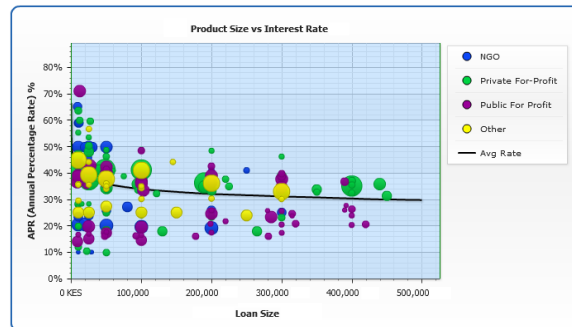


About Us Objectives & Approach

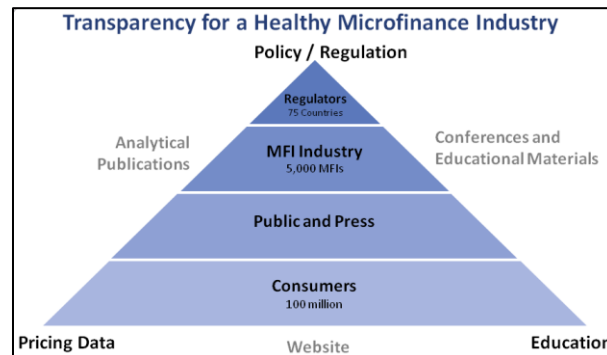
MicroFinance Transparency is an international non-governmental organization that promotes transparency by facilitating microfinance pricing disclosure, offering policy advisory services and developing training and education materials for all market stakeholders. MF*Transparency* represents an industry movement toward responsible pricing practices. Our work centers around four core components:

Pricing disclosure. MF*Transparency* enables transparent communication among market players on the prices of microcredit products. We present information on credit products and their prices in a clear and consistent fashion, so that all microfinance stakeholders can work with a full understanding of the true prices paid by clients. Additionally, we promote the use of Annual Percentage Rate (APR) and Effective Interest Rate (EIR) as standards for communicating pricing that allow comparison between products.



Training and education. MF*Transparency* provides training and education to the broad range of stakeholders to ensure that transparency leads to a strengthening of the microfinance industry. MF*Transparency's* pricing experts train microfinance institutions, investors and donors, regulators and industry support organizations at workshops and conferences around the world. We disseminate straightforward educational materials to enable all microfinance stakeholders to better understand the concept and function of interest rates and product pricing.

Policy advisory. MF*Transparency* works with regulators and policymakers of microfinance markets to support the development of effective policies for pricing disclosure and client protection. We provide regulators with training and education, share examples of effective policy and facilitate discussion between regulators of microfinance markets around the world. Our goal is to provide regulators with knowledge and skills to implement policies that promote pricing transparency for the benefit of all microfinance market players.



Industry voice for transparent pricing.

MF*Transparency* partners with initiatives such as the Social Performance Task Force, the MIX Social Performance Reporting Initiative, and the Smart Campaign to further industry discussion on transparency and client protection. MF*Transparency* facilitates industry-wide participation in the process of developing standards for transparent and responsible pricing.

MF*Transparency's* multi-pronged approach is designed to promote the development of best practices within the consumer protection sphere. Through this methodology, MF*Transparency* seeks to further sustainable microfinance and improve the quality of microfinance services for the poor.

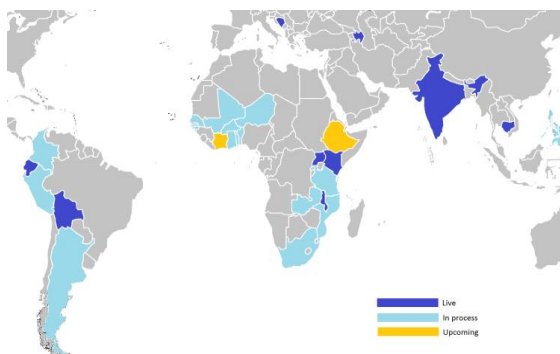
Please visit our website, www.mftransparency.org, for transparent microloan pricing data, educational materials on interest rate calculations and transparent communication of prices and more information on our current and upcoming activities.

MFTransparency's core methodology, known as the *Transparent Pricing Initiative*, operates on a country-by-country basis. We are currently active in 29 countries on four continents. We have collected transparent pricing data for more than US\$14 billion in outstanding loan portfolio in the hands of more than 38 million clients.

MFTransparency began operations in 2009 with CGAP-funded pilot projects in **Peru** and **Bosnia** and a MicroNed and Triple Jump sponsored project in **Cambodia**. In less than two years of operations we have expanded our global coverage significantly, expanding country-by-country to engage microfinance markets around the world in the interest rate disclosure, training and education and policy advisory activities outlined above.

In each country we work in, we develop long-lasting relationships with microfinance institutions (MFIs), networks, associations, regulators, government agencies, consumer protection advocates, academics, investors, donors, and other institutional stakeholders. Each actor plays a specific and important role in the promotion of pricing transparency.

MFTransparency's active country projects include the following:



Simultaneously, MFTransparency is developing several Annual Percentage Rate (APR)/Effective Interest Rate (EIR) calculation tools with accompanying educational guides and papers. All educational materials produced by MFTransparency are available to the public as well as shared with MFIs who submit data to our *Initiative*.

There are three primary ways your organization can become more actively involved in MFTransparency's initiative to promote transparency in pricing:

1. Endorse MFTransparency. More than 870 individuals and organizations have signified their support in principle of MFTransparency's mission by becoming an endorser. If your name isn't yet on this list, we invite you to add it today by visiting our website:

<http://www.mftransparency.org/endorsements/form/>

2. Educate about transparent pricing. MFTransparency develops and disseminates educational resources covering a range of topics related to transparent pricing. These materials are all available free of charge through the Resources Library on our website. Review the papers, tools and presentations published here to learn more. Share them with others in the industry and then contribute to the growing dialogue on responsible pricing.

3. Participate in country projects. We work with government agencies, networks, associations, donors, investors, academics and other stakeholders in every project country and always welcome new partnerships. MFIs can also actively participate by submitting their data when MFTransparency launches the *Transparent Pricing Initiative* in their country. Please contact Alexandra Fiorillo, Vice President, if you are interested in working with us in your country.

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