CONNECTING MYANMAR
MY LAND. MY LANGUAGE. MY LIFE.

Eric Schaer, CEO
LSE Investor Evening
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WHO WE ARE

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)
WHY MYANMAR?

Strong potential market for mobile value added services (VAS)

- **Youthful population.** Almost 55 million with about half under the age of 24 years old. GDP per capita of USD 1,275 in 2016.

- **Mobile phones are the most prevalent ICT** followed by television (60%) and DVD’s (44%). Computer/laptop/tablet usage is almost non-existent (~2%).

- **Top 5 uses of smartphones** are texting, listening to music, calling, playing games and messaging using chat apps.

- **Mobile phone penetration is about 93%**, strongly spurred by government commitments and significant investments from international telecoms.

- **VAS is in its early stages.** With the market close to saturation, telecoms seek to become more competitive by offering more non-core services.

- **Straight to smartphones.** About 80% smartphone usage rate; feature phone market remains small and in decline.

- **The internet of everything.** MySQUAR’s inter-related products and services create a mobile online community in Myanmar.
MARKET POTENTIAL
Myanmar’s Fastest Growing Sectors

- Social Media
- Gaming
- News
- Streaming video
- Music
- E-commerce
- Mobile Money
- More to come..

Social Networking
MYSQUAR –
THE INTERNET OF EVERYTHING IN MYANMAR

Mobile Money (partnership with MyPay)

Social Networking & Chat

MyGame

MyChat

MyPay

MyGame

VoIP Services

Online Advertising

Online Entertainment

Fintech

E-commerce

News Aggregator

MINGALARBAR MORNING
မြန်မာ မိုးမြောင်း
MONETISATION STRATEGY

Build a user base from diversified products which provides multiple monetisation channels.

Easier to cross-promote products.

Consumer intelligence – Analyse user behavior, use customer purchase history as a basis for credit scores and create customised offers for users.
PAYMENTS

A core business strategy for long term growth – MYSQUAR is looking to partner and develop a payment offering.
MYSQUAR’S ACHIEVEMENTS

#1 Myanmar focused mobile game publisher
#1 news aggregator
#1 local chat app

7.5 million registered users across all apps and games (as of January 2017) and increasing

Integrated with certain key telco and payment service providers
- Telenor
- Ooredoo

Strong infrastructure for monetisation and distribution
OUR MOBILE MONEY STRATEGY

To further enhance our user base and offer a complete mobile payment service platform

Mobile Payments

• Enhance MySQUAR’s product distribution by replacing phone billing payment and other traditional payment methods

• Offer transaction solutions across C2C and B2C segments

• Key features:
  • QR code
  • Social link/Social payment
  • Bluetooth link
  • Support various cash in/cash out methods - agents, credit cards and bank accounts
  • C2C and B2C transactions