



GROUP of women in NCD who were super excited to open their Hibiscus Cards.

## MiBank launches Hibiscus debit cards for women

MIBANK has launched a women's only Debit Card, recently in Port Moresby.

The launch was attended by MiBank board of directors, executive management, and representatives from the Diplomatic Corp, Central Bank and various Development Agencies.

Genevieve Daniels, manager digital financial services for MiBank, said women make up to 80 per cent of the purchasing decisions and up to 33 per cent of private enterprises globally, are women led or women owned.

According to available data, in Papua New Guinea women are not proportionally represented in the customer base of the Banking and financial services sector.

The importance placed on financial inclusion for women is illustrated by the commitments made by Papua New Guinea, through the Bank of Papua New Guinea and CEFI, reflected in PNG's international financial inclusion obligations under the Maya Declaration.

"We at MiBank recognize the barriers to access for women and we make no apologies for positively discriminating in favour of women, in order to bring them in to the formal financial sector," said Daniels.

"We understand the multiplier effect of investing in women with improved household outcomes in health and education," she said.

As a result of the challenges for

women, MiBank has designed the new dedicated product for women, known as the Hibiscus Card.

Through this Debit Card, women will be able to access a range of services including:

- Access to a network of 12 MiBank branches and some 85 Agents throughout PNG

- Access to MiBank's Digital Wallet called MiCash

- Access to BSP's network of ATMs and EFTPOS merchants throughout PNG, as a result of an existing agreement between MiBank and BSP

In addition to the broad access women will enjoy:

- No account opening fee
- No monthly service charge
- Higher than normal interest rate on balance of funds

- Dedicated support through MiBank's Call Centre and a WhatsApp number

- SMS tips on savings plus other services to come including proposed loyalty programs.

Without a doubt this new Hibiscus Card will provide women with a unique value proposition that will support them in achieving their diverse goals.

Whether they be women from the informal or formal sector or indeed students and young women.

MiBank stands by to support the women of PNG. This product is available and more information can be sort through the call centre on Digicel 16789 (free call).



### EMPOWERING THE WOMEN OF PNG

#### THE HIBISCUS DEBIT CARD

The Hibiscus Card has been specifically developed for PNG women, providing additional advantages not available with other cards; such as earning a higher interest rate on savings, no monthly account keeping fee, and dedicated support. To find out how to obtain your Hibiscus card contact us today!



#### KEY ADVANTAGES

- Financial independence
- Savings tips to reach your goals
- Women's Customer Service support via WhatsApp 73869661
- Enjoy interest rate of 1.50% pa on balance over K1,000
- Receive balance alerts on your phone

CALL MIBANK

**16789**

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