

GEOGRAPHY

POPULATION OVER
54m

CAPITAL
Naypyidaw

INVESTMENT TYPE
Entrepreneurial

PARTNER
Delta Capital

IMPACT

GLOBAL INVESTMENT

MYANMAR

SOUTHEAST ASIA

*Supporting entrepreneurs and the local community
through access to Microfinance in Myanmar*

EASY MICROFINANCE

MC Easy Microfinance Company Limited is a Myanmar-based microfinance institution which started operations in 2016. The institution is licensed by Myanmar's Financial Regulatory Department, as part of the Ministry of Finance and Planning. Easy Microfinance is a full member of the Myanmar Microfinance Association, a national association of microfinance practitioners and other relevant stakeholders working to expand the accessibility of affordable financial services to Myanmar's unbanked.

Currently Easy Microfinance offers group solidarity loans and individual business loans in the following regions of Myanmar: Yangon, Sagaing, Magway, Nay Pyi Taw, Mon state and Kayin state. Making a meaningful impact is central to the Easy Microfinance ethos, which focuses on empowering and enhancing the lives of entrepreneurs, many of whom are women.

100,000 BORROWERS
450 EMPLOYEES
16 BRANCHES



GLOBAL
INVESTMENT
PORTFOLIO

GLOBAL INVESTMENT

MICROFINANCE IN MYANMAR

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The Meridian Capital Limited investment team first travelled to Myanmar in 2014 when the country opened to foreign investment. It was clear that the financial sector was a great investment opportunity. Meridian Capital established a new company that was granted a microfinance license in late 2016. Operations started in November 2016 and in May 2017, only 6 months later, the company had its first profitable month of operations. Easy grew steadily and avoided the struggles with profitability, sustainability and asset quality encountered by some faster growing competitors.

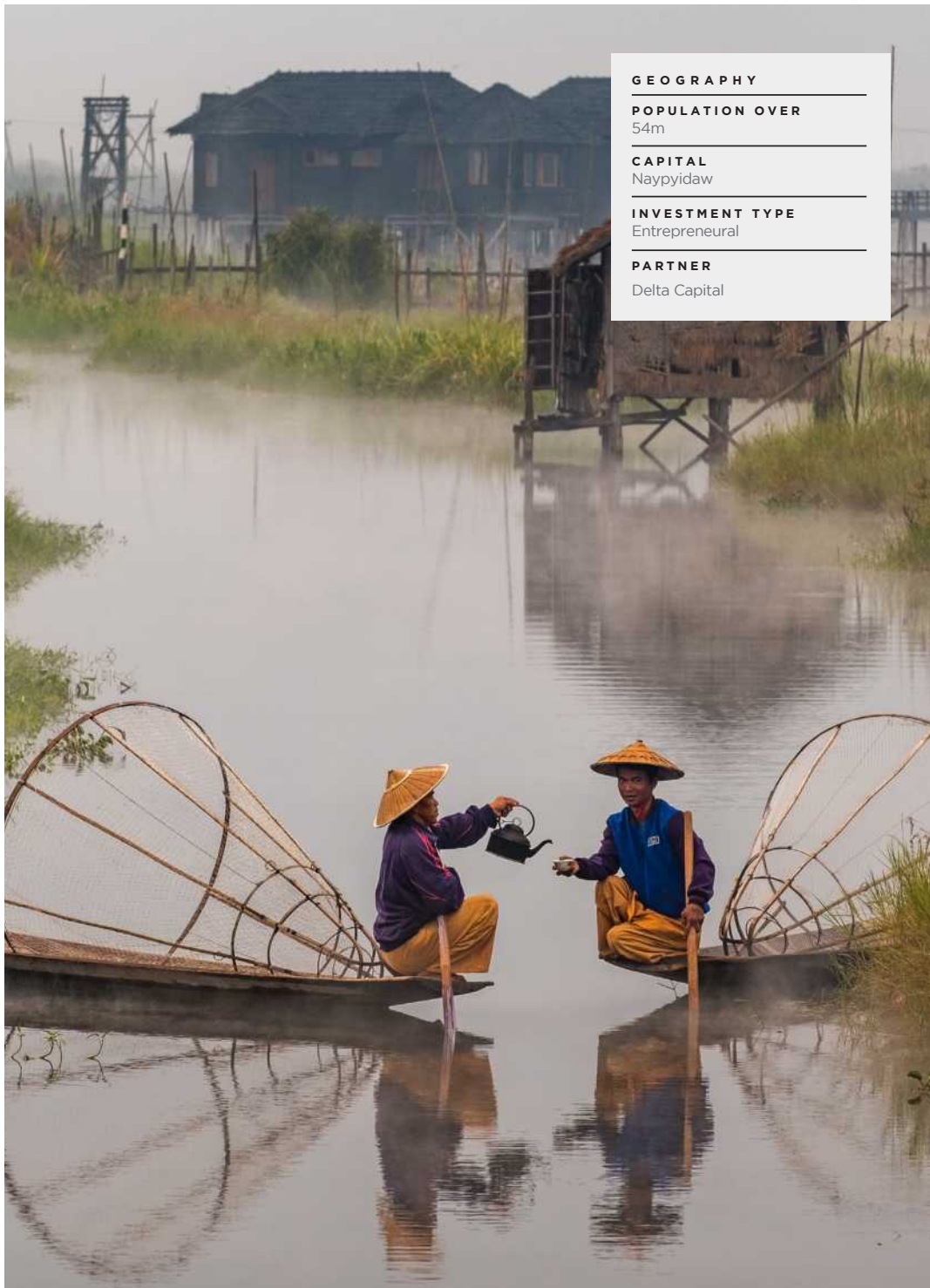
business is profitable and sustainable. The company continues to focus on maintaining high asset quality and sustainable growth. In March 2018, the company raised equity capital from Delta Capital Myanmar (a private equity fund backed by European development institutions) in return for a significant minority stake.

We are proud of the investment, not only because it has demonstrated huge potential for growth and is a financial success, but also because of the positive impact the company has made in the community.

After 2.5 years of operations, Easy's NPL ratio stands below 1% and the

ACHIEVEMENTS INCLUDE:

- Employing over 450 local employees and only 2 expats
- Hiring recent university graduates with an average age under 30 years old
- Introducing an upward mobility program based on performance and internal exams. For example, one of the top branch managers started as a driver just under 2 years ago
- Maintaining a very high retention rate, despite a shortage of professionals in the country
- Financing many SMEs, mostly small businesses and traders who own a small shop or a stall at their local market
- Practicing responsible lending with policies ensuring that all of the borrowers have the financial capacity to repay their loans.

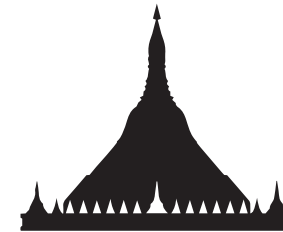


EASY ACCESS TO FINANCE HAS THE POWER TO ENABLE ENTREPRENEURSHIP

“Meridian Capital Limited is committed to investing into initiatives that create a fundamental change in the environment in which they operate. By creating a meaningful and sustainable micro-finance business that provides access to capital for entrepreneurs and those who require micro-loans, we have opened up a world of opportunity for small businesses and traders to start or grow their businesses.”

Askar Alshinbayev, Principal, Meridian Capital Limited.

MYANMAR



Easy Microfinance has the ambition to become the premier microfinance institution in Myanmar. Easy Microfinance loans are designed to be easy and quick to obtain and easy to repay, with loan amounts that are adapted to business needs and repayment capacity.

- It distinguishes itself from other Microfinance institutions in Myanmar by a client centric hassle-free approach and by using modern technology for efficient delivery and follow-up;
- Credit Officers are equipped with tablets and capture client and loan information electronically including GPS coordinates and digital copies of documents
- Clients are not required to attend weekly or monthly meetings or to fulfill any other bureaucratic requirements

