



# **CASHLESS POLAND PROGRAM**

**Commercial Counsellors' Club**

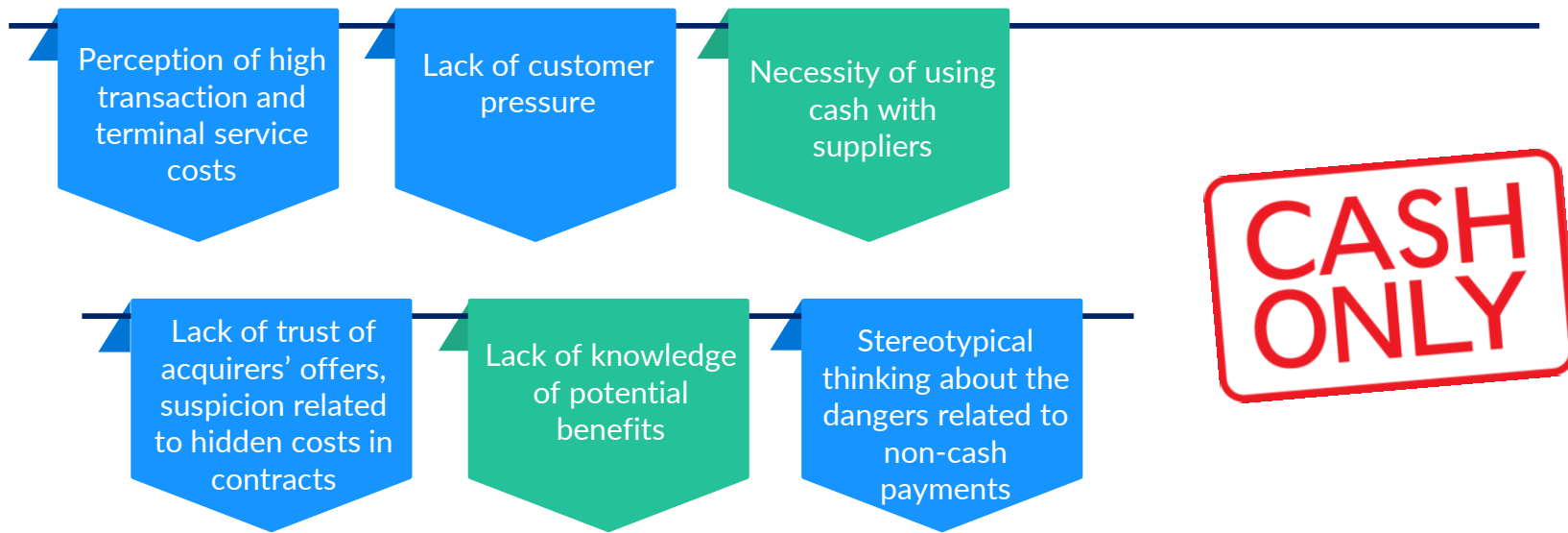
**Warsaw, 6<sup>th</sup> March 2020**

- In 2016 there were 895,000 active merchants (who sold their products physically) in Poland
- 692,000 of them did not accept card payments



In 2016 **77%** active point of sales did not accept card payments

## MAIN REASONS FOR NON-ACCEPTANCE OF CARD PAYMENTS



## PAYMENT TERMINAL FOR FREE FOR 12 MONTHS

- Financing period – 12 months per terminal
- Coverage of terminal installation costs as well as transactional commission costs – up to turnover of PLN 100,000 per year, per terminal
- Maximum number of terminals for one merchant – 3

### STANDARD MERCHANTS

- Micro, small and medium-sized merchants
- Private entities other than entrepreneurs
- Public sector institutions other than administration (schools, theaters, foundations)



### PUBLIC SECTOR INSTITUTIONS

- Public administration
- Government offices
- Municipal offices
- Courts
- Public healthcare
- Traffic police



# CASHLESS POLAND PROGRAM

## STAKEHOLDERS & PARTNERS



ZWIĄZEK BANKÓW POLSKICH



KOMITET  
AGENTÓW  
ROZLICZENIOWYCH



Rada Wydawców Kart Bankowych  
Związek Banków Polskich



**VISA**



MINISTERSTWO  
ROZWOJU

## THE FUND



15 ACQUIRERS

NEW ACQUIRERS FROM  
EU IN POLISH MARKET

INCREASED ACTIVITY OF  
BANKS

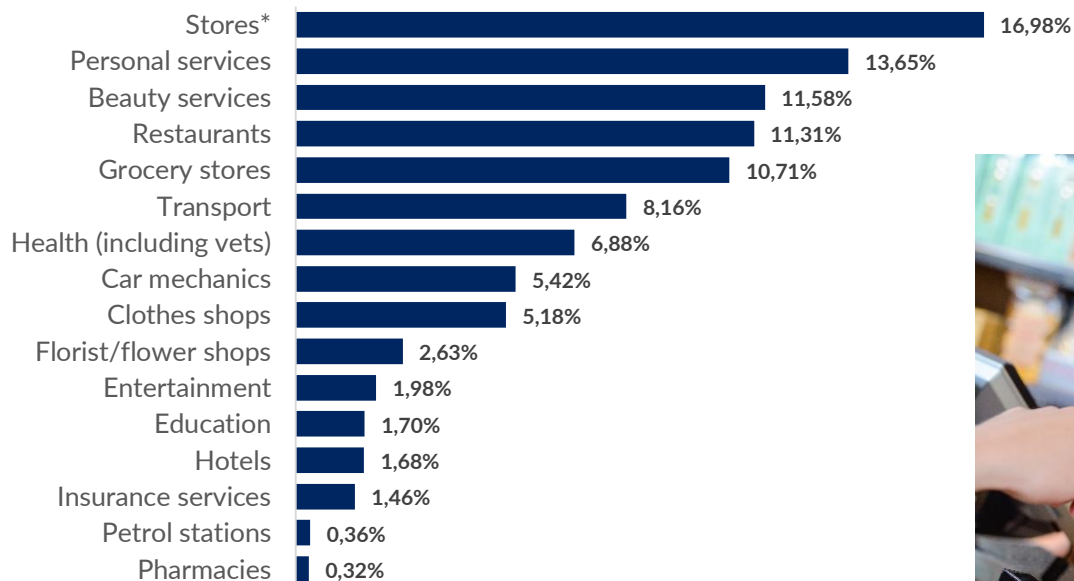
NEW DISTRIBUTION  
PARTNERS (TELECOMS,  
CR DISTRIBUTORS)

NEW SALES CHANNELS  
(INCLUDING REMOTE)

NEW PRODUCTS – mPOS,  
softPOS

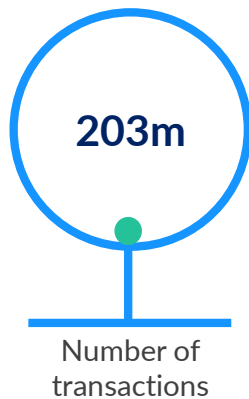
## ENTREPRENEURS IN THE PROGRAM BY SPECIFIC INDUSTRY

Most popular industries in which the terminals in the Cashless Poland Program operate



\* other than grocery and clothes stores

## ACTIVITY OF TERMINALS IN THE PROGRAM

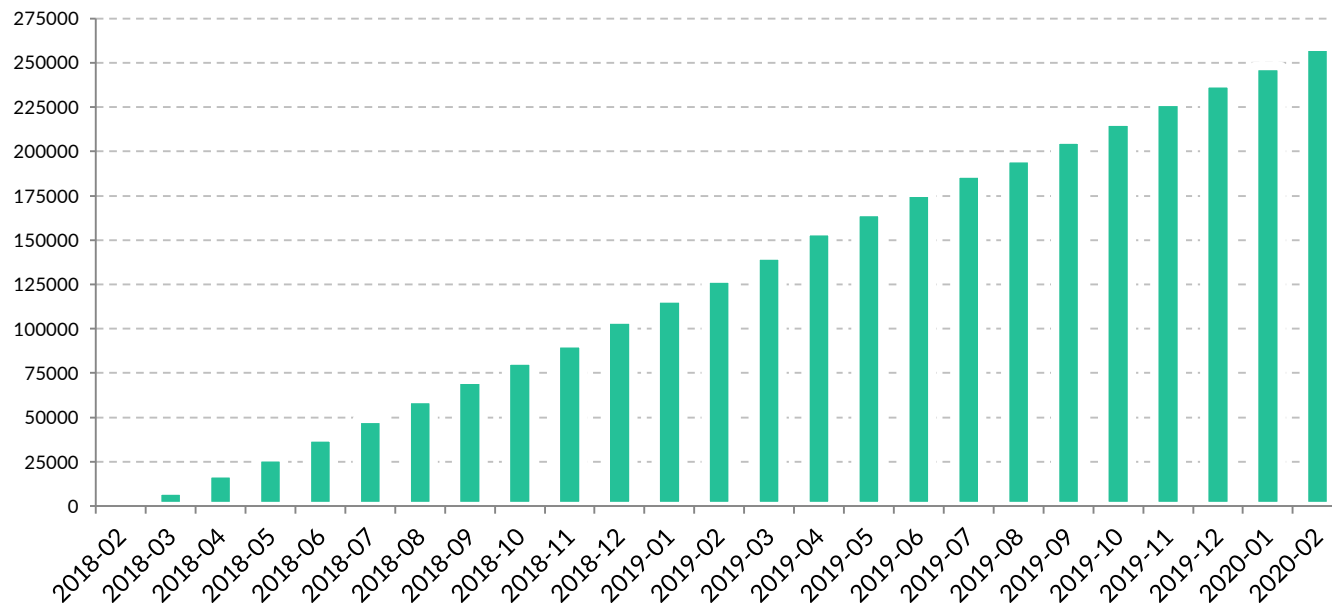


# CASHLESS POLAND PROGRAM

## STATISTICS



### Number of terminals in Cashless Poland Program



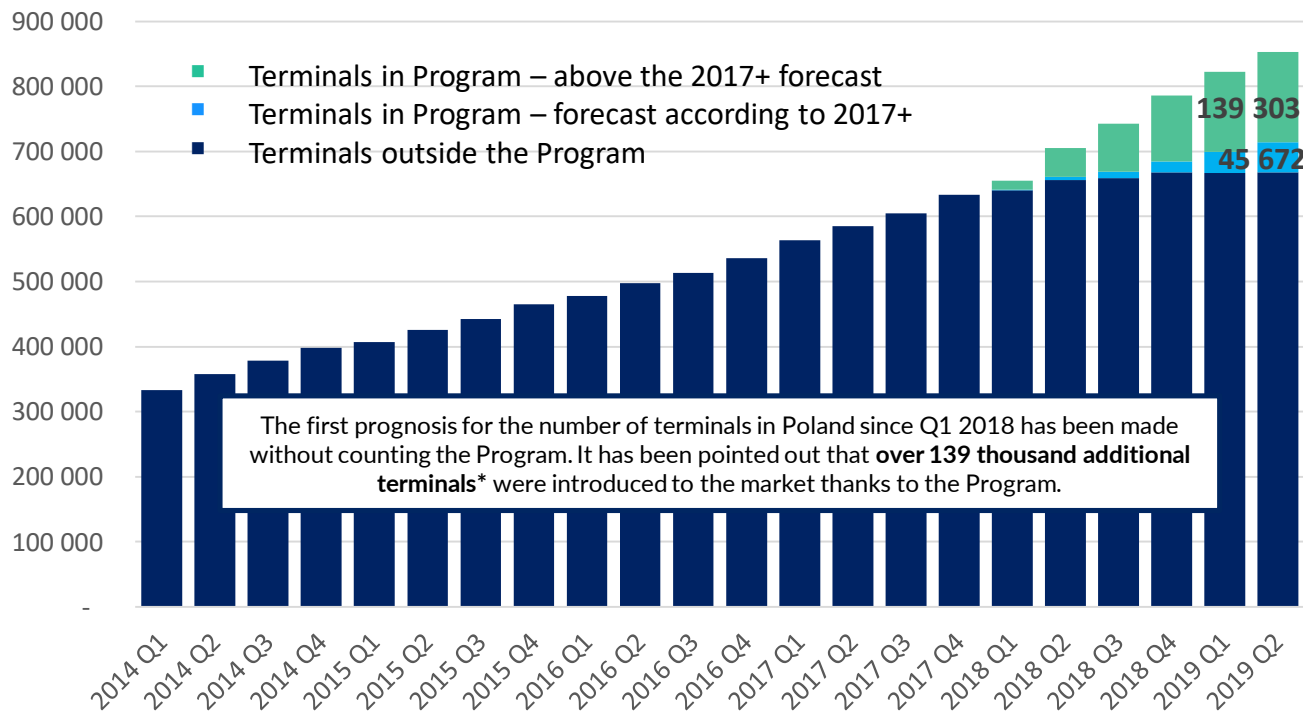
190k

Merchants participating in  
the Program

260k

Terminals installed  
under the Program

# WHAT IF THE PROGRAM HAD NOT BEEN LAUNCHED?



"The Program is very cool. Customers are happy to pay by card."

[Tourism, recreation]

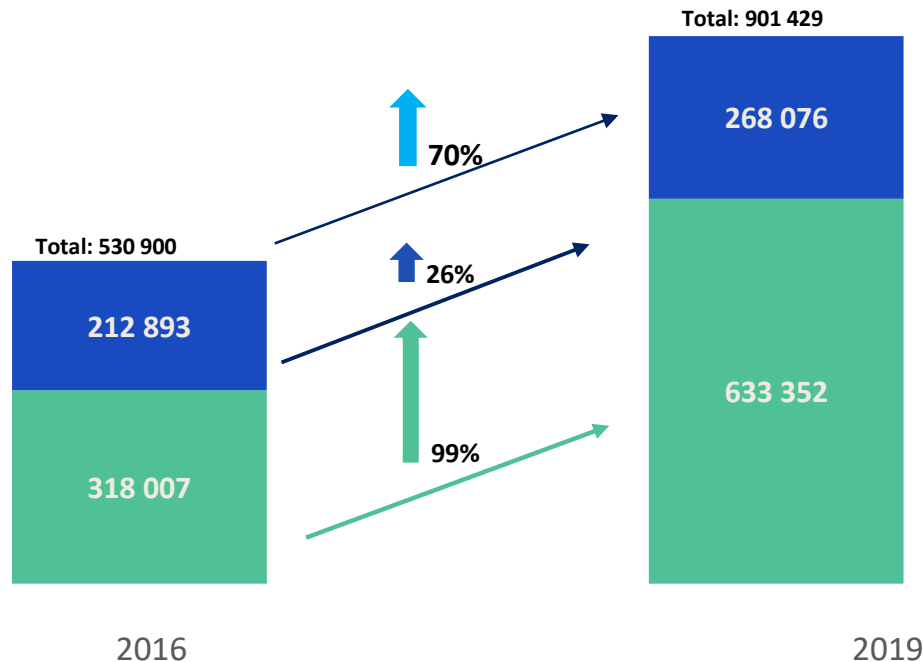
"In our industry, it's perfect for us, because we have two high seasons per year. And if we had to pay the 40 or 50 PLN per month in the off-season, which is 4 about months, then it's quite a big cost for something just lying there."

[Tyre service]

"When they find out they can pay by card, they smile..."

[Car service]

# NUMBER OF POS TERMINALS



The growth of the number of POS terminal for SME was much faster than for large companies

■ Number of large companies' terminals

■ Number of SMEs' terminals

- Sources: Cashless Poland, Narodowy Bank Polski, Polasik Research

# CASHLESS ACCEPTANCE GAP (PAYMENT EXCLUSION) IN SMES' SECTOR - COMPARED TO 2016



## Enterprenours

Reducing the gap by **28%**  
**90%** of this is the Cashless Poland (CP)  
contribution



Total GAP in 2016: **687k**

2019:



## POS (SALES DESKS\*)

Reducing the gap by **22%**  
**76%** of this is the Cashless Poland (CP)  
contribution



Total GAP in 2016: **1 456k**

2019:



The Poland Cashless Program  
reduced the financial exclusion  
of entrepreneurs in Poland

REMAINING GAP

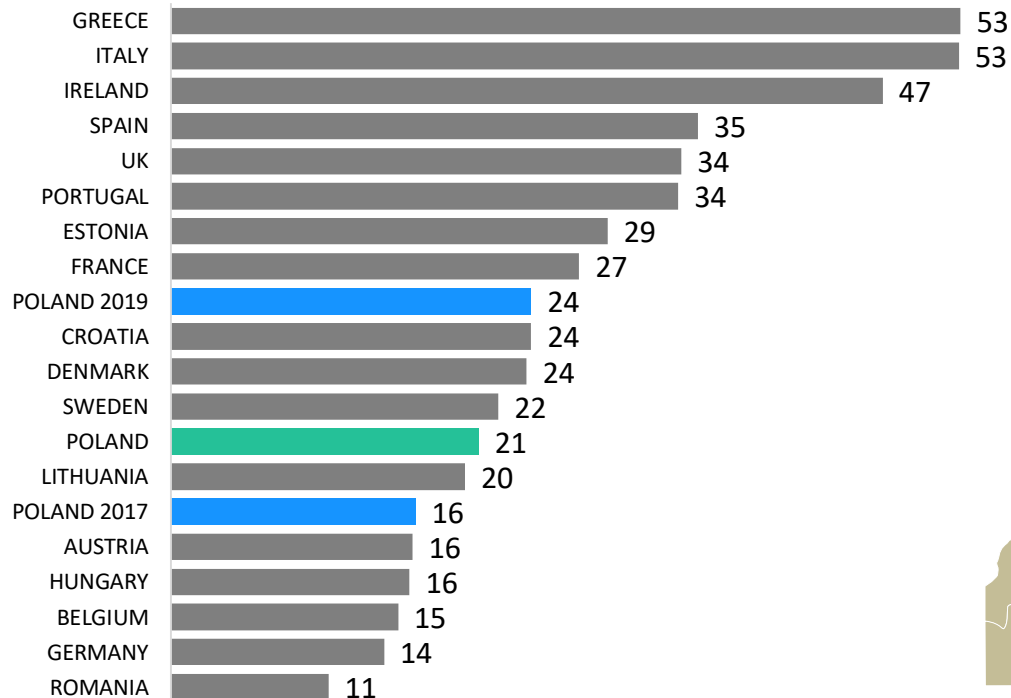
CLOSING GAP BY CASHLESS POLAND

ACCEPTANCE GROWTH OUTSIDE  
PROGRAM

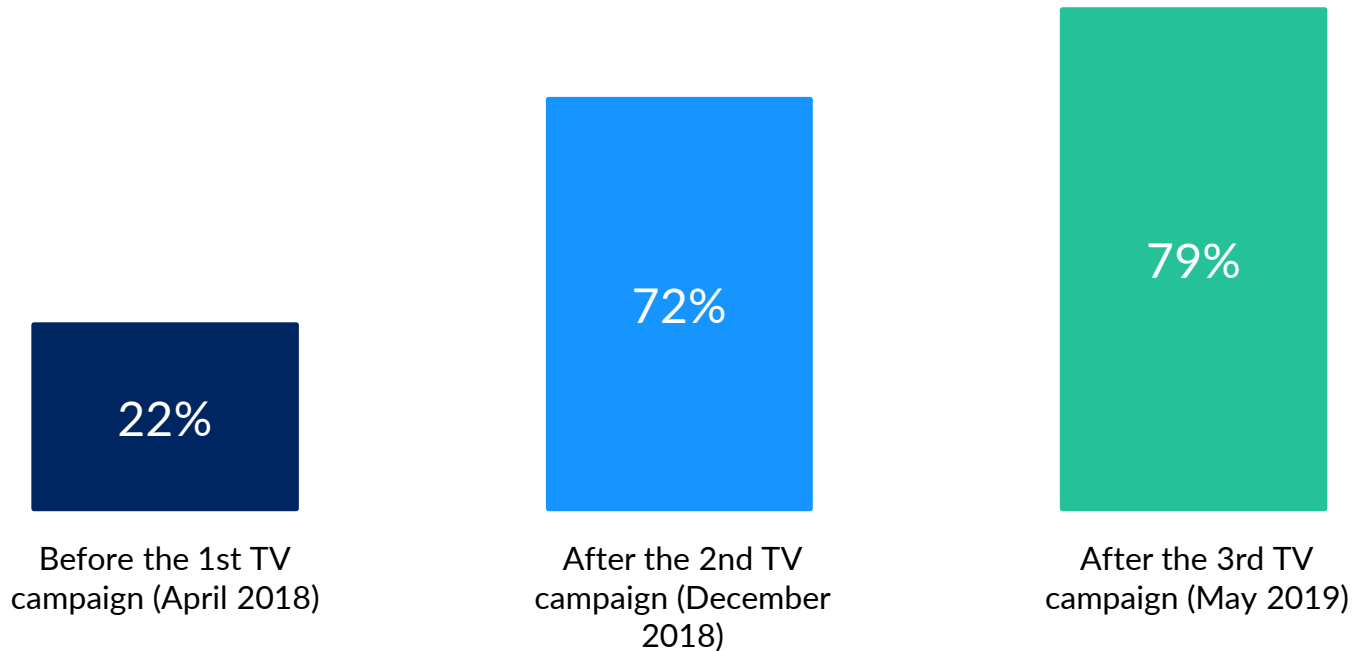
# CASHLESS POLAND PROGRAM

## IMPACT ON THE MARKET

TERMINALS PER 1000 INHABITANTS (2018)



## AWARENESS OF THE CASHLESS POLAND PROGRAM



# COMMUNICATIONS EFFECTS



90%

Respondents say that the rules of the Program are **clear and understandable**

88%

Program participants claim that the Program is **attractive** for entrepreneurs without payment terminal option

95%

Program participants **recommend** the payment terminals and the Program to other SMEs

61%

Respondents **know** the logo of Cashless Poland

# IMPACT OF THE CASHLESS POLAND PROGRAM ON STAKEHOLDERS



## Consumers

1. Providing freedom of choice of payment method;
2. Saving time due to fewer cash withdrawals;
3. Greater convenience in payments and managing personal finances;
4. Increased financial awareness and reduced exclusion.

## Merchants

1. **Opening up to customers** using only cashless payment instruments (not available so far) as a result of an increase of turnover;
2. Possibility to test and learn how to use payment terminals free of charge;
3. Breaking down barriers related to the financial and digital exclusion of some microentrepreneurs;
4. **Reduction of cash handling costs and risks** (both in terms of B2B costs and time needed);
5. Reduction of queues thanks to contactless payments.

## Public sector

1. Black economy area restriction;
2. Preparing traders for online cash registers;
3. Digitalization of an important area of the economy (payments).

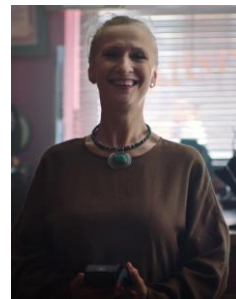
## Acquirers

1. **Increased demand** for services provided by acquirers;
2. **Multiple marketing activities** in the area of acquiring services;
3. **Mass education** of entrepreneurs on many aspects of acquiring services;
4. Possibility of **quick cost amortization** of the terminal network;
5. Consumers' getting used to terminals and reducing the "risk" of losing customers
6. Possibility of **expanding the base of entities to which additional services can be provided** (Cash back, DCC, insurances, bill payments, phone top-ups).

# CASHLESS POLAND - TV COMMERCIAL 2019



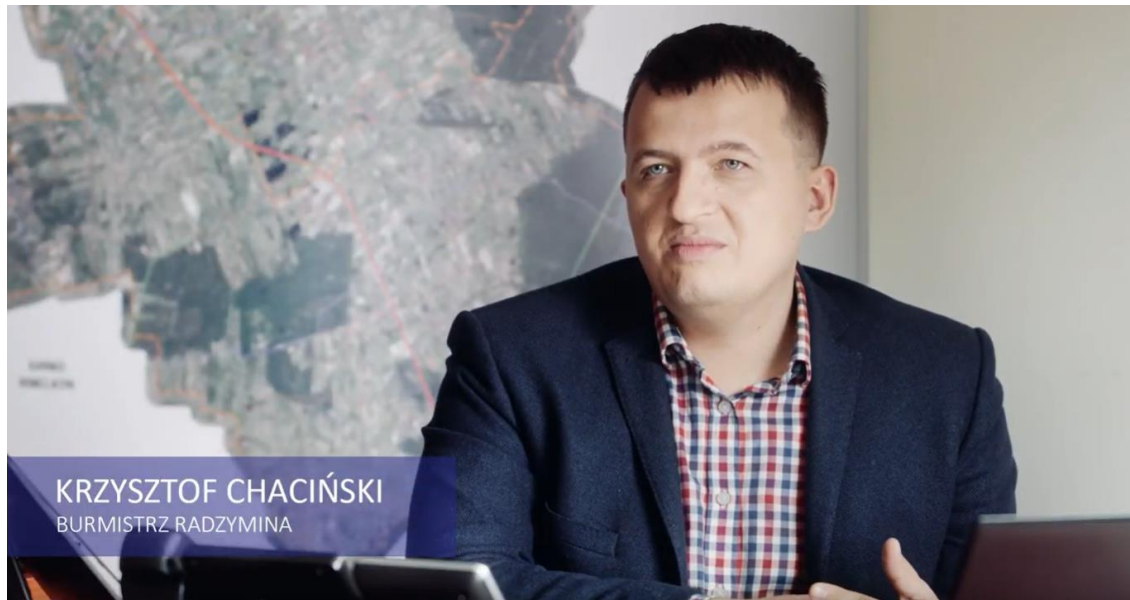
WIFE'S BIRTHDAY 30'



3 x 15'



## VIDEO TESTIMONIAL MAYOR OF A SMALL TOWN - RADZYMIN



60'

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