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5th ASIA FINANCE FORUM

From Access to Financial Health:
The Philippines' Next Frontier

LITO VILLANUEVA

Executive Vice President and Chief Innovations and Inclusion Officer, RCBC
Founding Chairman, FinTech Alliance.PH

SEPTEMBER 24, 2025 | ADB HEADQUARTERS

Financial Inclusion in the Philippines

Account Ownership



Where Accounts Are Held



Savings Behavior



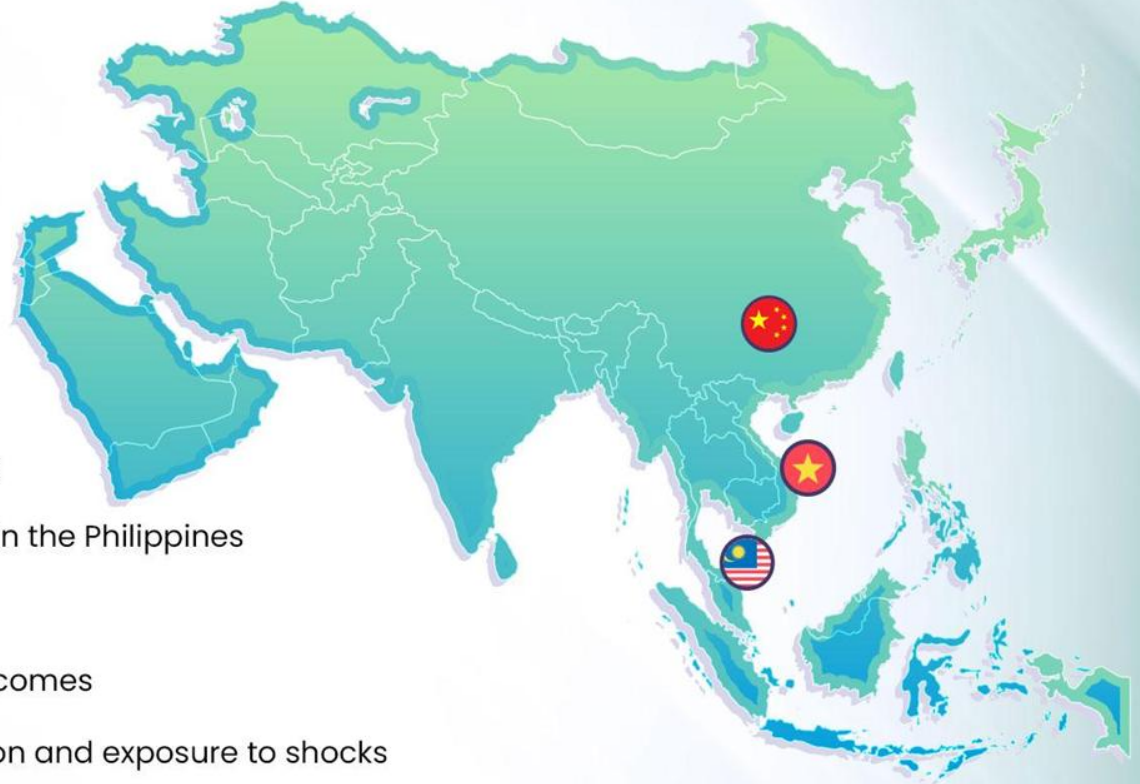
Lessons from Neighbors

Malaysia & Vietnam

- Lower catastrophic health spending
- Stronger financial risk protection
- Systems cushion crises better than in the Philippines

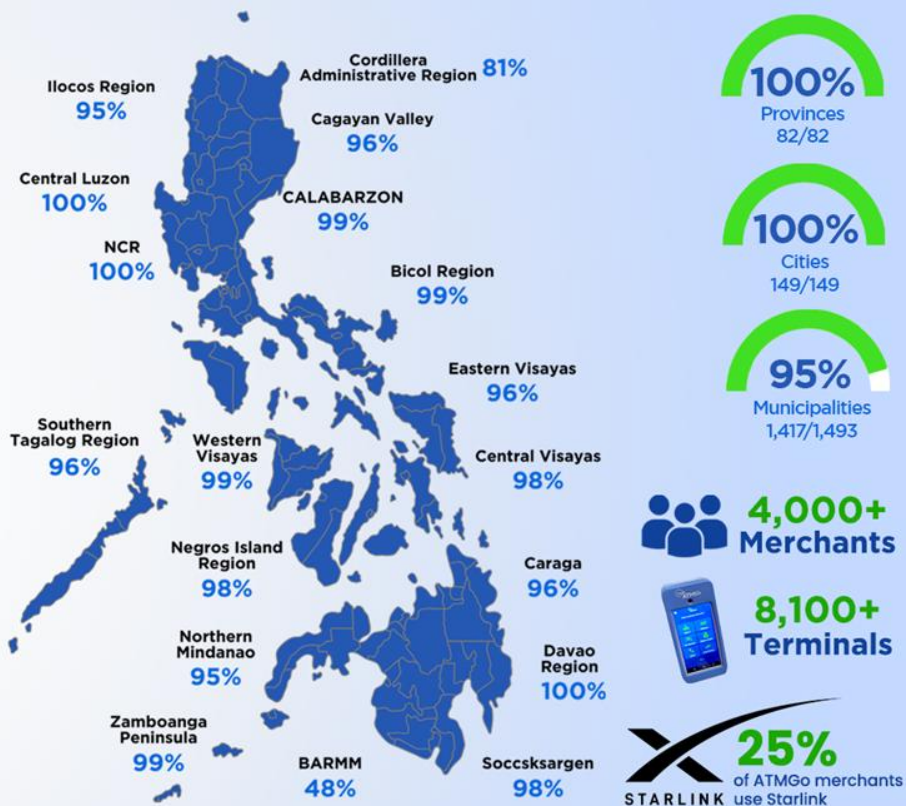
China

- Financial development = better outcomes
- ↑ Life expectancy ↑ Well-being
- Serious gaps remain in risk protection and exposure to shocks



Measuring Financial Health





65%
Beneficiaries of PH Gov's cash welfare programs

66%
Rural-women served

RCBC ATMGo

Bringing Banking Closer to every Filipino





DISKARTE - resilient, creative, innovative, strategic, resourceful, flexible, determination to thrive, survive despite all odds,



4.88%
Interest p.a.

No required
Initial deposit

No maintaining
balance

No dormancy
fee



Cash In & Cash Out



Telemedicine



Scan



Transfer



Insurance



Remit



Bills Payment



Loans



E-load



Rewards

The World's first
multi-lingual
financial inclusion super app

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The FIRST My SSS Card

Powered by **DiskarTech**



Receive SSS Benefits



Withdraw via ATM



Pay Bills





Philippine
Information
Agency



MRT-3 adds cashless turnstiles for commuter convenience

By Jimmyley Guzman August 1, 2025

GMA Lifestyle

NEWS

MRT-3 now accepts cashless payments

Published On: July 26, 2025, 01:38 PM

By Faye Almazan, Author



philstar

NATION

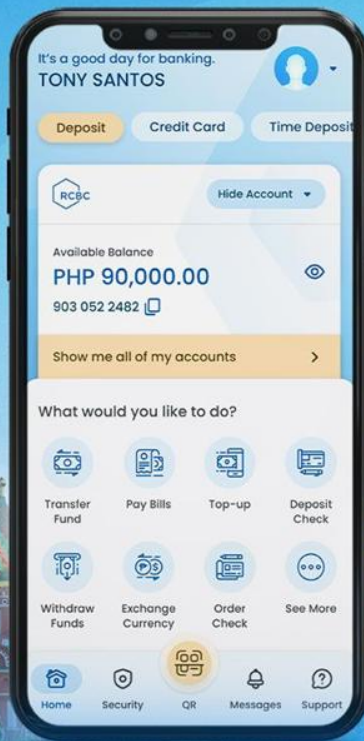
DOTr: MRT-3 goes cashless; LRT next

Richmond Mercurio, Keisha Ta-Asan - The Philippine Star
July 26, 2025 | 12:00am



Transportation Secretary Vince Dizon shows commuters how to use a QR code in paying for train fares, at the Metro Rail Transit's Ayala station in Makati yesterday.

Walter Beltrano



- Fund transfers
 - Bills payment
 - Online investment
 - Foreign exchange
- (6 major currencies)**

- Digital concierge
- Insurance
- Loans

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Expanding Global Financial Access for Filipinos





THE PHILIPPINES' 5TH LARGEST PRIVATELY-OWNED UNIVERSAL BANK

ONE OF THE COUNTRY'S FASTEST-GROWING BANKS
GREW FROM 9TH PLACE IN ASSET RANKING IN 2018

EUROMONEY
AWARDS FOR EXCELLENCE **2025**
PHILIPPINES
BEST BANK FOR DIGITAL



Gartner

ASIA PACIFIC
EYE ON INNOVATION
AWARDS 2022



Kalabaw/Utang ni Tatang
THE CHALLENGER
YOUTUBE WORKS
AWARDS 2022



DIGITAL BANK
OF THE YEAR
PHILIPPINES
2024



3G ECO-FRIENDLY
FINANCIAL SERVICES AWARD
AND BEST SUSTAINABILITY
FRAMEWORK AWARD
2024



TOP 1
IN UPTIME
PERFORMANCE (98.3%)
ASEAN BANK STABILITY REPORT
2023



TOP 1
PHILIPPINES
BEST CUSTOMER
SERVICE SURVEY
2023



GRAND CHAMPION
DIGITAL PAYMENTS AND
FINANCIAL INCLUSION
2022

UN Special Advocate Queen Maxima urges global fintech associations to emulate PH fintech

SINGAPORE—Queen Maxima of the Netherlands and the United Nations Secretary-General's Special Advocate for Global Health called on global fintech associations to follow the Philippines' example in establishing financial health measurements during her visit to the "Bagong Pilipinas: The Philippines Country Pavilion" at the Singapore FinTech Festival. The Queen's presence was a significant endorsement of the Philippines' strides in financial inclusion and digital finance, marking a high point in the country's journey toward a more inclusive financial landscape.

Queen Maxima, known globally for her advocacy for financial inclusion, visited the Philippines in May 2024 to promote financial health and the responsible development of financial services.

Her Majesty rallied the world to set its financial health metric standards after the Philippines successfully created a study that culminated all the country's financial inclusion efforts and developments.

"I count on the Philippines and this fintech alliance to inspire many other associations across the globe to take the stand. I will be using you as an example to tell what is possible."



From L-R: Mynard Brian Mojica, Director of the Inclusive Finance Advocacy Office at the Bangko Sentral ng Pilipinas; Lito Villanueva, Founding Chairman of FinTech Alliance PH, co-founder of Asia FinTech Alliance, and Executive Vice President and Chief Innovations and Inclusion Officer of RCBC; Her Majesty Queen Maxima of the Netherlands and United Nations Secretary-General's Special Advocate for Financial Health; and Angelo Madrid, President and CEO of Maya Bank, and Digital Banks Association of the Philippines.

Above all, to give the message that fintech is not about technology at the end of the road but about the needs of the people," the Dutch monarch said.

Mynard Brian Mojica, director of the BSP inclusive finance advocacy office; Angelo Madrid, president of the

Digital Banks Association of the Philippines and Maya Bank; and Lito Villanueva, founding chairman of Fintech Alliance PH, co-founder of

the Asia Fintech Alliance, Board director of the South Africa-based Alliance of Digital Finance and Fintech and RCBC executive vice

president and chief innovation and inclusion officer, all highlighted the importance of financial health in setting priorities for traditional and digital banks in their quest to include more people financially.

"We hope that more financial health service providers and tech players will be joining us in this journey. Not because you want to please the regulator or as part of corporate social responsibility but because you see the value of seeing the financial health of your consumers. We'll also be delighted to see regional and global efforts because no developed or developing country regarding financial health," Mojica emphasized.

"[Fintech Health Survey] is the first industry-specific initiative of its kind in Southeast Asia. It sheds light on our customers' specific behaviors, needs, and aspirations. Especially the unbanked and underserved," Madrid relayed.

"The Financial Health Survey is a testament to how data-driven surveys can guide us in our mission to empower communities through financial inclusion. By tracking financial health indicators directly from users, we move from assumptions to evidence," Villanueva said.



Challenges & Hope





FINTECH
ALLIANCE.PH

By 2028:

80%
of adults with
digital accounts

**80×80
VISION**

80%
of retail
transactions
digital



**4T
FRAMEWORK**

Tech for **Growth**

Tech for **Trust**

Tech for **Good**

Tech for **All**







Access gets you through the door.
Financial health builds the home.
And resilience keeps the lights on.

LITO VILLANUEVA

Executive Vice President and Chief Innovations and Inclusion Officer, RCBC
Founding Chairman, FinTech Alliance.PH

