INDOMOG HAS A UNIQUE OPPORTUNITY TO USE ITS CURRENT CUSTOMER BASE TO BECOME A LEADING E-WALLET SOLUTION

From a game voucher company to an e-wallet solution

Leading player in game vouchers

Leveraged by remittances

Leading e-wallet solution

Use remittances to grow e-wallet

Domestic remittance landscape is ripe for successful entrants

Crowded market with no clear winner

• Competitors include banks and telecoms, which have established user bases
• Each currently developing own product, resulting in fragmentation

Low bank access, high mobile penetration

• The bankable unbanked population is 64% and is projected to grow
• Mobile phone penetration is expected to grow to 100% by 2020

Supportive regulatory environment

• Central bank is eager to improve financial inclusion and literacy
• BI launched National Non-Cash Movement in Aug 2014

An opportunity to win in an untapped market

Beachhead market & window of opportunity

• E-wallet is a step in the right direction
• Opportunity to use current customer base and distribution channels
• Continue understanding the BHMI

Pilot & monitor feedback loop

• Run a pilot to test demand
• Be strategic. If goals and initial success metrics are not reached, stop pursuing the opportunity
• Tailor the value proposition (features & design)

Go big, or go home

• Money will come from volume
• Build a strong and reputable image
• Invest heavily in marketing and outreach
• Start tapping follow-on markets (geography and bank features)