COVID-19 impact on female entrepreneurs

COVID-19 restrictions impacted on sectors with disproportionately high numbers of women. Over half of all female microentrepreneurs closed their businesses, while 77% saw their sales fall.

51. Businesses open temporarily
   - Total clients surveyed
   - Women April/July 2020: 49%
   - Women November 2020: 58%
   - Men April/July 2020: 83%
   - Men November 2020: 84%

52. Reduction in sales
   - Clients open for business surveyed in November 2020
   - Women: 77%
   - Men: 73%

53. More than 50% fall in sales
   - Clients open for business surveyed in November 2020
   - Women: 33%
   - Men: 31%

Given the difficulty to deliver government subsidies to vulnerable populations, microfinance institutions have become key allies in the distribution of these benefits.

13. Clients who were beneficiaries of state aid
   - Total clients
   - Bancamia: 270,000
   - Financiera Confianza: 196,736
   - Banco Adopem: 3,514

Nearly 500 thousand households received government transfers.
Women at BBVAMF in 2021

Women in BBVAMF Group

1.6 million women in vulnerable conditions served in LAC region

- 59% of entrepreneurs
- 48% retail trade
- Their net incomes grow faster
- Cross the poverty line

Sociodemographic profile

- 86% in vulnerable conditions (income)
- 75% mainly operate in urban areas
- Head single-parent households with dependents
- 32% with primary education at best
- 13% work in the agricultural sector
- 22% 30 years old or younger

Limitations:

LESS
- Assets
- Technical skills
- Time for work

MORE
- Unpaid and domestic work
- Their businesses accumulate assets at 33%, sales at 21% and surplus at 16%

With financial inclusion, we narrow the economic gaps and empower women

Data as of 31 December 2021

Women are 57% of the entrepreneurs we serve, and 59% of our credit clients

- 86% are vulnerable (9 percentage points higher than men)
- 38% live in poverty (12 percentage points higher than men)

29% of the female entrepreneurs cross their initial poverty line within their second year with us

Women are 7 out of 10 clients that overcame poverty in 2021
Thank you