

Site Pyo App

16th March 2017

ooredoo



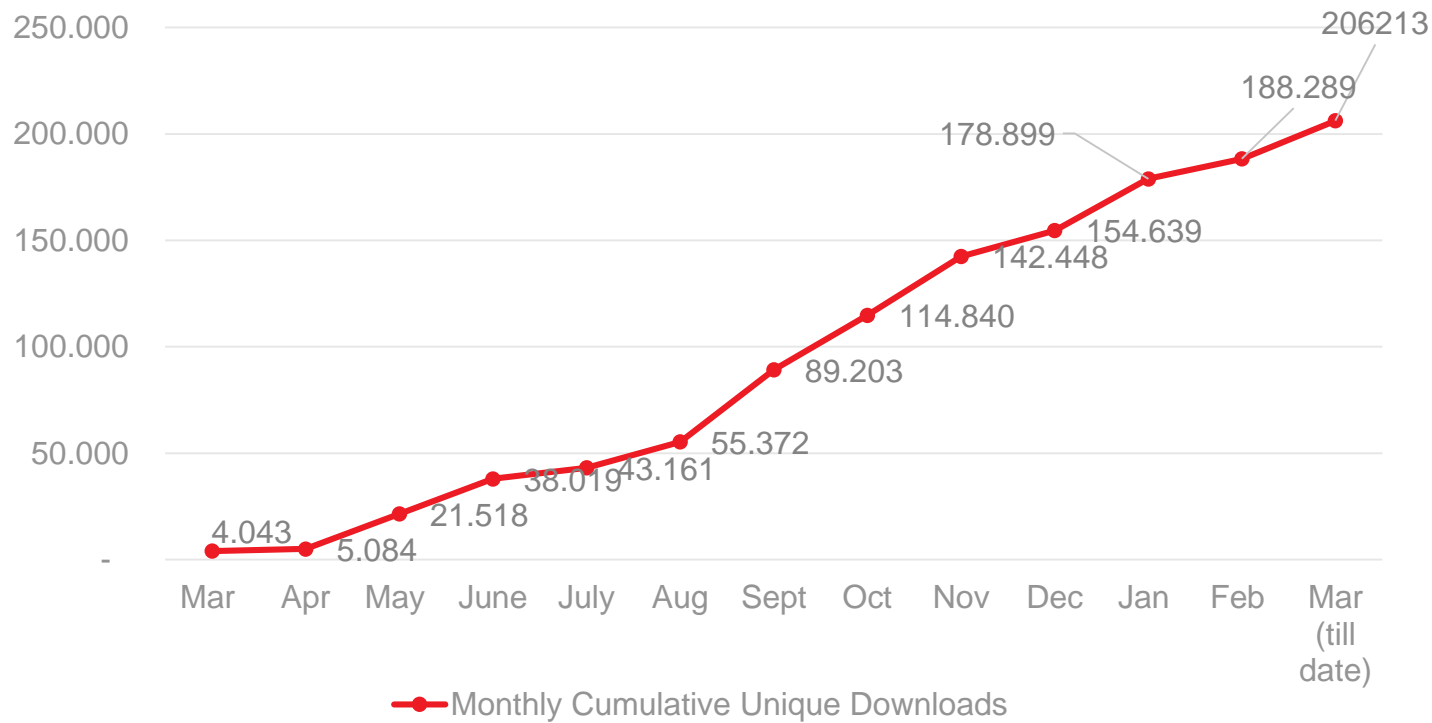
SUMMARY

- Download Overviews
- Top downloaders regions
- Product offerings
- Key learnings of the app
- Way Forward
- Substantiality Roadmap



Achieved the 175K download target. Current base at 206 K unique downloads

Monthly Cumulative Unique Downloads



Main beneficiaries



Farmers



Agricultural Input Suppliers



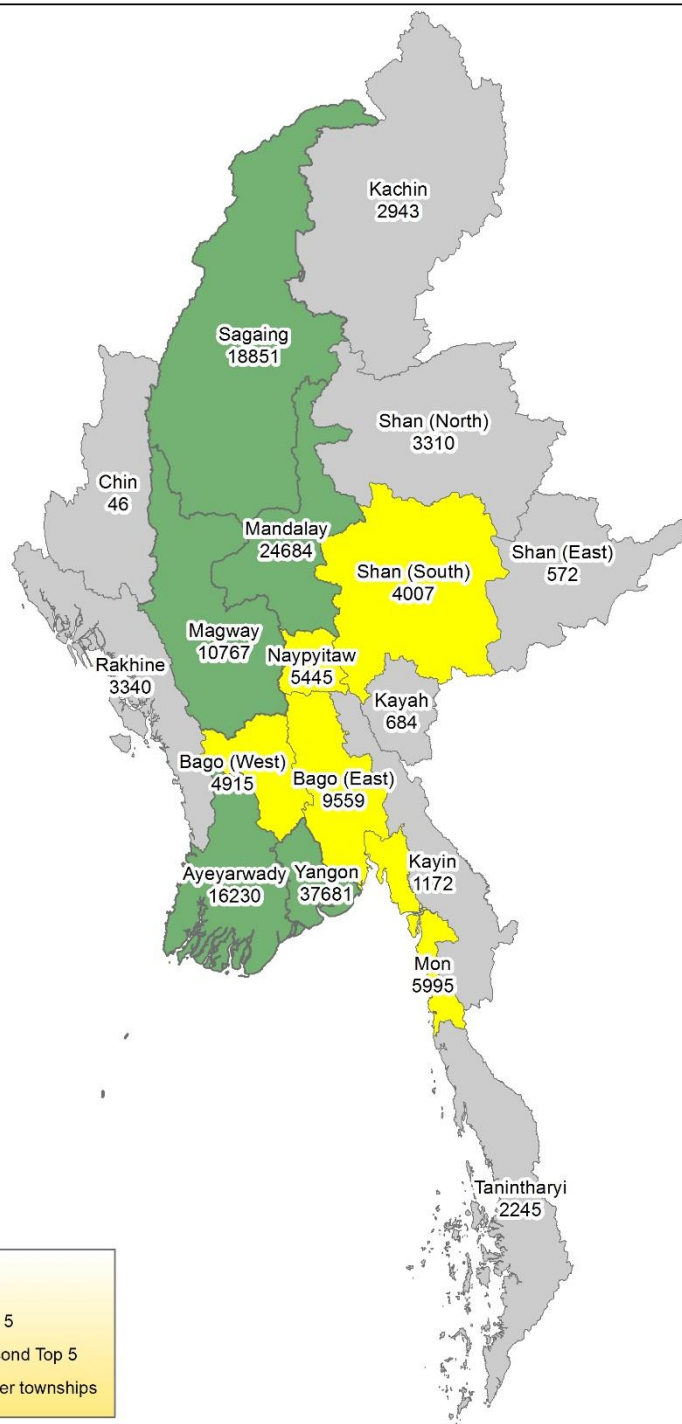
Agricultural Ext Workers



App downloads mostly in top Farming regions

Top Farming regions in Myanmar:

- Saging
- Mandalay
- Magway
- Nay Pyi Taw Council
- Bago (E&W)
- Ayeyerwaddy
- Yangon



Legend

- Top 5
- Second Top 5
- Other townships





- Weather forecasts
- Crop guidance (10 crops)
 - Summer Paddy
 - Sesame
 - Ground Nut
 - Sunflower
 - Green Gram
 - Black Gram
 - Pigeon pea
 - Monsoon paddy
 - Cabbage
 - Mango
- Seed Quality
- Land Preparation
- Water Irrigation
- Weed Control
- Pest and Disease
- Harvest and Storage
- Emergency alerts
- Market price information



Key Learning for the app

- Weather feature is the key to keep user daily engagement.
- App navigation need to be simple and user friendly.
- Constant prompt to remind user about different feature of the app.
- For future engagement interactive communication have to be a must.



Way Forward

Agro IVR:

- Interactive voice records for agro related information. Generalized information will be found on: Agriculture (Field Crops), Live stock, Fisheries & Nutrition

Agro Call Center:

- Full-fledged live call center with agriculturists/horticulturists to receive customers' problems and provide solution instantly or with belated call-back module

Agricultural SMS tips:

- Specific rural/ urban segmentation based on location of customer
- Rural segment tips: soil, pests, insecticides, seeds, crops etc.

Agro Voice OBD:

- Audio clips for specific rural/urban segments is pushed weekly through PUSH/ PULL request.



Proposed Sustainability roadmap with roles for each stakeholder

Data Monetization



Consumer acquisition and loyalty through **Ooredoo** branded app will increase airtime purchase for data used for the app.

Weather Platform



Weather Agromet content delivered by Miaki Weather Platform can be used in any format (**SMS, IVR, OBD, USSD, App etc**) to facilitate end-user's need. This will increase the **DECISION-MAKING** power of the farmers, hence increasing the end yield. Demand of these info will increase the user base. And eventually will be a good source of revenue.

In-App Advertisement



Consumer data that Ooredoo can use internally and/or sell the **aggregated data**. For example, Inputs suppliers will know that **20%** of farmers in a particular area grow X crop, and plant. So, the input suppliers can make advertisement there.

Live chat room



Will be designed to promote user-generated content and peer-to-peer communication between fellow farmers. Plus, it would increase the daily frequent users

Subscription Model



Currently Site Pyo is free. But from 2017, OML can monetize this service (i.e. Crop Information, Weather Alert etc) through subscription model.

Farmer Line



Through the **Call Center** named "Farmer Line", **OML** can monetize the service onward.





THANK YOU

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