



# FEMALE-LED BUSINESSES IN ASIA

In our latest infographic, we're delving into the latest data from our SME Banking Council with a focus on female-led businesses across Asia. Discover insights on key questions such as, where do they feel comfortable running their businesses, what factors are affecting their growth and revenue and how banks can better engage with them.

## HOW CAN BANKS MEET THEIR BUSINESS BANKING NEEDS?

Female-led businesses place less emphasis on competitive pricing and fees than male-led businesses. Their primary factors when choosing a main bank also include service, good processes and digital reputation.



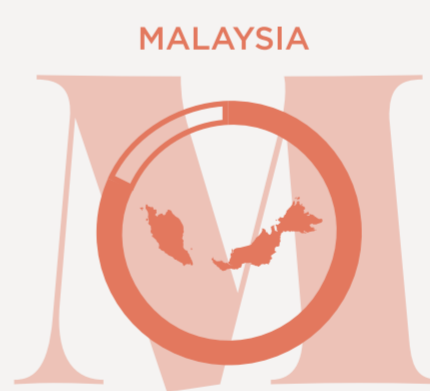
## BUSINESS GROWTH: WHAT IS THE LIKELIHOOD OF FEMALE-LED BUSINESSES TAKING BUSINESS BANKING PRODUCTS IN THE NEXT 12 MONTHS?



**92%**  
likely to take up new products



**90%**  
likely to take up new products



**81%**  
likely to take up new products

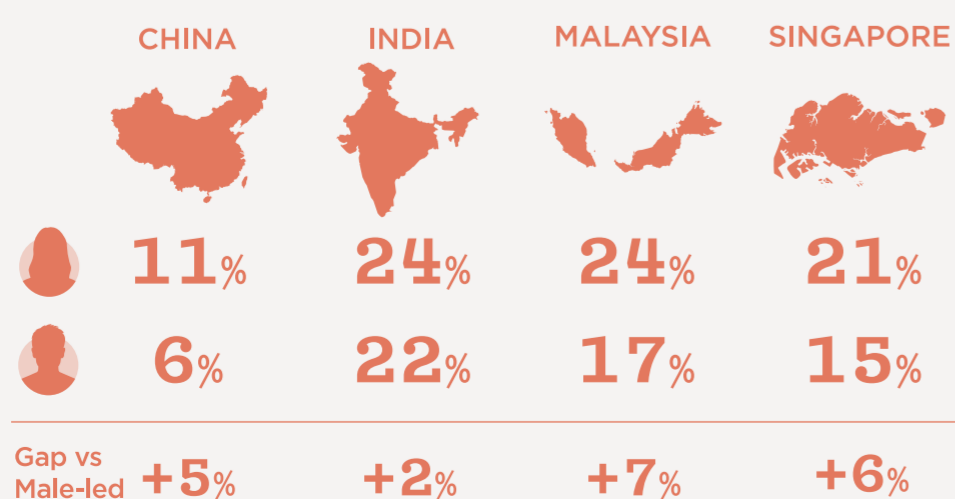


**75%**  
likely to take up new products

## HOW MATURE ARE FEMALE-LED BUSINESSES?

Compared to Male-led and most Female-led businesses tend to be start-ups with a tenure of less than 3 years

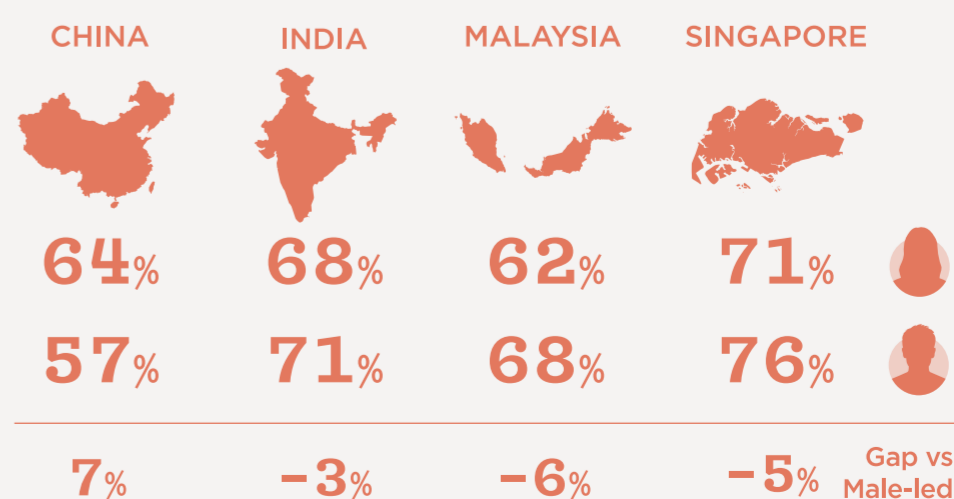
TENURE OF > 3 YEARS:



## ...AND WHERE DO THEY DO BUSINESS?

Female-led businesses are more inclined to operate within their home country

HAVE INTERNATIONAL BUSINESS:



DISCOVER MORE WITH RFI GLOBAL'S SME BANKING COUNCIL

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Source: