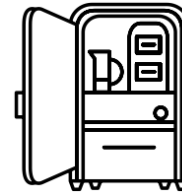
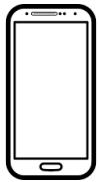




Prize-Linked Commitment Purchasing Club

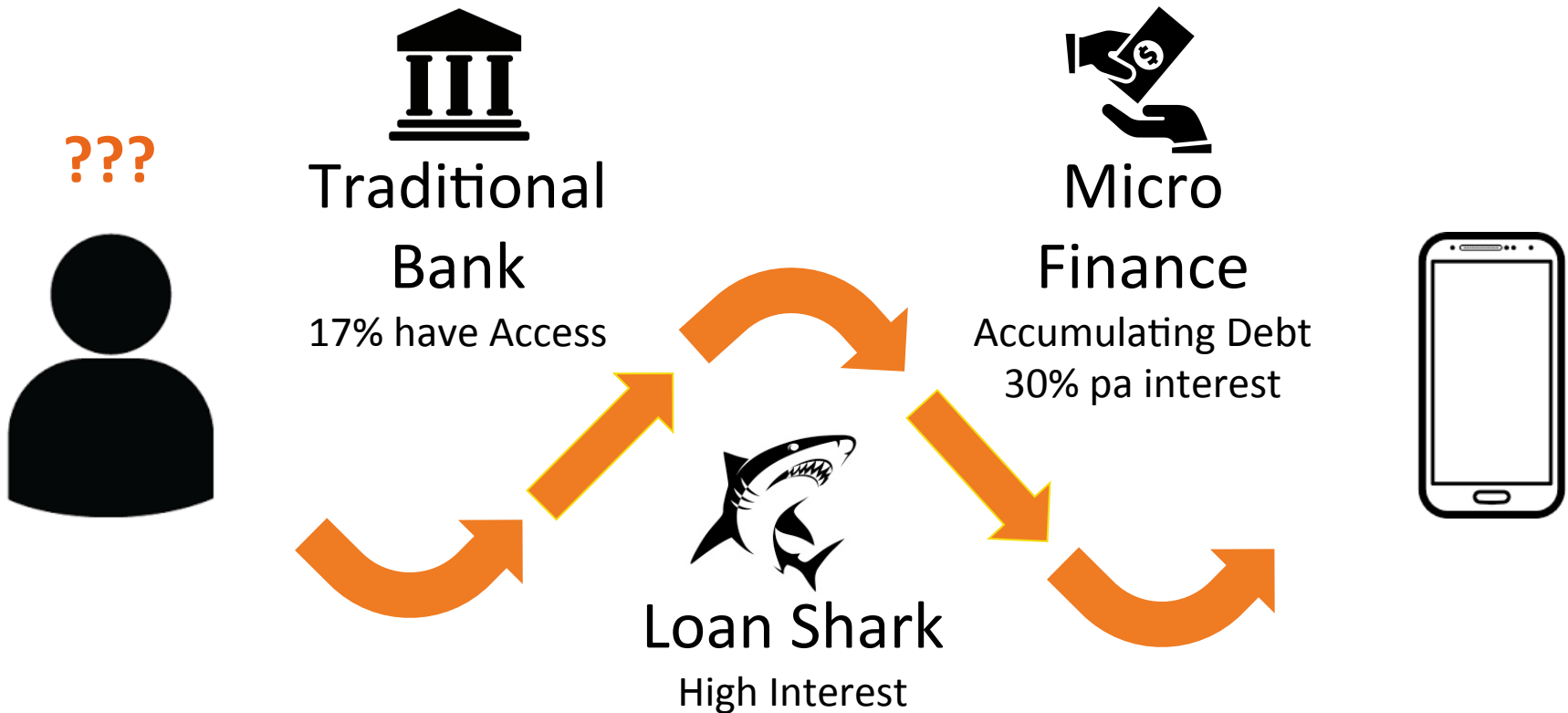
Opportunity

Myanmar's economy will grow 8.6% in 2016.
BoP Consumers are purchasing durable goods & services.



Problem

BoP Consumers can't plan for \$\$\$ purchases.
Saving is inaccessible and credit is often usurious.



Solution

Ngwe.Su brings together
2 powerful BoP financial inclusion tools:



Prize-Linked
Savings



Commitment
Purchasing

Solution

Saving is Easy & Convenient

Save Bit by Bit

Save More → Win More



How It Works

Buy Vouchers

Save Vouchers

Win Lucky Draw Prizes

Go Shopping



1. Buy Vouchers

Buy vouchers
at 25 Ngwe.Su partner shops in Yangon.



e-city



Mr. FONE
Telecom Centre

2. Save Vouchers

Hold onto your vouchers for 1 month (or more),
and automatically play the Lucky Draw EVERY MONTH.



3. Win Lucky Draw Prizes

Win 5x all your saved vouchers combined
- and other great prizes!

10,000Ks

x

5



=

50,000Ks

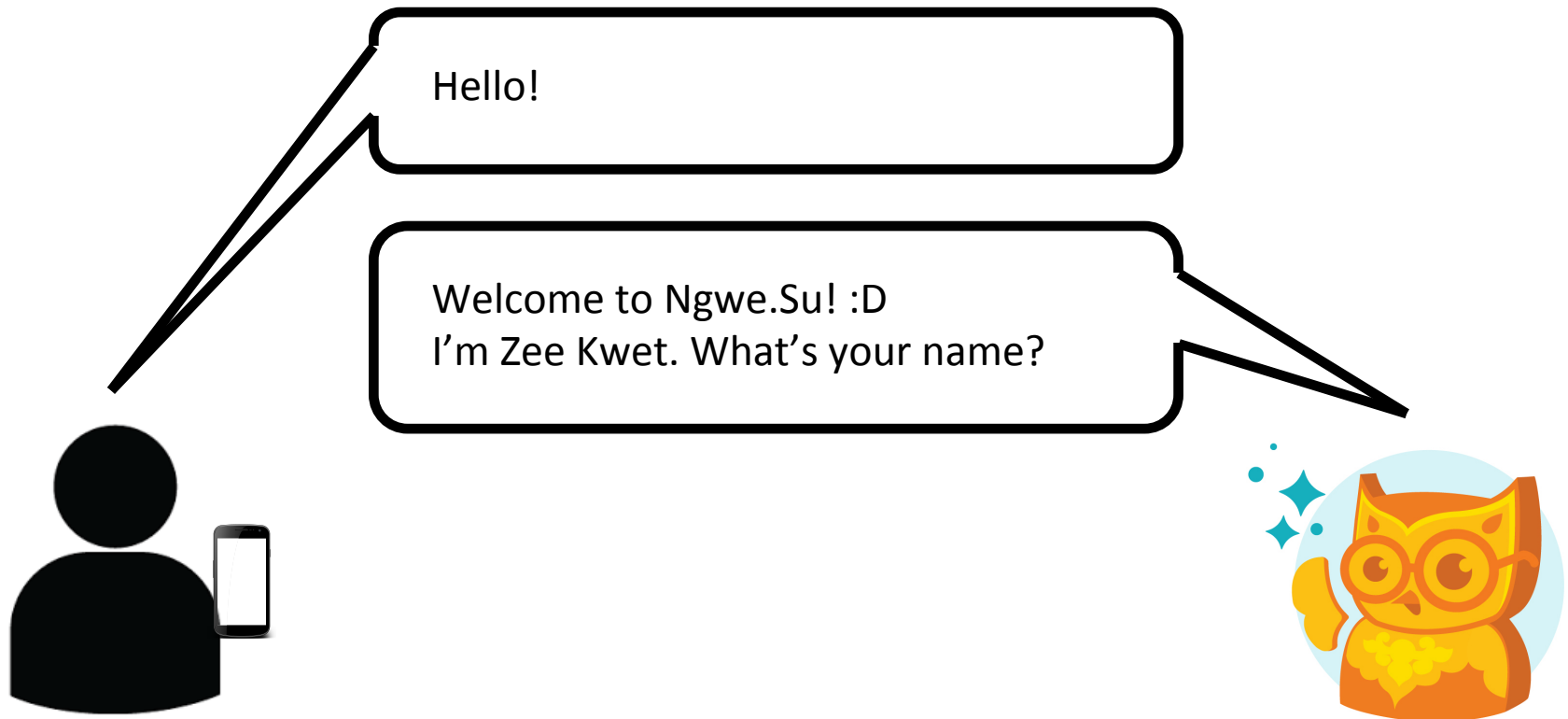
4. Go Shopping

Redeem your vouchers any time
at 25 Ngwe.Su partner smartphone shops in Yangon.



A Financial Friend

Customers chat with chatbot Zee Kwet
- via SMS and Facebook Messenger.



Advantages

Consumers

Save Money
+ Interest

Easy, Convenient

Exciting

Instantly Gratifying

Reduce
Temptation Spending

Keep Free of Debt



Retailers

Acquire & Retain
Customers

Increase Average
Sales Value

Differentiate
From
Competitors

Actionable
Customer Insights



Prize-Linked Commitment Purchasing Club

Contact

Loring Harkness
Founder
Ngwe.Su

+95 9 9 6030 2909 (Myanmar)
+65 8523 7304 (Singapore)

loring@ngwe.su