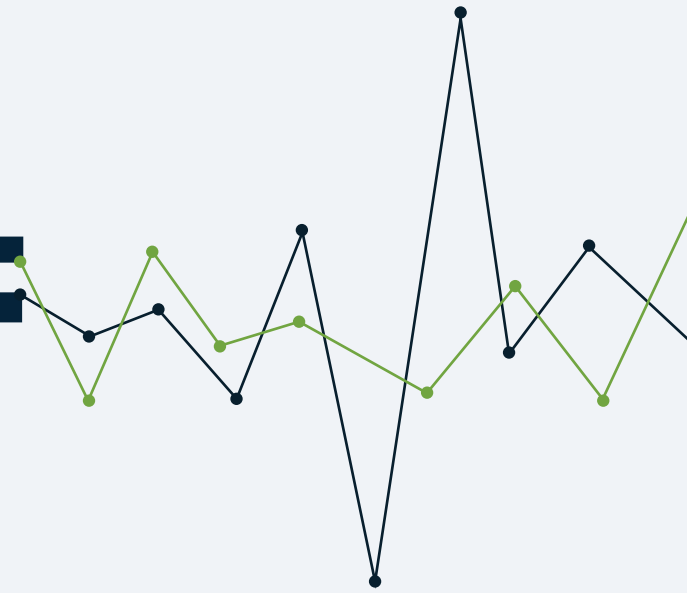




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ANNUAL REPORT

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About MIX

MIX envisions a world where appropriate and accessible financial services are available to everyone, everywhere. We deliver strategically important data, insights, and market intelligence to key decision makers in the financial inclusion industry. Our decision support platforms serve as the infrastructure that enables coordinated investment, effective policy, and positive social outcomes for the financially underserved.

GLOBAL PARTNERS

MetLife
Foundation

The MasterCard
Foundation

Citi Foundation


IFAD
Investing in rural people

CGAP

UKaid
from the British people

PROJECT PARTNERS

Michael & Susan Dell
FOUNDATION

FORDFOUNDATION

McGRAW HILL
FINANCIAL
Essential Intelligence

Funded by the
Cisco Foundation

“
We are ready
to take the next
step on the path
to achieving
our vision of
appropriate
and accessible
financial services
for *everyone,*
everywhere.”

Dear Colleagues,

For those who strive to promote financial services for the unbanked, the world is changing faster than ever. A wide range of credit, savings, and insurance products are becoming available, and the digital revolution is shaping delivery in ways that were unimaginable when MIX was founded in 2002. The evolution in providers is no less swift—microfinance institutions and commercial banks have been joined by post offices, mobile network operators, and agent networks, with market development nurtured by forward-thinking government officials. The volume of information available to make sense of this rapid change is expanding just as quickly.

Four years ago MIX outlined our strategy for addressing this reality. We sought to streamline the reporting flows between financial service providers and their investors, broaden our coverage of the financial inclusion landscape beyond microfinance, and develop distinctive products that improve decision-making and generate revenue to support our mission.

With the launch of a new tool (MIX Report Express), a new website (FINclusion Lab), and two new products for investors, funders, and industry leaders (MIX Silver and MIX Gold), we are ready to take the next step on the path to achieving our vision of appropriate and accessible financial services for everyone, everywhere.

In developing MIX's new strategy for 2016-2020 we heard from the leading voices in financial services provision for the poor. You told us about your plans for growth into emerging areas such as digital financial services, smallholder agriculture finance, and small and medium enterprises. You asked for help making sense out of mountains of data with analytical tools and clear, focused insight. And you endorsed our model for sustainability, which supplies actionable analysis to decision-makers while furthering the public's understanding of our industry.

Our strategic plan will build on MIX's strong local partnerships across the globe and our deep experience in providing data, analytics, and insights that empower decision-makers to build an inclusive financial services ecosystem. I look forward to sharing the details of our plans with you in the coming months and working with you to realize our vision.

With warmest regards,

JANE EDDY
Chair of the Board

Board of DIRECTORS

(AS OF JUNE 2015)

JANE EDDY
Chair and Secretary
Standard and Poor's (retired)

•••

ROBERT ANNIBALE, JR.
Global Director, Inclusive Finance and
Community Development, Citi

•••

LINDA BIRBARA
Global Head of Strategy, Thomson Reuters

•••

SEEMA DESAI
Director of the Mobile Money Unit
GSMA

•••

MAYADA EL-ZOGHBI
Treasurer
Senior Microfinance Specialist, Consultative
Group to Assist the Poor (CGAP)

•••

MARTIN HOLTSMANN
Head of Microfinance Unit, Global Financial
Markets Department, International
Finance Corporation

•••

HAL STERN
Executive Director for Applied Technology,
Merck and Company

•••

JEFF BINSTOCK
CEO, MIX

•••

MARIO CASABONA
Board Observer
CEO, TechLaunch

Accomplishments IN FY2015

Building Industry Infrastructure to Reduce the Reporting Burden

In April 2014 we launched MIX Report Express (MRE), an online reporting tool that allows financial service providers (FSPs) to report their performance data to multiple stakeholders at once. MIX Report Express aims to reduce the reporting burden for FSPs through harmonization while providing quality assurance for investors through data review and quality checks. As of June 2015, 1,141 FSPs were using MIX Report Express.

Of those institutions, 334 (representing an estimated 37% of microfinance borrowers globally) were using MIX Report Express to report to a dozen clients of our MIX Gold portfolio reporting service. Some of the investors and networks receiving FSP reports through MIX Gold include Citi, International Finance Corporation (IFC), The MasterCard Foundation, United Nations Capital Development Fund (UNCDF), Accion, Small Industries Development Bank of India (SIDBI-PSIG), and Women's World Banking.

We are continuing to invest in MIX Report Express to standardize data definitions across a wider range of financial and social performance indicators and enhance data completeness and accuracy. We are also set to pilot our FSP Engagement Initiative that will deliver performance summaries to contributing FSPs, increase the completeness of submitted data, and increase the number of FSPs reporting to MIX.

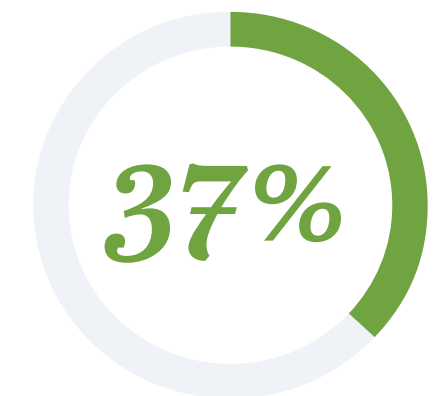
Market Intelligence: Deeper Country Insights

Our market intelligence service, MIX Silver, provided timely insights on 20 countries of keen interest to microfinance investors while increasing the transparency of the financial services industry. Market data for our *Quarterly Factsheets* were sourced by on-the-ground analysts who bring subscribers up-to-date trends and analysis on local market developments. Our *Barometer* reports used quarterly survey responses from FSPs to forecast market movement with a particular focus on outreach, risk, and portfolio size.

We also published regional insights in partnership with the Inter-American Development Bank Group. *Microfinance Market Trends in Latin American and the Caribbean 2009-2014* found that, among our sample of 58 specialized microfinance institutions, both the total portfolio and microcredit loan portfolio grew just 3% in 2014. The portfolio at risk over 30 days declined on the whole over the 2009-2014 period, and represented 5.4% of total loan portfolio at the end of 2014, while the write-off ratio increased slightly to 4%. Profitability remained stable over the period, at 2.8% return on assets.

1,141

As of June 2015, 1,141 FSPs were using MIX Report Express.



334 FSPs, representing an estimated 37% of microfinance borrowers globally, used MIX Report Express to report to a dozen clients of our MIX Gold portfolio reporting service.

558

We developed 122 market intelligence publications based on data from 558 FSPs in 20 countries.

Demonstrating Our Commitment to Social Performance Measurement

In May, we improved the tools available to MIX Market users for analyzing social performance data. With our Cross-Market Analysis tool, users can now view multiple years of social performance profile data and analyze it side-by-side with financial and operational performance.

We also published two articles on India, the country with the greatest number of FSPs reporting social performance data to MIX. *State of Social Performance in India* found that Indian FSPs, like their peers in other countries, still have difficulty reporting outcomes related to their social goals - a sign that social performance practices remain focused on procedures rather than outcomes. *Social Performance Data Quality at MFIs in India* introduced findings from our desk review pilot program, a process that improves the quality of social performance data reported to MIX, which can then be used by networks, funders, and FSPs to enact operational improvements.

Expanded Country Coverage for FINclusion Lab

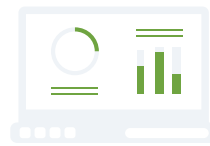
FINclusion Lab, our financial inclusion data visualization platform, continued to expand its country coverage throughout FY2015. The interactive platform now features dashboards for 21 countries across Africa, Asia, and Latin America. Users can analyze the access and usage of financial services for excluded communities at national and subnational levels and uncover new opportunities for expansion.

Drawing insights from these datasets was the focus of numerous blog posts from MIX this year. In February we revealed that *Malawi made significant progress* in financial inclusion due to its emphasis on mobile money operators and improving technology infrastructure. However, as our dashboards show, the majority of financial access points still tend to gravitate to the three largest cities, indicating that obstacles to full financial inclusion - including poor physical infrastructure - still exist. Similarly, with data provided by the Bank of the Republic of Burundi, we were able to plot the financial access points across the country. Our *data visualizations* illustrated that more than half of bank branches and ATMs were clustered in and around the capital city. For a country with a target of 25% financial inclusion by 2020, our dashboards will help government officials identify priority districts and focus their strategic efforts on areas with few access points but substantial populations.

...
70 Million

The number of total active borrowers covered by FSPs reporting social performance data to MIX.

...
21



FINclusion Lab now features interactive dashboards for 21 countries across Africa, Asia, and Latin America.

...

Current and Upcoming Initiatives: 2016 AND BEYOND

2015 was an important and successful year for MIX. As the financial inclusion landscape continues to evolve and expand, MIX has followed a similar trajectory. We have listened to stakeholders across the industry to ensure our work empowers decision-makers to build an inclusive financial ecosystem.

A Better Website for Our Users

One of the largest initiatives planned for this year is the redesign of our websites. Market research and feedback from users indicated significant gaps in usability and functionality. Because our core product is embedded within our website, improving the user experience will help industry stakeholders access market insight more easily, use our tools more frequently, and engage more deeply with the content. As MIX works to generate greater revenues from customer subscriptions, our digital properties must provide a world-class experience. A new look-and-feel will refresh the MIX brand as we look to the future. The three websites - themix.org, mixmarket.org, and finclusionlab.org - will be integrated to create a seamless user experience and are slated for launch in the second quarter of 2016.

Financial Inclusion: State of the Data

At the AFI Global Policy Forum MIX launched the *State of the Data 2015* report, an assessment of available financial inclusion data. The report found that while there has been notable progress in data and measurement overall, a more nuanced picture is needed to identify specific opportunities to increase the reach and quality of financial services for underserved populations and businesses.

The report was well received, stirring conversation around the gaps in financial data at a subnational level. NextBillion, Accion's Center for Financial Inclusion, and AFI Global featured the report on their websites, resulting in increased traffic to our FINclusion Lab platform.

To help industry actors address the gaps identified in this report, MIX's FINclusion Lab also introduced fee-based services catering to government regulators, policymakers, FSPs, and others. We added three new service offerings: (1) Advisory Services, (2) Custom Analytics, and (3) On-Demand Reporting Solutions. We advised the National Bank of Rwanda, for example, on ways to strengthen their monitoring and evaluation of progress on financial inclusion goals. We are currently speaking with multiple FSPs interested in utilizing our custom analytics capabilities for their business planning. The rapid uptake of our new services signals that MIX continues to identify and fill gaps within the financial inclusion ecosystem.

“
 MIX piloted an
 an innovative
client satisfaction
 and consumer
 protection initiative
 in India. This
 groundbreaking
 project leveraged
 mobile technology
 to analyze the
 level of client
 satisfaction with
 their FSPs.
 ”

The Indian Microfinance Geographical Index

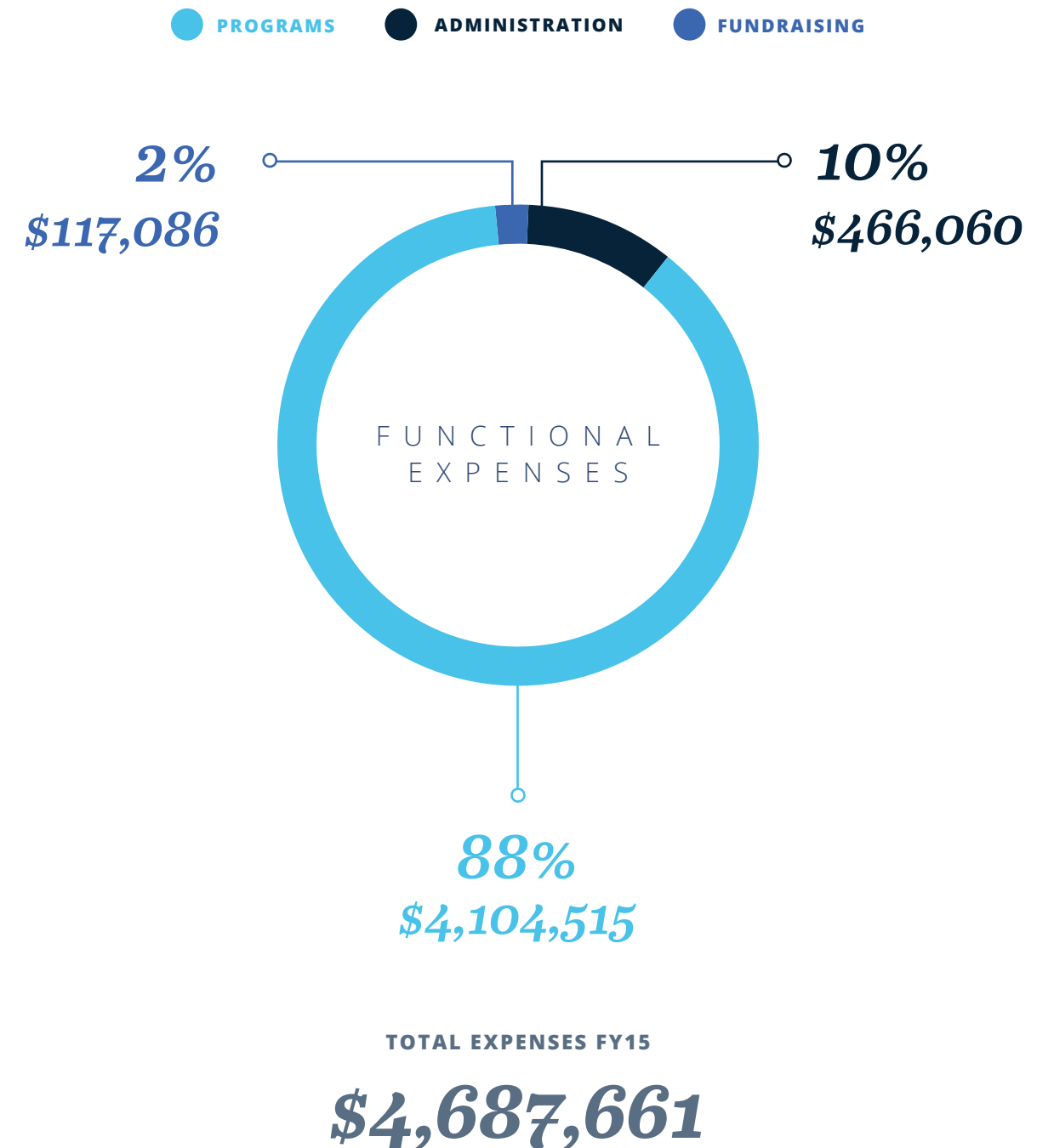
In late 2015, after two years of data collection supported by the Small Industries Development Bank of India (SIDBI), MIX launched the *Indian Microfinance Geographical Index*. The geographical data collected from FSPs enables industry actors to easily monitor the concentration of microfinance services and, where necessary, take corrective action through policy, regulation, or investment.

The index is an interactive tool that measures financial service penetration on a district-by-district basis across India. It is a major step in geospatial mapping of financial services and allows a detailed level of analysis through its granular data and drill-down capabilities. This is another example of MIX’s ongoing efforts to provide data and insight that enables improved financial service delivery.

Voice of the Client: A New Approach to Measuring Client Satisfaction

MIX partnered with Hivos to pilot an innovative client satisfaction and consumer protection initiative in India. This groundbreaking project leveraged mobile technology to analyze the level of client satisfaction with their FSPs. Data was collected from nearly 6,000 clients of four Indian FSPs and compiled into an aggregate report. To promote the *Voice of the Client* project findings we shared the report across social media, authored blog posts, and hosted a webinar during the Center for Financial Inclusion’s Financial Inclusion 2020 Week, generating interest from FSPs and networks that are now actively engaging with MIX’s social performance team. The project will expand to Peru in 2016.

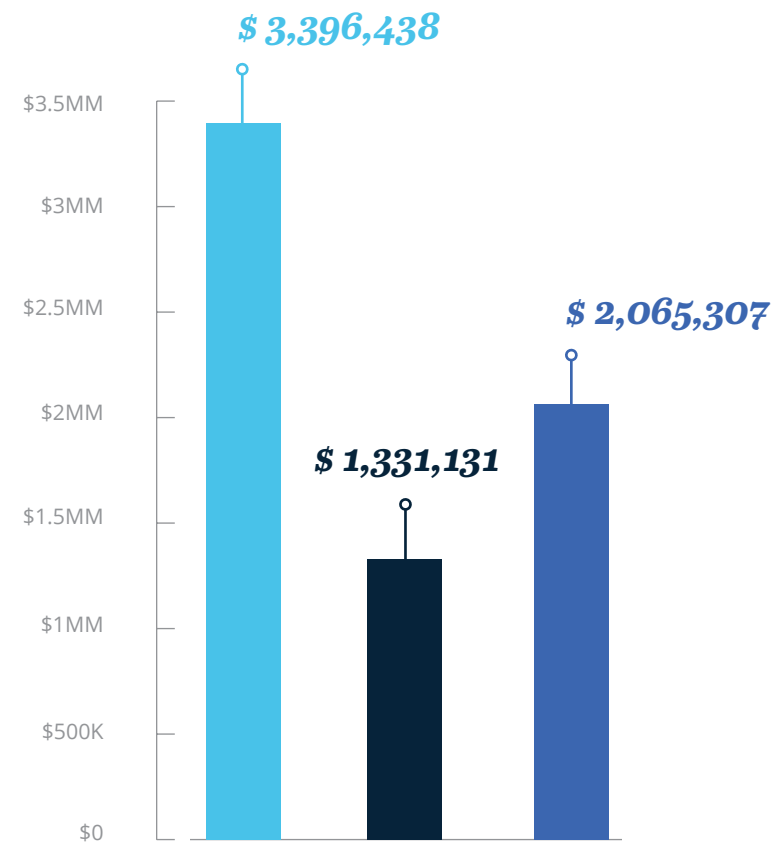
Audited FINANCIALS



FINANCIAL POSITION

● TOTAL ASSETS ● LIABILITIES ● NET ASSETS

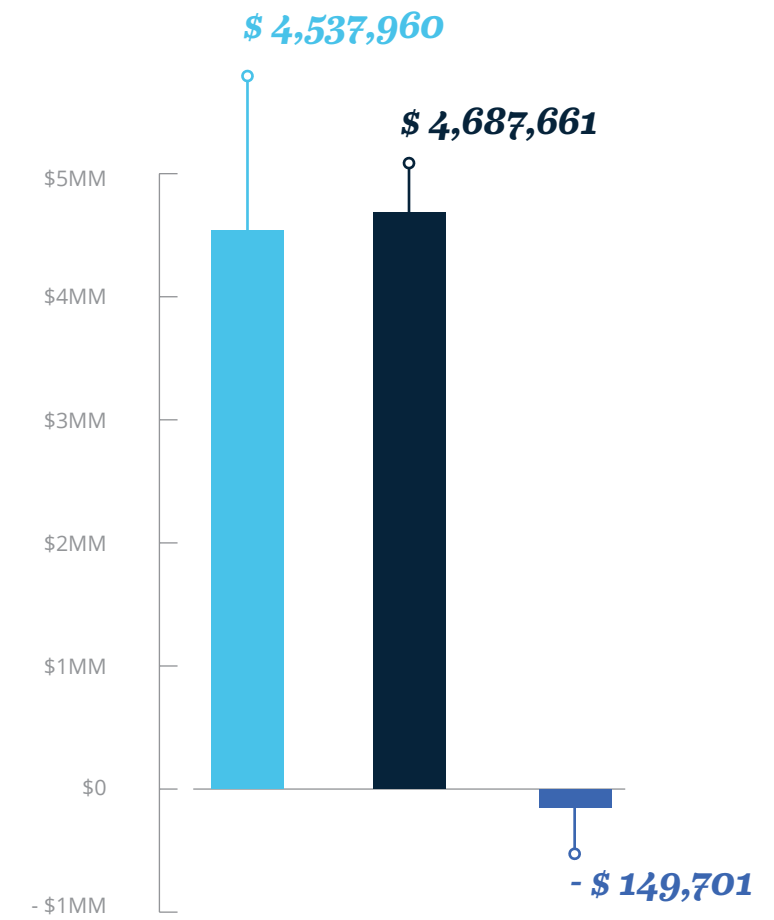
FY15



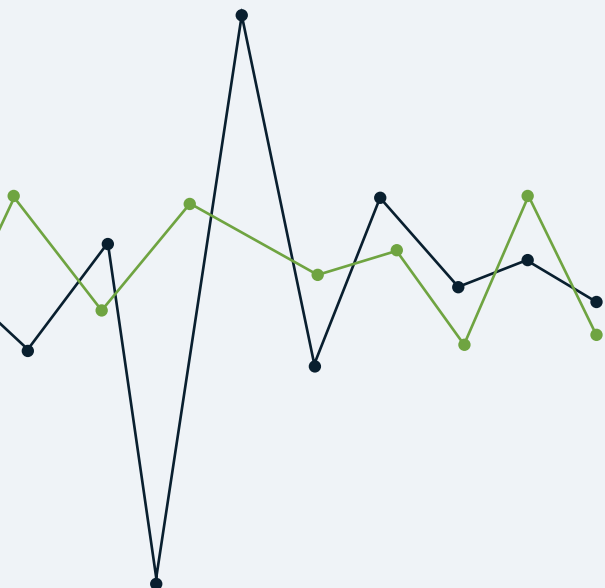
ACTIVITIES

● UNRESTRICTED REVENUE & SUPPORT ● TOTAL EXPENSES ● CHANGE IN NET ASSETS: UNRESTRICTED

FY15



Complete audited financial statements are available upon request.



Promoting financial inclusion through *data* and *insight*.

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