CONNECTING MYANMAR

MY LAND. MY LANGUAGE. MY LIFE.

CORPORATE INTRODUCTION

November 2017
Introduction to MySQUAR

MySQUAR
A leading consumer technology company created to enrich the lives of people through a broad, accessible and authentic online experience.

www.mysquar.com
http://investors.mysquar.com

MySQUAR is admitted to trading on AIM of the London Stock Exchange (ticker: MYSQ)
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The date of this Presentation is November 2017.
Executive Summary

• **Myanmar is opening up to the international community.** Myanmar’s General Election – the first openly contested election in a quarter of a century – went very smoothly. The transition from the prior Administration is proceeding well and the signs have been very positive to date.

• **The country’s economy has been accelerating with high growth rates of GDP (6.4% in FY2016 and forecast 7.7% in FY2017 by the ADB).** Its large and youthful population is expected to propel the Country’s growth even further.

• **Revolution in telecommunication industry** has been strongly spurred by the Government’s commitments and significant investments from international giants. As a result, mobile phone penetration, mostly smartphones, has leapfrogged.

• **MySQUAR has established a strong social media platform** targeting mobile phone users in Myanmar with a large user base (in excess of 20 million registered users as of October 2017).

• **Monetisation strategy is clearly defined and being aggressively executed**.

• **MySQUAR is well managed by a tech and financial-driven team** with extensive experience in consumer technology development, operations management and finance. The executive management team has been living and doing business in Asia for many years.

• **MySQUAR has a unique opportunity** to replicate in Myanmar the value built by similar social media players in other regional markets.

• **MySQUAR is evaluating a number of opportunities to acquire strategic businesses** in content production and publishing, which will help the Company enrich its offerings to users.
Nearly half of the population is under 24

Population of about 55 million, of which 47% is under 24 years old

Myanmar, the world’s last major telecom frontier

Leapfrogging straight to smart phones (no legacy telecommunication, very few PCs)

Annualised GDP growth of 6.4% in 2016

Set to become SE Asia’s fastest expanding online territory with delivery of telecom infrastructure
Myanmar – communication revolution

- Telenor, Ooredoo and MPT/KDDI infrastructure investment of $18B
- The 4th telecom operator, Vietnam’s telecom firm Viettel and its consortium, will enter the market in early 2018 as MyTel
- Accelerated nationwide 3G & 4G network
- No replacement or substitution of legacy networks
- PCs are expensive and not widespread
- SIM cards are now US$1 vs. over US$2,000 five years ago
- Affordable Android smart phones available from US$20
- Myanmar’s mobile penetration went from 10% in 2013 to ca. 93% (50.56 million mobile phone subscribers) as of January 2017 vs. Vietnam at over 100% (mobile users have more than one phone)
Group Structure

- MYSQUAR LIMITED (BVI) (Listed on AIM, LSE)
- SQUAR PTE LTD (Singapore)
- SQUAR COMPANY LIMITED (Vietnam)
- MYSQUAR LIMITED (Myanmar)
MySQUAR
Directors

The MySQUAR team is product oriented and market focused

- **Vietnam-based team** is comprised of product specialists and programming engineers, being the driver behind all product development, monetisation solutions, etc.

- **Myanmar-based team** is responsible for marketing, market research, distribution, sales and business development.

- **Executive Members and Board of Directors** are experienced in venture and start-up investment, managing public companies, finance, PR and business activities in Myanmar and throughout SE Asia.

Board of Directors

Piers Pottinger
Chairman
Independent Director

Eric Schaer
Executive Director
CEO

Neil Osborn
Independent Director

Pham Dang Hung
Executive Director
CFO

Chairman of Thoburns Communications Ltd, London, and serves on advisory boards in the US, Russia, China and Switzerland.

CEO of Rising Dragon (largest shareholder), experience in acquiring software services and development firms.

35 years experience in London and Asian PR, public company experience with extensive business advisory.

15 years in PE investment, Former Director at Rising Dragon; previously led IB at Saigon Asset Management.
MySQUAR’s Business

Synergised businesses focused on mobile-based value added services

Myanmar is our first and major market focus, but will expand into other countries where we see our applications are a fit

Over 20 million registered users across all apps and games (as of October 2017) in Myanmar and increasing

Multiple revenue sources (generating average US$8,500 in revenue per day as of the last few days of June 2017 and rising) with a gross profit margin of 65%

- Social networking & communication
- Mobile marketplace/Mobile commerce
- Online entertainment
- Online news
- Mobile payments
- Mobile software development
- Online advertising
- Digital products
MySQUAR
Strengths

Leader in the mobile-based value added services in Myanmar
First mover in Myanmar’s startup ecosystem
Largest operator of mobile applications in Myanmar.
Largest user base in Myanmar.

Barriers to entry
Fully localised applications for the local market (language, operation, payment, branding, etc.)
Creating local content and securing strategic partnerships creates barriers to entry for competitors.

Diversified business portfolio
Engaged in various fast-growing sectors including chat and social networking, digital content, mobile gaming, mobile marketplace, VoIP service, social payment services, etc.

Capability in mobile application development
Deep understanding of the life cycle of mobile application development from product conceptualisation to product development to marketing and operations.
Adopting the latest world class technology in every single application.

Various monetisation channels
Synergised business lines which maximise monetisation opportunities.
Multiple monetisation channels - sales of digital products, games, advertising, payment services, voice calls, marketplace and social media intelligence = revenue opportunities.
Growth Strategy

Myanmar and beyond...

- **Organic Growth**
  - Continue to expand the user base, including both Burmese in Myanmar and overseas.

- **M&A Growth**
  - Target companies providing content, social online games and apps in South East Asian countries, where their related businesses reinforce our core growth strategy.

- **Geo-Market Expansion**
  - Create & develop a range of products and services that can be monetised and localised for other markets.

  - MySQUAR will expand its footprint by releasing its products in multiple markets.
’We stay away from providing things for free’

Monetisation Strategy

Our goal is to make money on every product as soon as possible and pursue tailored monetisation models that are appropriate for our different products.

Freemium:
Users download and use basic features for free, but pay for premium features (i.e. games)

Transaction-based:
Users pay per transaction (i.e. payment service)

Subscription:
Users pay for subscription packs (i.e. marketplace VIP service, online learning)

Pay per use/download:
Users pay per item they use or download (i.e. paid stickers, voice call service)
Our Partners
Key Products & Services

- Social Networking & Chat
- Social Payment
- Mobile App Development Services
- Online Entertainment
- Online Advertising
- VoIP Services
- Online News
- Mobile Commerce
- Mobile App Development Services
Chat & News

MyChat is a chat app that is smooth even on low end devices and flaky cellular networks. Mingalarbar Morning is a news aggregator in Myanmar language. Both were built solely for Myanmar.

Core User Features
- Target demographic: 16 to 45 years old
- Chat (send, receive, read indications)
- In-app search for friends/Invite via SMS
- Share photos with captions
- Stickers (free and paid)
- Dating (free with premium features)
- Single-player arcade games
- App & game stores
- Integrated news aggregated from various sources
- New features added periodically

Monetisation Features
- Advertising (banner ads, direct message, push notifications, sponsored stickers, etc.)
- Paid digital content (stickers, dating, etc.)
Game Publishing

MySQUAR publishes games localised for the Myanmar market

- Localisation and publishing of games licensed from third parties
- “Freemium” model – free play up to certain level and then pay for in-game assets
- Games released on a regular basis
- Able to leverage the user base of MyChat and other apps
- Hardcore (play for 30+ minutes) and casual (play for a shorter time) game offerings
- Universal login for users across the casual gaming platform
- Integrated with local telecommunications (Telenor Myanmar, Ooredoo Myanmar and MECTel) and payment service providers (Red Dot) where users purchase credit online or a prepaid card to “top-up” for revenue collection
- Available on both Android and iOS
Voice Calls

The Voice Call Service (VoIP) provides superior call services for users.

- VoIP service providing off-net calls (app to mobile phones and landlines)
- Call 190+ countries at affordable rates
- Digital wallet feature to pay as you go or buy discounted bundles
- Users pay using international online payment services
Mobile Payment Services

- E-Wallet (handled by partners)
- International Remittances
- Peer to Peer
- Person to Merchant
**Mobile Payment Services**

MySQUAR will roll out Mobile Payment Services through strategic cooperation with MyPay.

**MySQUAR**
Provides a large user base for Mobile Payment Services
Revenue share generated from MyCHAT’s users

**MyPay**
Operates Mobile Payment Services enabling Peer-to-Peer and Peer-to-Merchant transactions in Myanmar

Mobile payment services* will be rapidly and efficiently developed, based on the synergised strengths of the partners

*Mobile payment services will go live as soon as MyPay successfully obtains its licence
Leveraging its technical expertise and knowledge in mobile application development, MySQUAR provides mobile software development services to various clients, mainly in the financial sector.
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