



FOR IMMEDIATE RELEASE

Mobile Payments and E-Commerce Emerging Markets/ Asia Pacific Summit to kick off in Myanmar next week

1. Singapore, February 5, 2014 – The **5th Annual Mobile Payments & E-Commerce Emerging Markets/Asia Pacific 2014 Summit** is set to take place from 13 – 14 February 2014 in Yangon.
2. The Central Bank of Myanmar is now promoting mobile banking and payments in Myanmar. E-Commerce and Mobile Commerce is about to boom in this new emerging economy. Indeed, Myanmar's business landscape could be drastically reshaped through the fast adoption of Mobile Commerce and E-Commerce, especially with the two foreign telcos rolling out their new services this year.
3. The Summit will present a unique platform for participants to establish partnership, collaboration or joint ventures with telcos, e-commerce companies and banks planning to capitalize on current mobile trends and technologies, to rollout new business or product offerings and earn new and ancillary revenue in Myanmar and many other emerging markets around the world.
4. More than 120 participants from Myanmar, Thailand, Cambodia, India, Singapore, Japan, Vietnam, Pakistan, China etc will be discussing the latest market insights into mobile banking & payments, the regulatory and operational challenges and emerging opportunities.
5. **Mastercard**, a technology company in the global payments industry is the Summit's Gold Sponsor. "Myanmar's transformation and investment in internet and mobile infrastructure will enable banks to launch safe and simple payment solutions from MasterCard that will accelerate financial inclusion and digital payment adoption in Myanmar." said David Chan, Group Head and Senior Vice President, Market Development, South East Asia, MasterCard Worldwide.
6. **Telenor**, an international provider of telecoms, data and communication services is the Summit's Silver Sponsor. "The consumers must be educated, a distribution network and business model must be in place and the approval of the regulators must be gained. These steps are vital for the successful spread of financial services and Telenor will continue to face these challenges and create more services that improve quality of life for our customers." said Jon Fredrik Baksaas, President and CEO of Telenor Group.
7. **Software Group**, a specialised IT company providing technology services and solutions to a range of players in the financial sector is the Summit's exhibitor. "The Myanmar market presents a unique opportunity to harvest the power of mobile technology and digital payments to leapfrog the traditional bank model by leveraging branchless banking solutions that have achieved success in emerging markets across the globe. Software Group offers a range of solutions using mobile and low bandwidth connections that empower our clients in the financial sector to meet the demands of under and un-banked communities who

lack access to financial services.” said Charlene Bachman, Regional Business Development Director, Software Group.

8. Associate Supporters of the Summit include **TPS**, a leading company in the space of Cards and Payments solutions and **Gilat Satellite Networks**, a leading provider of products and services for satellite-based broadband communications.
9. The CEO of the conference organizing company, Magenta Global Pte Ltd, Singapore, Ms Maggie Tan, said: “A new report from Juniper Research has found that annual retail payments on mobile handsets and tablets are expected to reach US\$707 billion by 2018, representing 30% of all eRetail by that time. This compares with mobile retail spend of US\$182 billion last year, when mobile accounted for around 15% eRetail. The emerging economies in this region are likely to see a huge increase in mobile subscribers who are mostly unbanked. Banks must implement at least one mobile banking offering either via messaging, mobile browser or an app-based service. Some banks are already doing so with larger banks deploying two or more of these technologies. This Summit has been specially convened to take the industry forward.”
10. The Forum will be held at Parkroyal Yangon.

Media Contact:

Ms Merilynn Choo
Marketing Executive
Tel: +65 6391 2549
Email: merilynn@magenta-global.com.sg

About Magenta Global, Singapore - Organizer

Magenta Global is a premier independent business media company that provides pragmatic and relevant information to government & business executives and professionals worldwide. The organization provides the opportunity to share thought-provoking insights, exchange ideas on the latest industry trends and technological developments with thought leaders and business peers. With a strong focus in emerging economies especially in Africa, Middle East & Central Asia, Central & South America, Magenta Global works in partnership with both the public & private sectors.

About Mastercard – Gold Sponsor

MasterCard (NYSE: MA) is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities - such as shopping, traveling, running a business and managing finances - easier, more secure and more efficient for everyone.

About Telenor – Silver Sponsor

Telenor Group is one of the world's major mobile operators with more than 160 million mobile subscriptions and operations in more than 13 markets. As an international provider of telecoms, data and communication services Telenor is in a strong position to bring mobile financial services to the unbanked. Telenor is a trusted

and established brand within South East Asia, with a large and secure distribution network, all of which are key competences in mobile banking. Telenor Myanmar is committed to mobile financial services to the people of Myanmar.

About Software Group – Exhibiter

Software Group is a specialised IT company providing technology services and solutions to a range of players in the financial sector. The company is particularly focused on addressing the needs of commercial banks, microfinance institutions (MFIs), cooperatives, credit unions, payment network operators and mobile operators. A worldwide client base is served from the headquarters based in Bulgaria and established support offices in Kenya, Ghana, Mexico, Australia and the Philippines. Software Group prides itself on delivering products and services which adhere to the principles of quality, transparency and affordability.

About TPS – Associate Supporter

TPS is a leading company in the space of Cards and Payments solutions, serving a delighted customer base of over 132 banks, telecoms, central banks, payment processors and other financial institutions spread across 32 countries. TPS offers a combination of technical and business expertise in the area of card management, multi-channel issuing and acquiring, payment processing, alternate delivery channel management, bills presentment and payment, remittances, payment gateways and internet and mobile banking.

About Gilat Satellite Networks – Associate Supporter

With 1 million+ VSATs delivered to satisfied customers worldwide, it's no wonder Gilat Satellite Networks (GILT) leads in satellite communications. Gilat Satellite Networks is a leading provider of products and services for satellite-based broadband communications. With over 25 years of experience, and customers in more than 85 countries, Gilat develops and markets a wide range of high-performance satellite ground segment equipment and VSATs. Gilat provides enterprises, service providers and operators with efficient and reliable solutions, including cellular backhaul, banking, retail, e-government and rural communication networks.

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