

# Myanmar Mobile POS Solution



# 1. Why we come to Myanmar

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- Payment Card Market is too mature to accept new value driven Card payment solution.
- Our Solution is made of Korean Technology and get tested by very smart card users and payment acceptors (merchants).
- Stability and Security are proven through highly competitive payment card solution market in Korea.

The  
Economist

## Credit cards in South Korea

### A swipe at profits

**It is getting harder to make money from the world's most prolific card**

Nov 9th 2013 | SEOUL | From the print edition

SOUTH KOREA is a notoriously competitive society. But how do those who play its fierce status games know when they have won? Probably when they are invited to apply for “the black”, a credit card issued by Hyundai Card, a subsidiary of Hyundai Motor. Cast in “liquidmetal”, a trademarked alloy suited to armour-piercing ammunition, the card is heavy. It is also rare. Only about 2,000 have been issued and only 9,999 ever will be. To qualify, a holder needs high social standing as well as high net worth. The card charges a stiff membership fee and offers a variety of benefits: members were, for example, invited to a mock Christie’s auction, featuring works flown in from New York. But the main reason people want the black card is that it is so difficult to get.

That elusiveness is unusual in South Korea, where credit cards are issued promiscuously. The country has the equivalent of 4.4 cards for every member of the labour force. Koreans made 129.7 transactions per person in 2011, according to Yonhap, a news agency, more than any other country. In comparison, Canadians made 89.6 transactions and Americans 77.9.

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Bloomberg Businessweek

## Markets & Finance

<http://www.businessweek.com/articles/2013-10-24/visa-mastercard-sign-up-myanmar-banks-to-expand-card-transactions>

## Card Companies Try to Conquer Myanmar

By [Sanat Vallikappen](#) October 24, 2013

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A year ago, Myanmar had no automated teller machines linked to international networks and not a single hotel or restaurant able to swipe credit cards. The throngs of foreigners arriving in the newly opened country had to bring crisp U.S. dollars to pay for everything. Today, Myanmar has 2,500 machines that process credit card payments, known as payment terminals, and 450 ATMs, including at least three at the gates of Yangon's Shwedagon Pagoda, a popular tourist attraction, according to Kanbawza Bank, the largest privately owned bank in Myanmar. There's a long way to go. While "the absolute need to carry bags of cash is declining, Myanmar remains a cash economy," says Matt Davies, the International Monetary Fund's mission chief to the country. "It takes time for practices to change."

Visa ([V](#)) and MasterCard ([MA](#)) are working to speed the transition. Since September 2012, MasterCard has signed up nine banks to issue its cards. The company says those banks have installed payment terminals at 491 merchants, including the Strand and Governor's Residence hotels in Yangon, the financial capital. About 210 ATMs also accept MasterCard for cash withdrawals. Visa says it has licensed eight banks to issue its cards, and they've signed up more than 600 merchants, including hotels, restaurants, airlines, and retailers, and installed more than 200 ATMs.

Myanmar's remaining payment machines accept locally issued debit cards as well as cards from Shanghai-based UnionPay, which has expanded to 141 countries in the past decade to become the world's second-largest payment network by value of transactions processed, behind Visa.

Myanmar represents one of the last huge growth opportunities for card companies. Neighboring Thailand, with a population of 68 million, about the same as Myanmar's, has 47,759 ATMs, and 264,236 Thai merchants have payment terminals, according to the Bank of Thailand. Still, success in Myanmar won't come easily. Even where cards are accepted, terminals often don't work and are hindered by poor Internet and telephone connections and unreliable electricity, says Aung Thura, chief executive officer of Thura Swiss, a Yangon-based market research and consulting firm for companies entering Myanmar. "The general advice to tourists and business travelers is to bring in your clean dollar notes, because you might not be able to get money from ATMs," he says, recalling an experience in July when he tried to use his locally issued debit card at a restaurant and the telephone line didn't connect.

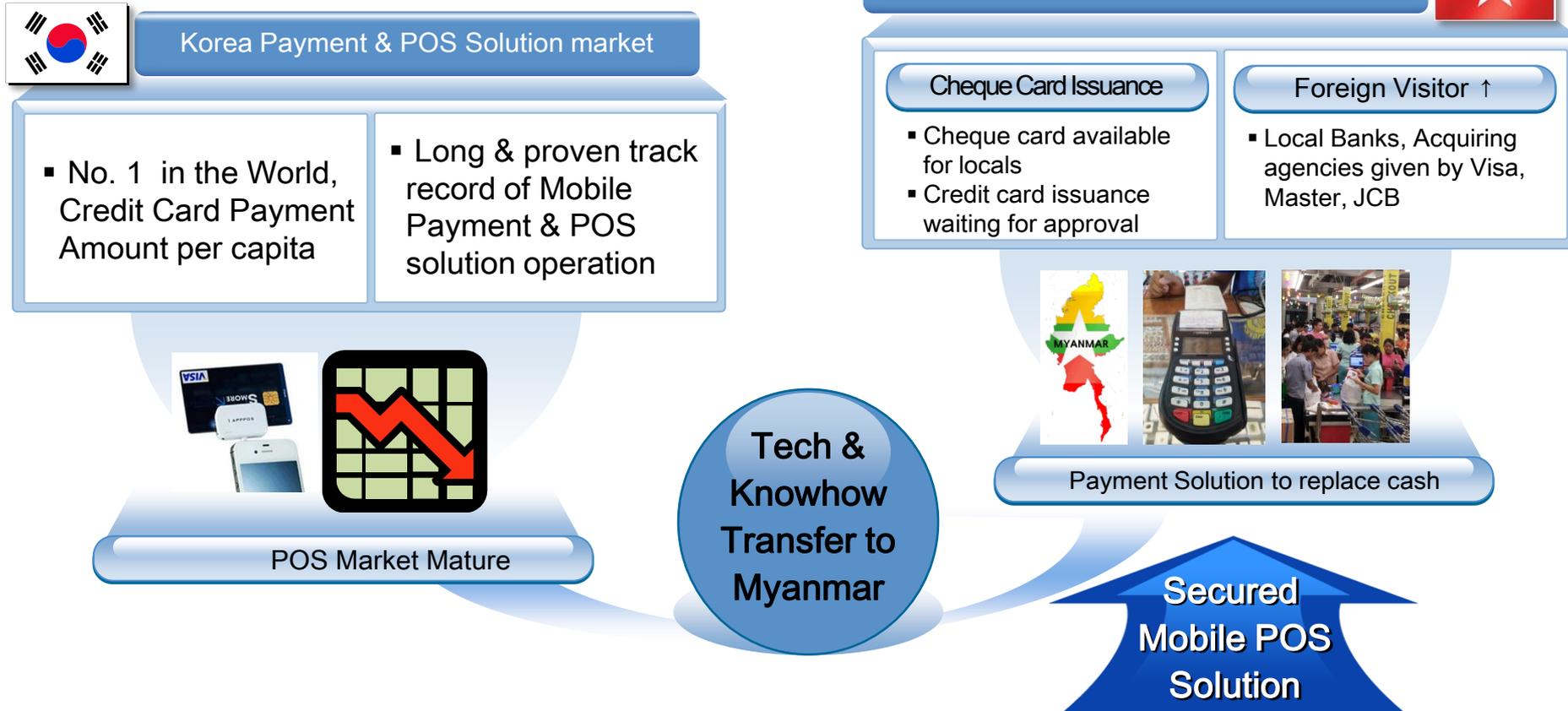
# 1. Why we come to Myanmar

- In the end of year 2013, 2,500 Card payment terminals available in Myanmar
    - China Union Pay only: 1,665 units
    - Visa Card only: 550 units
    - Master Card only: 285 units
  - From year 2014, multiple Cards payment terminal distributed
  - Smartphone based card terminal launched by Citizen Bank & 2C2P
  - But Thailand Card Payment Terminals: 264,236 units
- [100 times increase expected in Myanmar](#)



# 1. Why we come to Myanmar

- Myanmar needs secured credit card payment solution, which has been tested in the most advanced POS market, Korea



## 2. Service Introduction

New type of POS  
Mobile + Card Acceptance + POS



### Old POS

- Too Big
- Need Electric Power
- Expensive
- Frequent Breakdown



### PDA

- Too Slow
- High Battery Consumption
- Expensive
- Too heavy to hand carry



### Mobile Cradle

- i-OS Single Platform
- Cradle Required
- Heavier than Smartphone Only

# 3. Mobile Interface with POS Devices



Printer with Card Reader



Barcode Scanner

# 4. Alternatives to POS Devices

- Card Reader, Barcode Scanner, Printer, Monitor for Customers



No need to buy POS devices



Card Scan



Barcode Scan



E-Receipt



Dual Display

# 5. All in One Solution



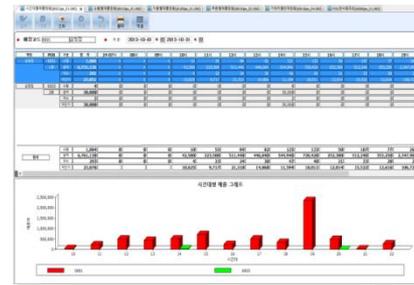
**Desktop POS**



**Mobile POS**

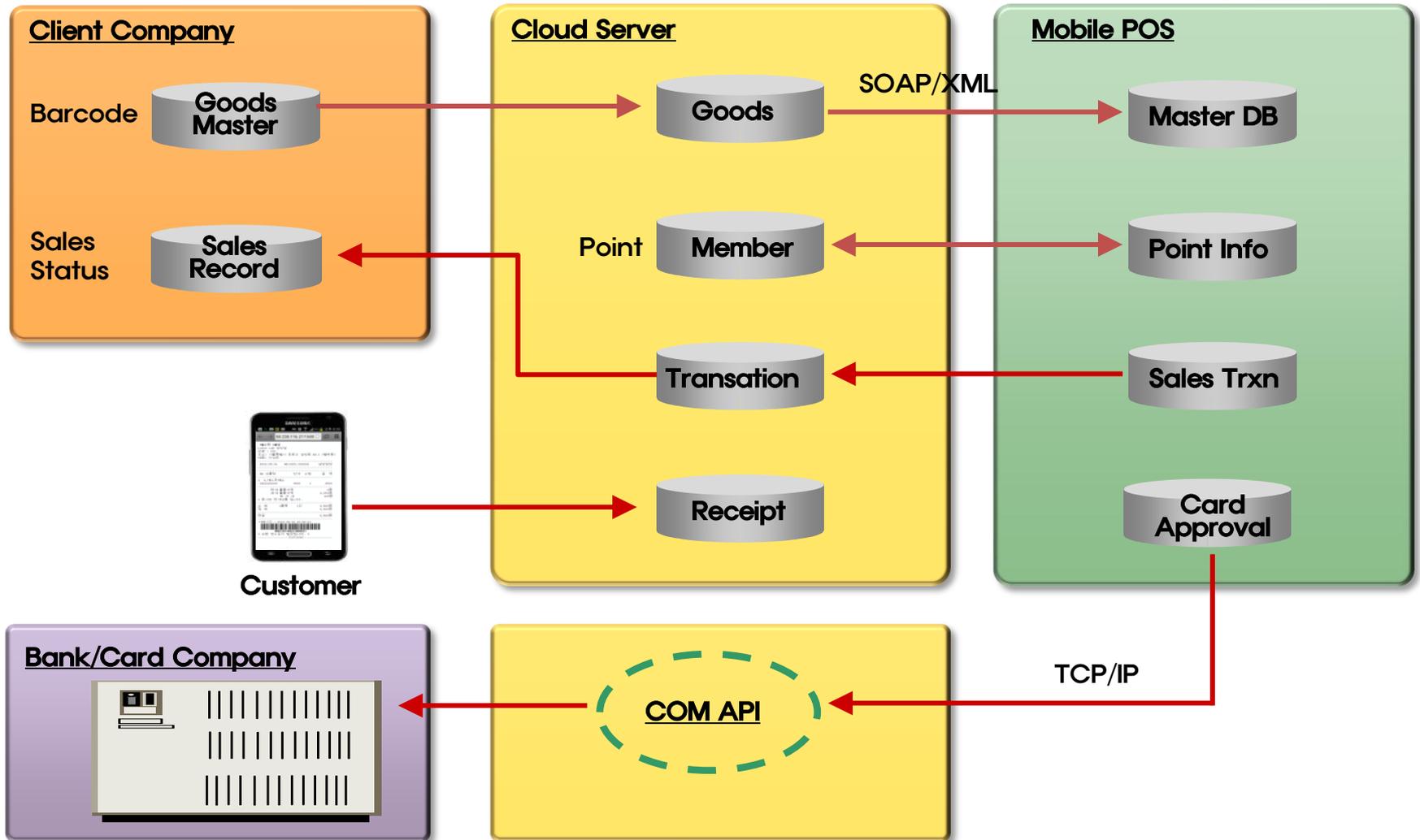


**Tablet POS**



**Sales Management System**

# 6. System Architecture

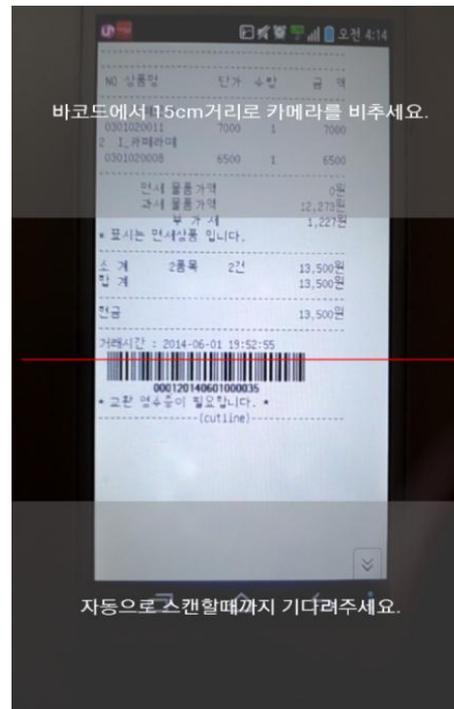


# 7. World First Functions

- Smart Camera replaces scanners & readers.



**Card Scan**



**Receipt Scan**



**Barcode Scan**

# 8. Advantages over Competitors

Company	Brand	Available Regions
Square Register (USA)	iPad POS	North America
2C2P (Singapore)	iACCEPT	Myanmar, Thailand

Disadvantage of  
i-OS Single Platform

## Advantages of Our Solutions



1. Android & i-OS Platform
2. Alternative Functions to Reader & Scanner
3. Sales Management Program & Localization

