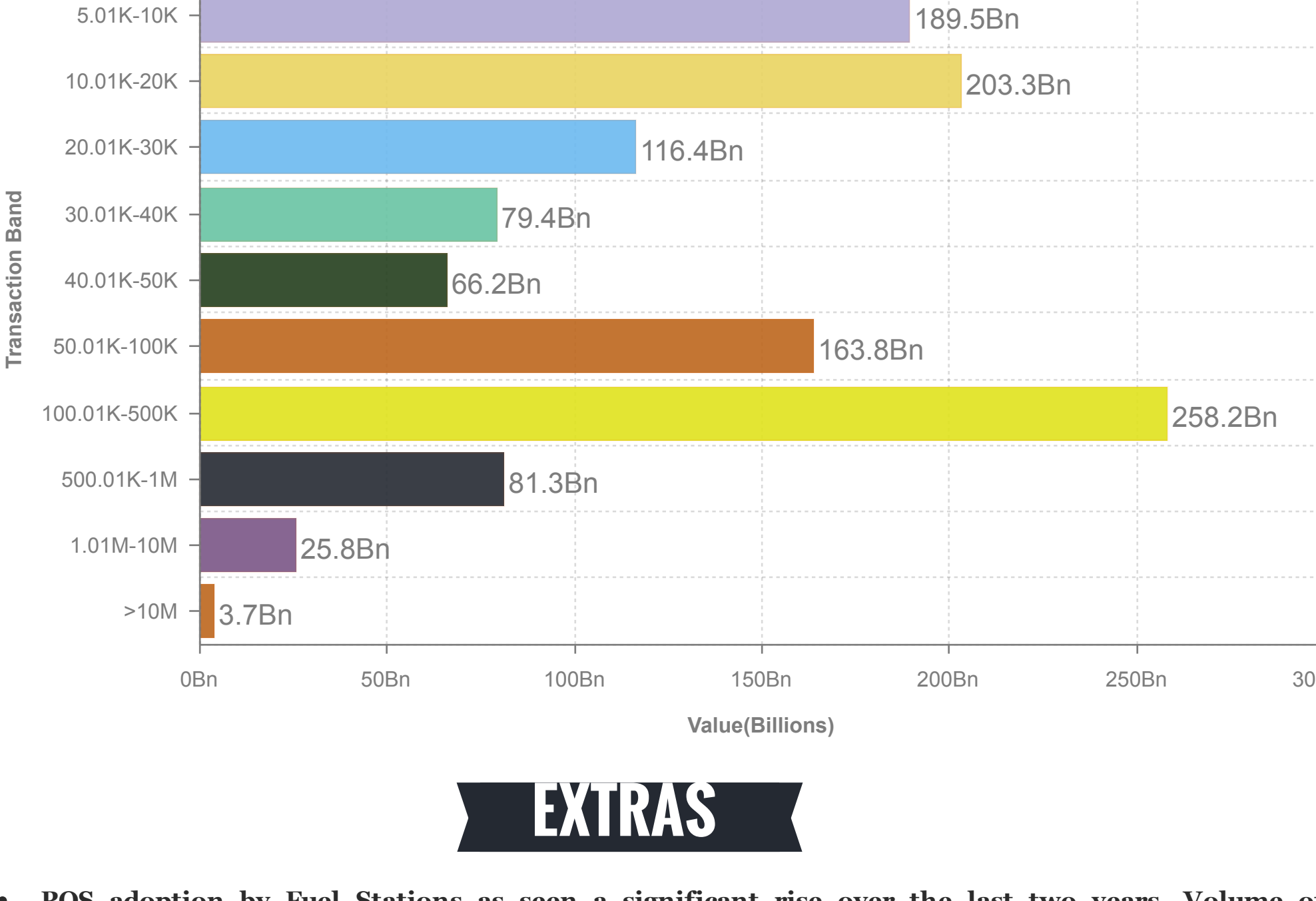
Volume Band

POS transaction by Volume Band



Value Band

POS transaction by Value Band



EXTRAS

- POS adoption by Fuel Stations as seen a significant rise over the last two years. Volume of transactions in 2017 was 10% of total transactions as compared to 5% in 2016
- The most common failure reason for POS transactions was Insufficient Funds (Error Code 51). This contributed 40% to the total failed transactions.
- Verve cards gained market share over its major players in 2017 making up 21% of total transaction volume in 2017. Visa volumes remained flat 16% while Mastercard dropped to 63% from 66% in 2016
- Despite the total number of active cards standing at over 84M, only 1% these cards are actively performing POS transactions.