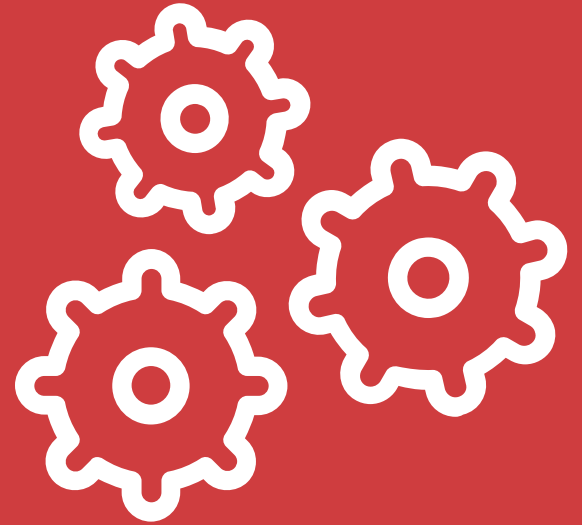


# POS ANALYSIS

# 2018 ANNUAL REPORT





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# POS: QUICK NOTES

## On POS Growth

Over the past 5 years, the volume of POS transactions has posted a 69% CAGR making the sector an active contributor to CBNs drive towards a cashless Nigeria. The global POS terminals market is expected to post a 8% CAGR over the next 5 years (Source: Technavio)\*. This growth is expected to further increase the volume of POS transactions over the same period.

## On Sector Performance

Active sectors in the economy still remain the Retail, Wholesale and FastFood recording a growth of 86%, 134% and 67% respectively when compared to 2017.

However, we have seen a major growth in Fuel Stations with a 159% growth as POS adoption continues to increase amongst Fuel Stations

## On Card Usage

Mastercard remains the card brand of choice as 57% of transactions were carried out using the brand. However, we observed marginal gains with Verve and Visa with an additional 4% and 1% respectively when compared to 2017.

## On POS transactions by Location

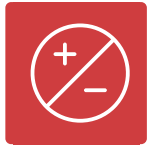
Lagos State remains the top destination for POS transactions; accounting for 53% of total volume. Rivers State and FCT has also witnessed marginal gains when compared to 2017.

## On POS failed transactions

15% of POS transactions failed in 2018. While this figure is quite high based on regulatory requirements, it is worth noting that 63% of these transactions were caused directly or indirectly by customer errors. This errors span from customers selecting the wrong account option to debit to insufficient funds in the chosen account type. 46% of the total failed transaction was caused by the error **"Not Sufficient Funds"**. Without these errors, the industry failure rate would drop drastically to 5%.

\*<https://www.businesswire.com/news/home/20181213005644/en/Global-POS-Terminals-Market-2019-2023-Advent-HCE-Based>

## POS: KEY FACTS



**285.9M**

**TOTAL VOLUME OF SUCCESSFUL TRANSACTIONS**



**2.3T**

**TOTAL VALUE OF SUCCESSFUL TRANSACTIONS**



**20.5M**

**TOTAL UNIQUE CARDS USED ON A POS TERMINAL**

KEY FACTS (CONTD.)



**122,261**

**NUMBER OF ACTIVE MERCHANTS**



**144,461**

**NUMBER OF ACTIVE TERMINALS**

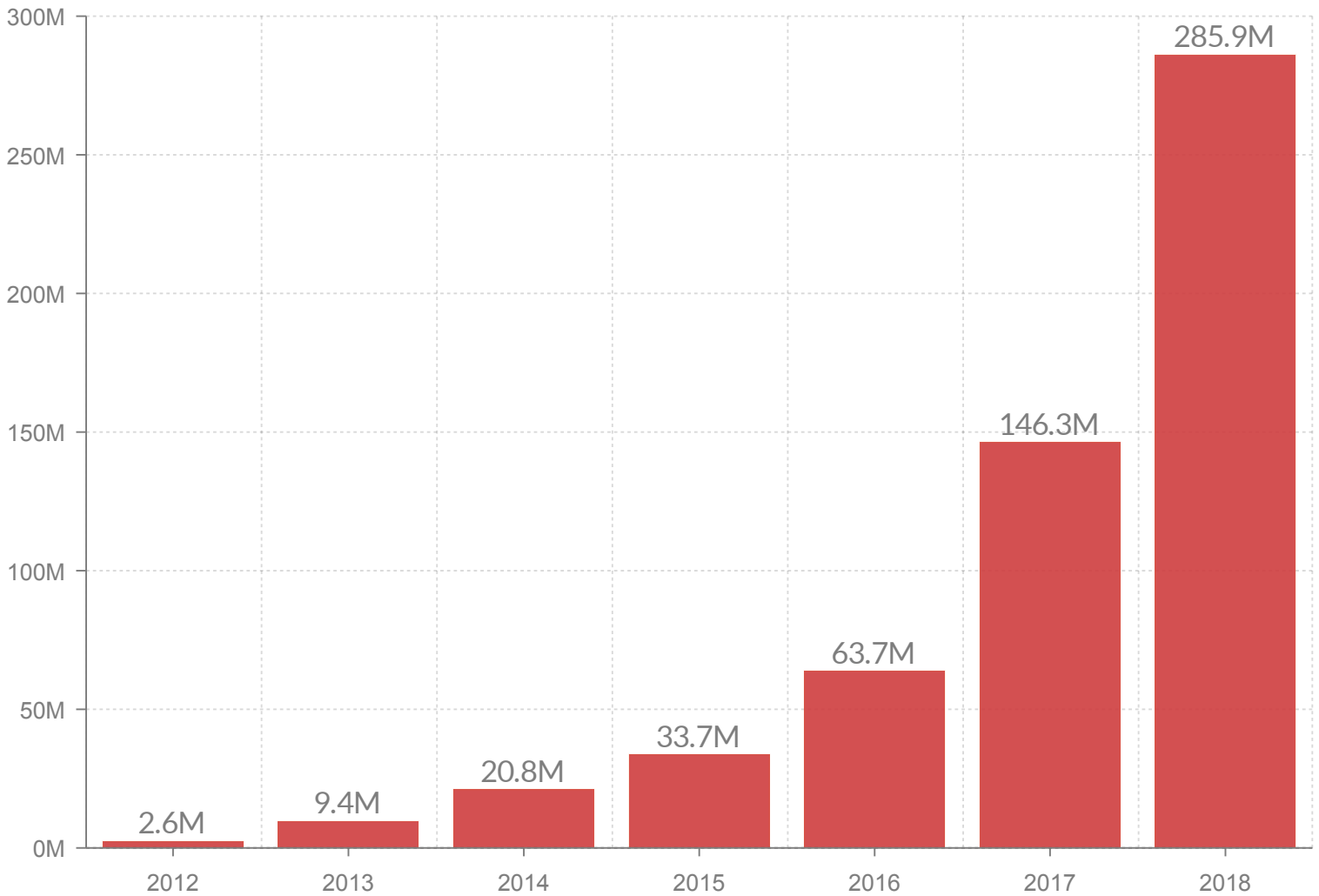


**85%**

**SUCCESS RATE ON POS**

# POS: KEY TRENDS

POS VOLUME (2012-2018)



**139.6M +**

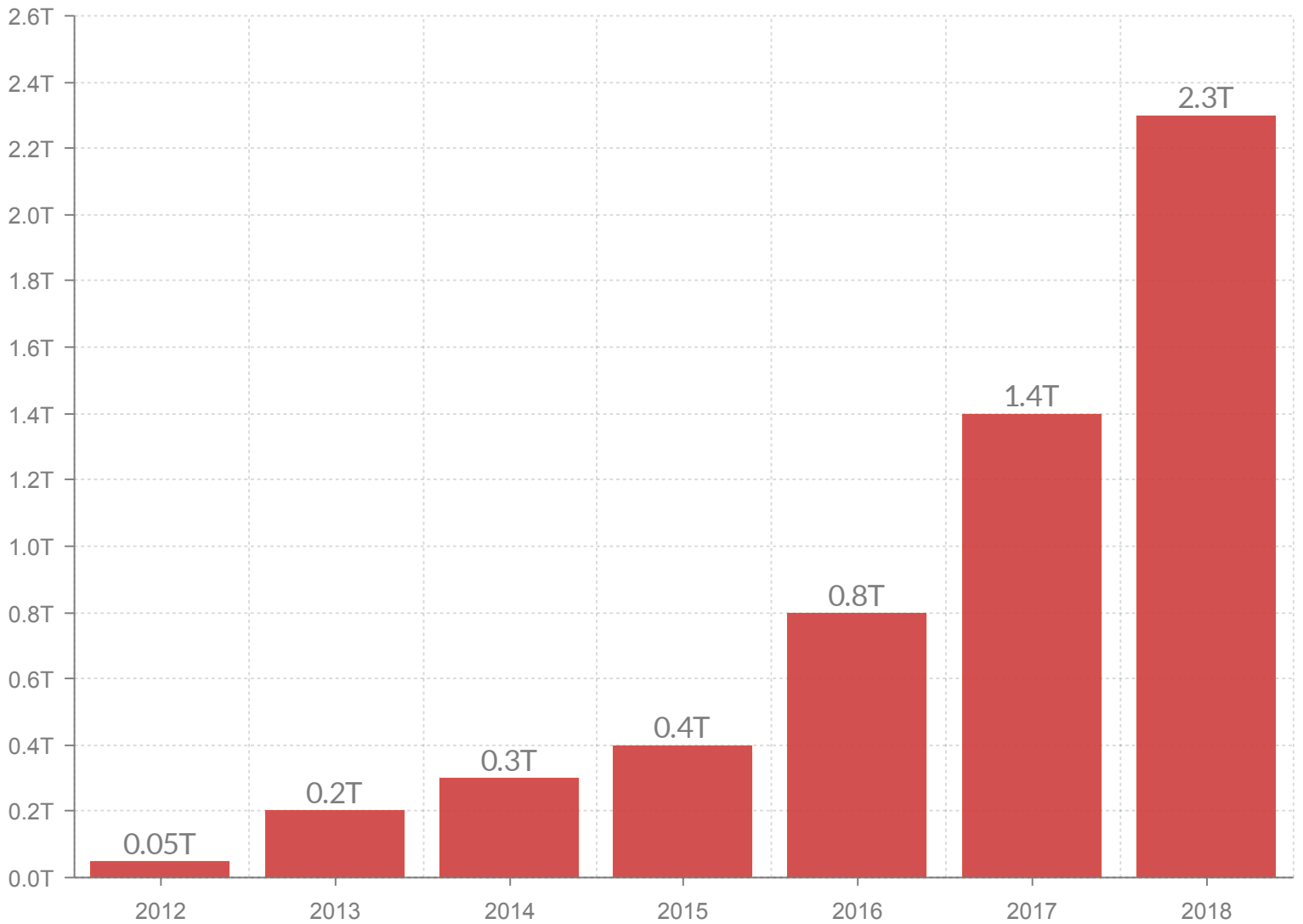
Success Transactions were added in 2018 as compared to 2017.

**+ 95%**

Growth Rate in POS transaction volume when compared to 2017.

# POS: TRENDS

POS VALUE (2012-2018)

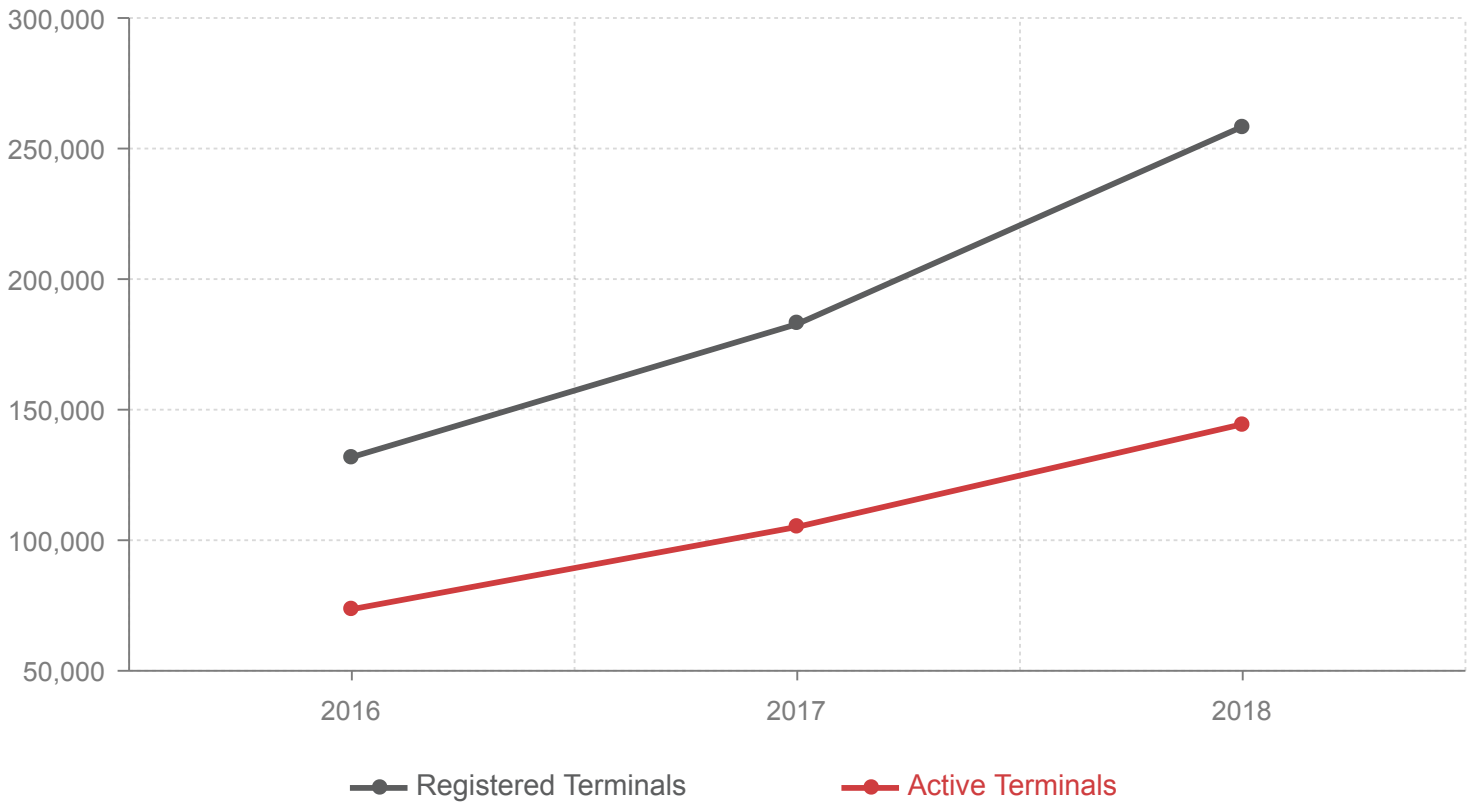


**+ 65%**

Growth Rate in POS transaction value when compared to 2017.

## POS: TERMINAL STATISTICS

REGISTERED VS ACTIVE TERMINAL 2016-2018



**70,887 +**

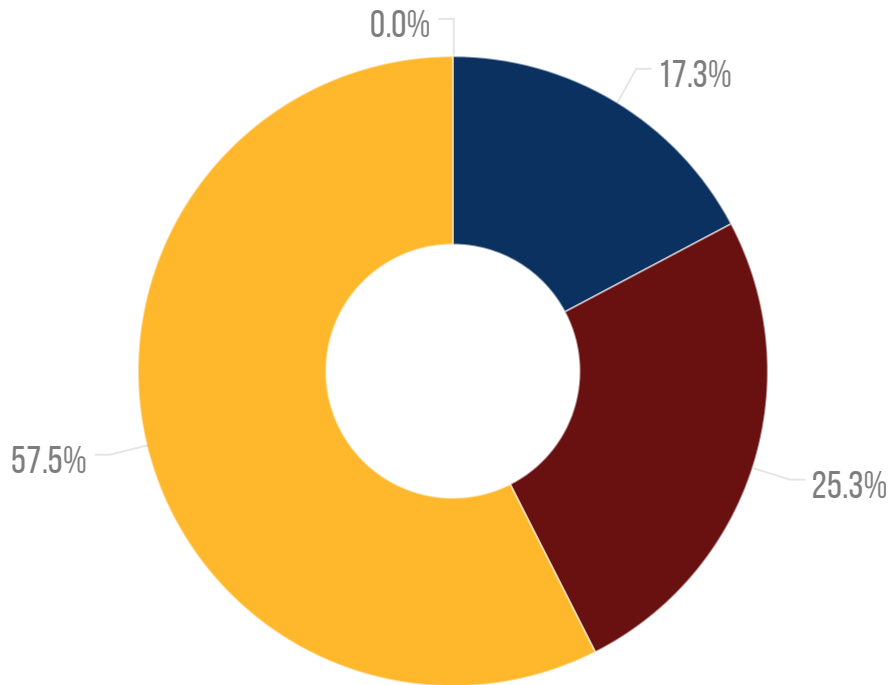
Active terminals were added between 2016 and 2018

**+ 96%**

Growth in Active terminals between 2016 and 2018.



## POS: WHAT CARDS WERE USED TO TRANSACT?



VISA

17.3%



VERVE

25.3%



MASTERCARD

57.5%



OTHERS

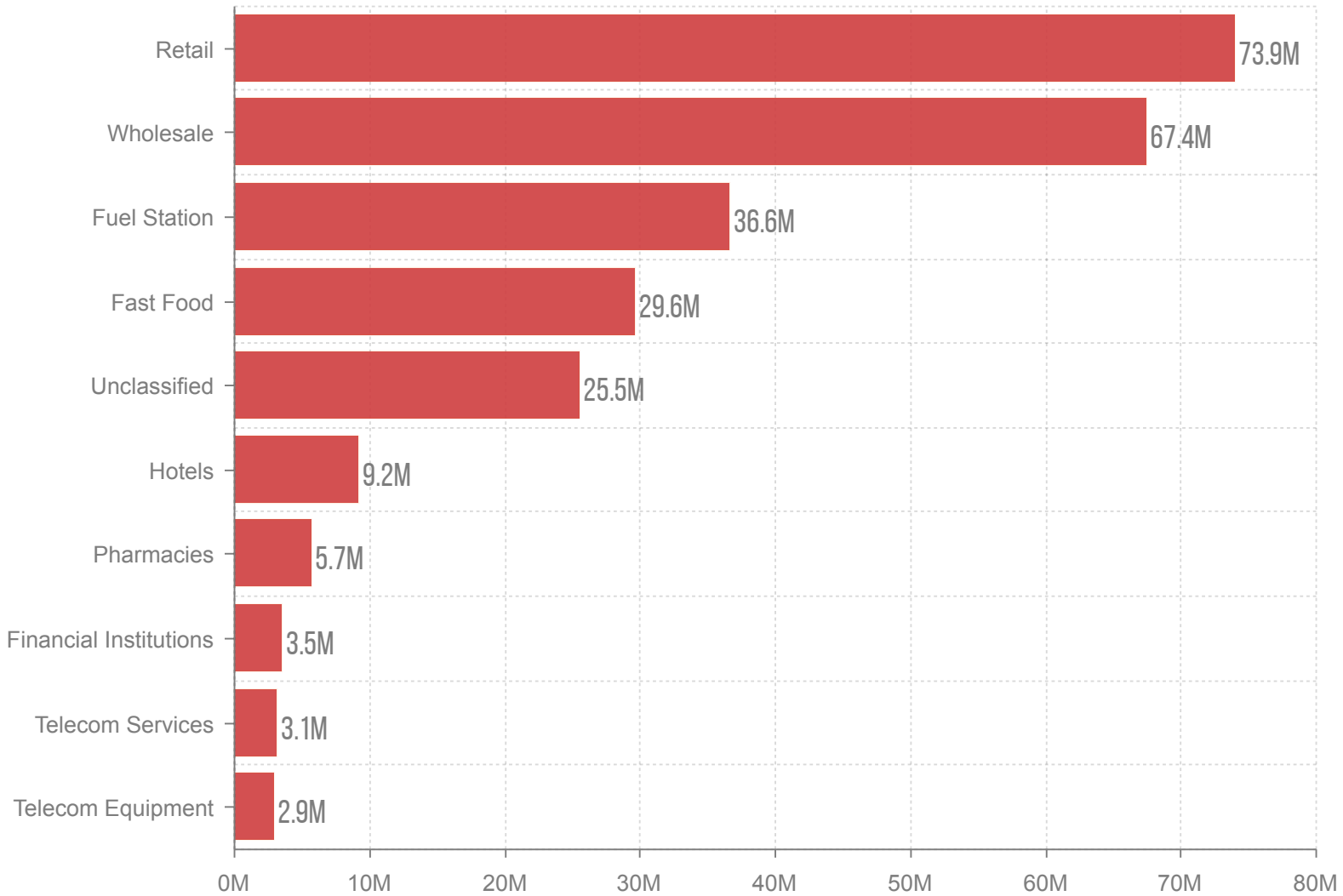
0.0%

# + 61%

Growth in Unique Cards used on POS terminals as compared to 2017.

# POS: WHAT SECTORS ARE BUZZING? (TOP 10)

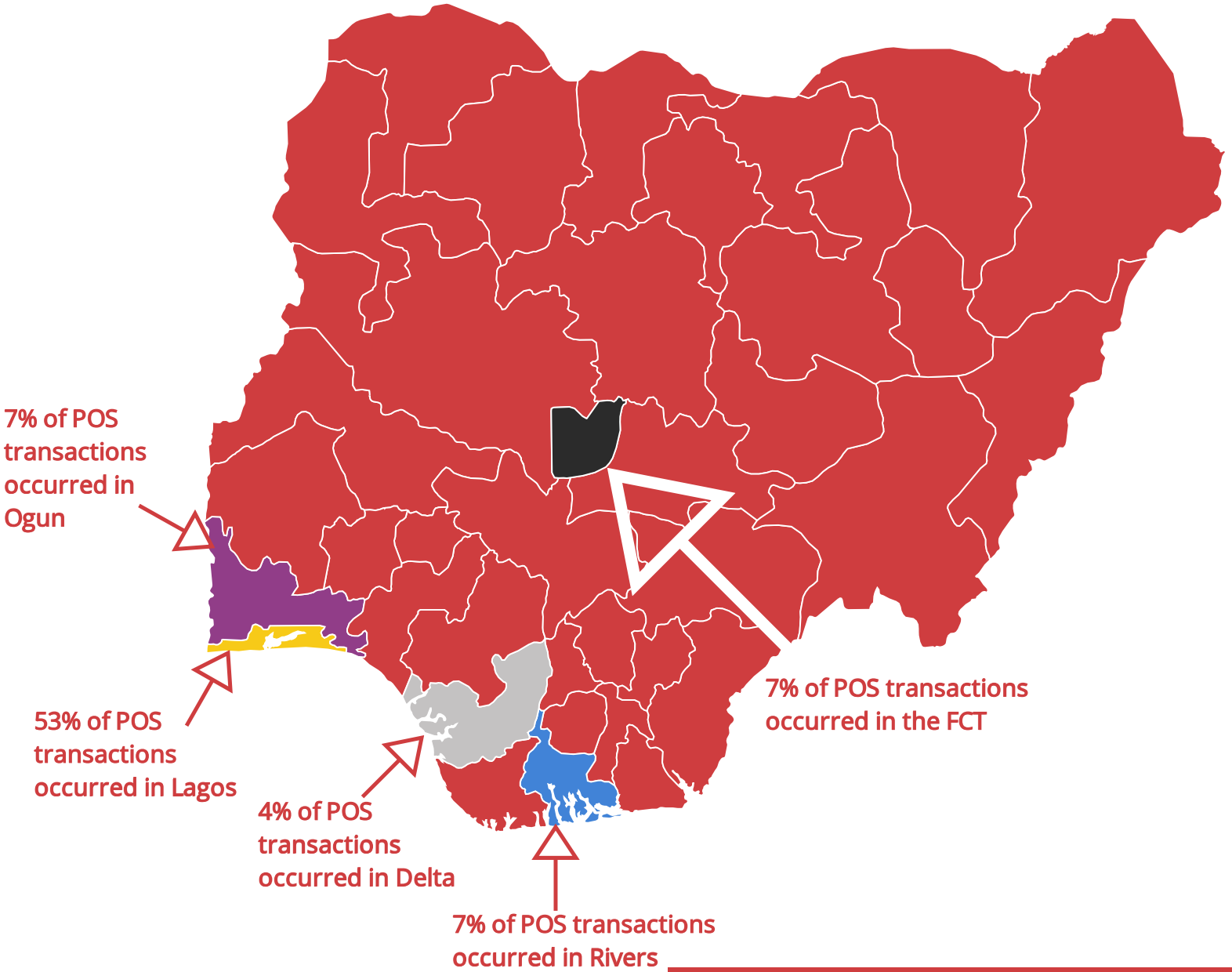
## VOLUME BY SECTOR



**+ 86%**

Growth Rate in the Retail sector when compared to 2017.

# POS: WHERE ARE THE TRANSACTIONS TAKING PLACE? (TOP 5)

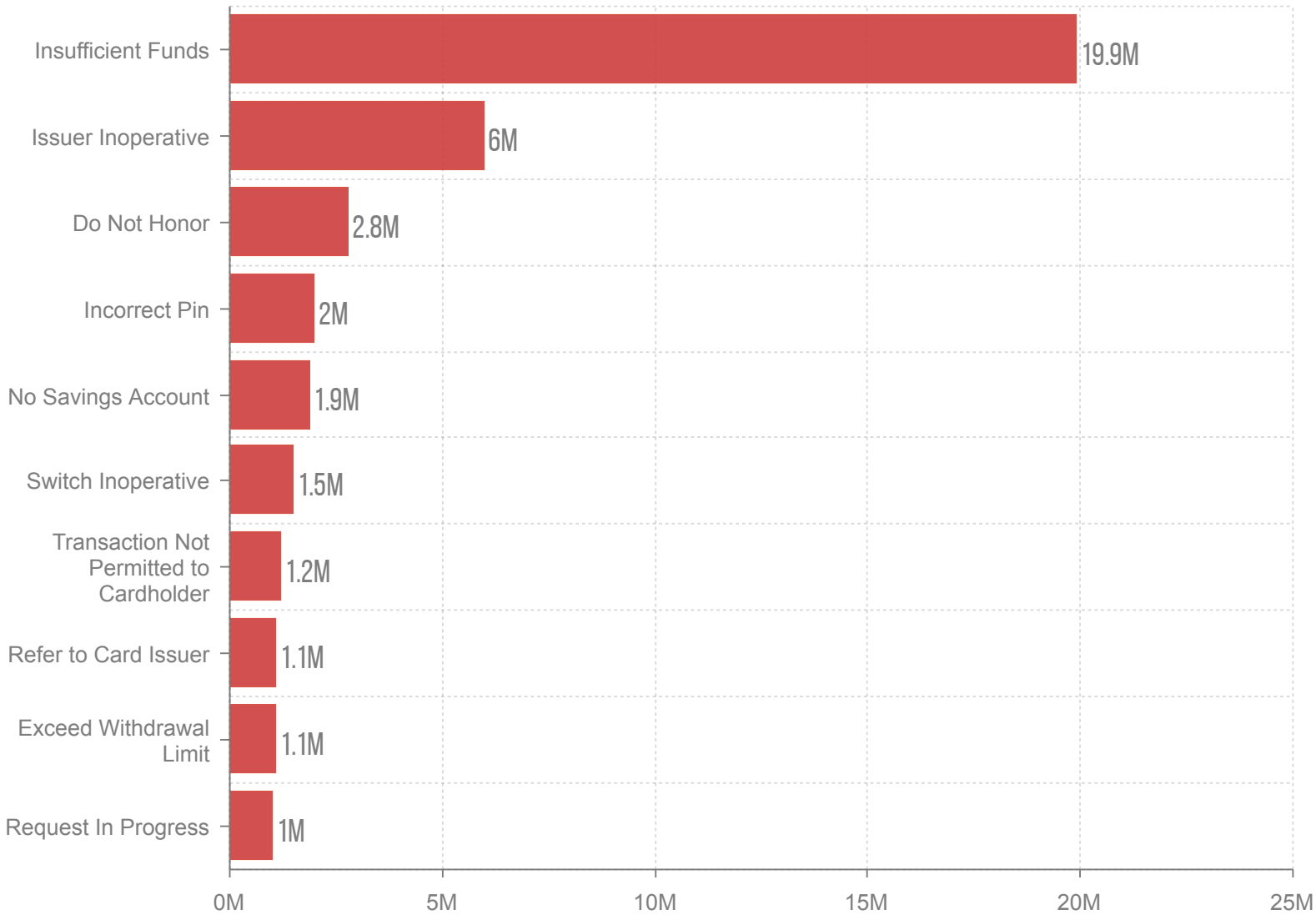


**+ 70%**

Growth Rate in the volume by residents in Lagos when compared to 2017.

# POS: FAILED TRANSACTIONS BY RESPONSE CODE (TOP 10)

## VOLUME BY RESPONSE CODE DESCRIPTION



**+ 63%**

Of all failed transactions were caused directly or indirectly by customer error.

**EXTRAS: WHEN DID THE MOST NUMBER OF POS TRANSACTIONS OCCUR?**

**21ST**

**DECEMBER 2018**

**1.3M**

**TOTAL VOLUME OF TRANSACTIONS**



**THANK YOU**

DO YOU HAVE ANY QUESTIONS?

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