

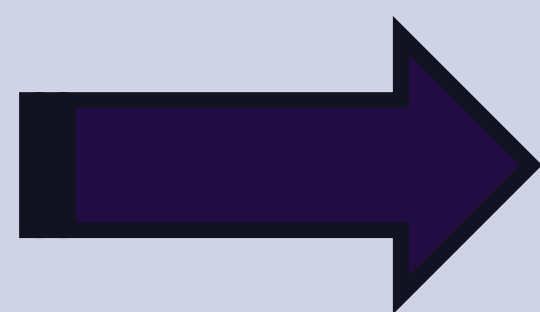
Álvaro Martínez Higes, April Baker, Caio Ishizaka Costa, Lilly Cao

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



Leading e-wallet solution

Levered by remittances



Use remittances to grow e-wallet

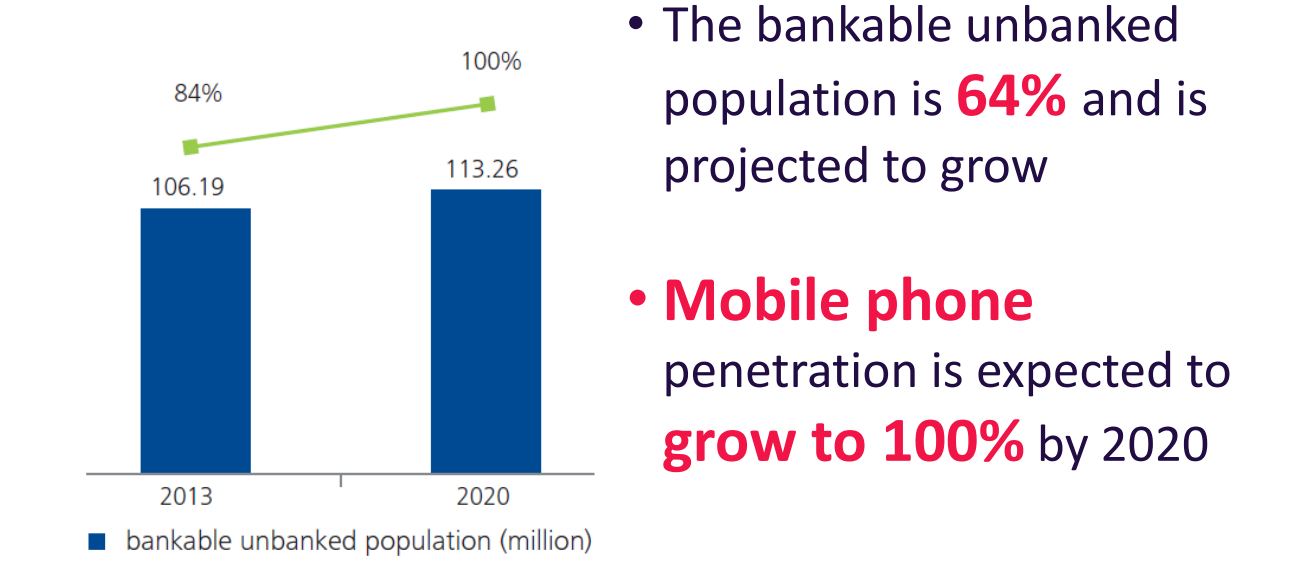
Domestic remittance landscape is ripe for successful entrants

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



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 BHM

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)

