

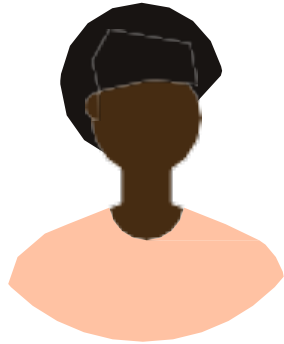


MASTERCARD INDEX OF WOMEN ENTREPRENEURS

SUPPORTING WOMEN ENTREPRENEURS
IS KEY TO GLOBAL ECONOMIC RECOVERY

ECONOMIC PARTICIPATION

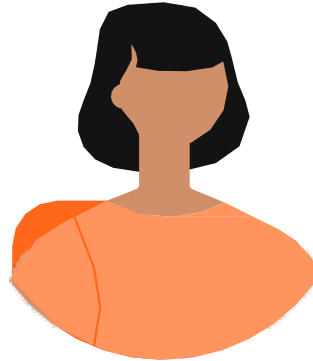
The economic impact of COVID-19 has affected women more than men.



2 in 3

women-led firms have been strongly impacted by the pandemic (64%)

52% of men



5%

Women employment declined 5% globally in 2020 and 5.5% in Latin America

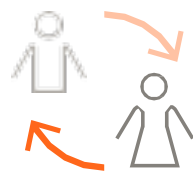
3.9% for men



90%

of women who lost jobs didn't return to work

70% of men

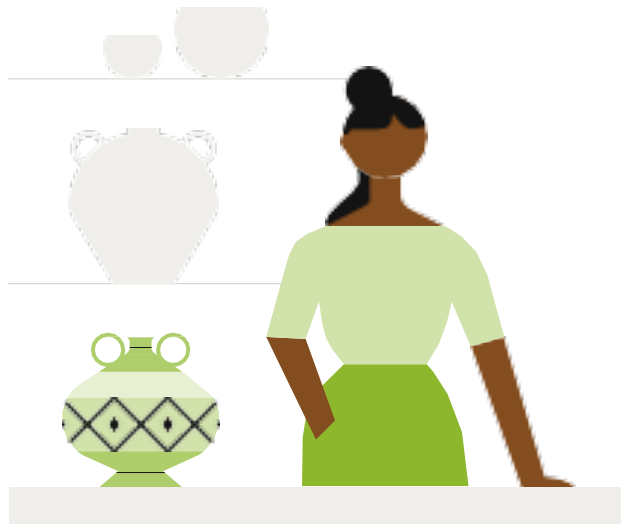


36

more years to the estimated time it will take to close the global gender gap.

ENTREPRENEURIAL ACTIVITY

Despite challenges, women have proven to be resilient, confident and optimistic entrepreneurs.



14

ecoeconomies saw increased women's entrepreneurial activity during the pandemic

9.3%
Colombia

7.5%
Uruguay

are the economies with most women engaged in entrepreneurship in Latin America

10

economies where women's entrepreneurship surpassed that of men

11.2%

of women in Costa Rica are turning to entrepreneurship / 10.8% of men. Female entrepreneurs in Costa Rica report being opportunity-driven, as opposed to starting a business out of necessity



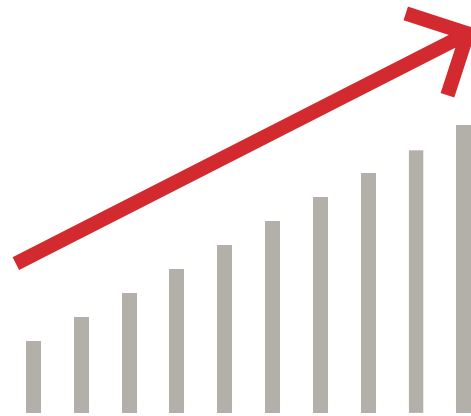


Colombia
Costa Rica
Brazil

are in the top 15 economies of the world that show progress of women in business.

9

places escalated Uruguay in the global ranking that measures progress of women in the business world, as workers, entrepreneurs and leaders.



PROS AND CONS

Latin American women rank high in knowledge assets and financial access.

14% Argentina

16% Uruguay

18% Chile

Despite the fact that sociocultural norms are not the most encouraging of entrepreneurship and risk taking, Latin American women remain highly inspired to make a difference to their communities and the world.



+1

More than 1 in 5 women in Chile and Uruguay pursue business.

ROOM FOR IMPROVEMENT

Despite the fact that political and economic instability hampers entrepreneurship, Latin American female entrepreneurs show remarkable adaptability, especially in Brazil.



81.9% of Brazilian women start their own businesses out of necessity



6 or + is the number of employees that women entrepreneurs of Brazil, Chile and Colombia plan to hire in the next five years.

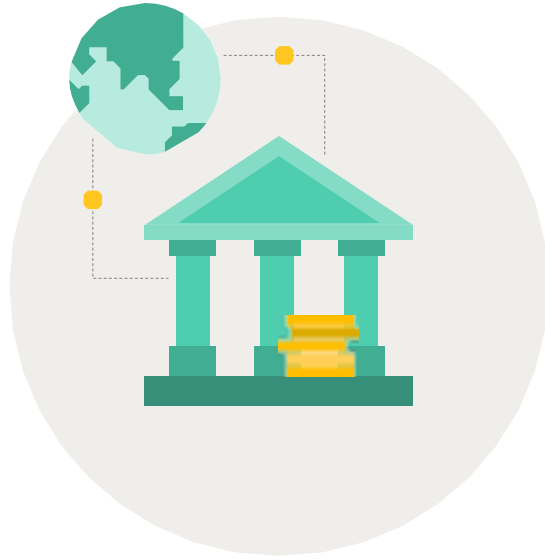


Argentina is in the top 20 economies of the world with better entrepreneurial supporting conditions and leads the world in gender-inclusive response actions to Covid-19.

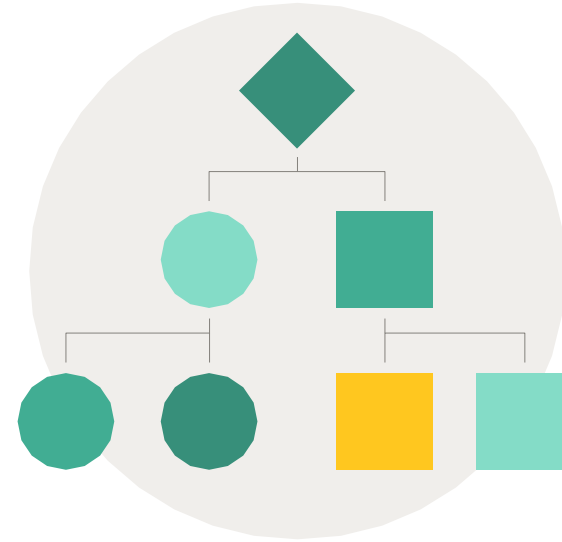
The economies with more entrepreneurs reflect better policies and regulations.

TIME FOR ACTION

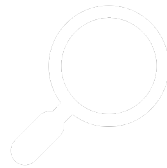
Realizing the full potential of global economic recovery relies on more sustainable, inclusive growth that empowers women entrepreneurs and supports women-owned businesses worldwide.

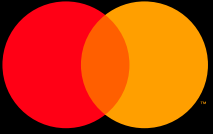


Improving access to finance and training could dramatically improve the economic prospects of women and their respective economies



Government policies that intentionally support women's entrepreneurship can meaningfully contribute to a swifter, more balanced recovery





The Mastercard Index of Women Entrepreneurs provides insight on the progress of women in business around the globe. Now spanning 65 economies, it explores socioeconomic factors that nurture or hinder the ability of women to progress and thrive in the business world.



To learn more, visit [mastercard.com/news/MIWE](https://www.mastercard.com/news/MIWE)