

YGA

Internet Investment in Myanmar

December 2016

So...How Big Are We?

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- **52m Population**
- **>50% mobile penetration**
- **10-15m active Facebook users; 99% via. smartphone**
- **Myanmar already larger than Cambodia, Singapore and Laos**
- **...and will reach Malaysia soon**

Country ('000)	Population (A)	Mobile penetration (B)	Implied 2017E internet users
Indonesia	244,776	121%	134,627
Thailand	67,912	122%	40,747
Malaysia	29,518	132%	19,187
Philippines	97,691	112%	48,845
Viet Nam*	88,773	148%	39,948
Cambodia	14,741	137%	4,422
Singapore	5,312	155%	3,984
Lao PDR*	6,514	101%	1,954
ASEAN	616,614	112%	293,715

Note: *Includes fixed line.

Source: ASEAN Secretariat, VNNIC, APJII, c

Large Potential... But Limitations Exist... For Now

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- ❑ **Lack of Road Infrastructure – Costly Logistics for Storage and Delivery**
- ❑ **Lack of Payment Options – Mostly Cash Transaction**
- ❑ **Internet Speed – Limits Content and How you Market**
- ❑ **Low Consumer Spending Power – Must Provide Value Proposition**
- ❑ **Primarily facebook and not web-based**

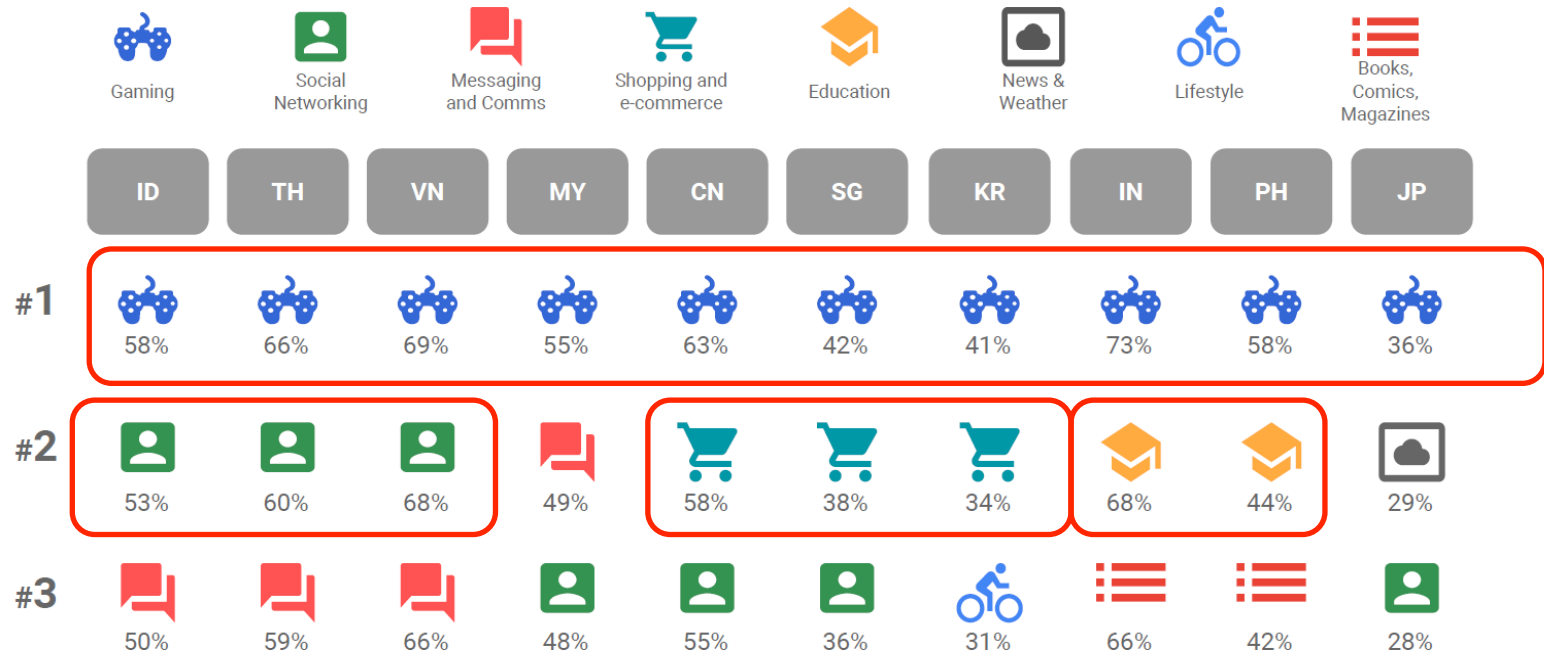
- ❑ **But this is not uncommon in developing SE Asia economies... So what can we learn from our neighbours?**

Google's Top 3 in each SEA Country

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- **Online Gaming – Selling VIRTUAL Swords doesn't require a delivery truck!**
- **Social Networking – A loyal COMMUNITY is valuable**
- **e-commerce – Everyone loves shopping ... but on a good platform**
- **Education – Always in demand, especially for Myanmar today**

Top 3 Categories of Apps Installed Every Month



TPG Online Investments

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Key Success Factors

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- **Entrepreneur and team**
- **Does it solve a problem?**
- **Execution**
- **Legal framework – does the team understand it**
- **Timing**
- **Can succeed in “online” providing the offline support**