



October 4, 2013

To The Microcredit Summit Campaign:

The Microfinance CEO Working Group represents more than 250 retail micro-finance institutions in 70 countries globally, which reach more than 40 million families with financial services and in many cases non-financial services as well. The Working Group commits to:

- 1. Client Protection:** Encourage all affiliates to progress toward Smart Campaign certification and be on a pathway toward certification by the end of 2014.
- 2. Pricing Transparency:** Motivate our affiliates to commit to pricing transparency and integrity by agreeing to publish their pricing data using standard methodologies, such as those developed by MicroFinance Transparency, in order to allow investors and clients to make informed decisions.
- 3. Social Performance:** Promote the Social Performance Task Force’s “Universal Standards for Social Performance Management” among our affiliates and commit to supporting their compliance.
- 4. Outcomes:** Share the research we each have done on outcomes with one another and with the industry and encourage our affiliates to report outcomes relevant to their goals and objectives.
- 5. Global Appeal:** Encourage our affiliates to sign the Global Appeal for Responsible Microfinance as an outward symbol of their commitment to the principles embodied in the above initiatives.
- 6. Investors:** Encourage our affiliates’ equity investors to promote the same five initiatives by including them as criteria for investment and our affiliates’ lenders to encourage the adoption of comfort letters also promoting the same five initiatives.

The CEOs commit to reaching out to all their affiliates to advise them of these commitments by the end of the first quarter of 2014.

For the Microfinance CEO Working Group

Mary Ellen Iskenderian
Co-Chair

Rupert Scofield
Co-Chair



Michael Schlein,
President and CEO



Rupert Scofield,
President and CEO



Steve Hollingworth,
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Alex Counts,
President and CEO



David Simms,
Board Chair



Rosario Pérez,
President and CEO



Scott Brown,
President and CEO



Mary Ellen Iskenderian,
President and CEO