



**mypay**

## ABOUT US

Established in 2015, **MyPay Sdn Bhd** (MyPay) is a home-grown financial technology (Fin-Tech) company en route to becoming the leading processor and distributor of electronic payments and collections in Malaysia. We offer electronic payment and collection services to the Malaysian market through our innovative brand, **mypaystation**.

We are focus on developing our business through our merchant network and our strong relationships with our partners. With this in mind, we bring together a wide range of merchants and biller partners to offer products and services for the benefit and convenience of consumers in Malaysia.

Through these collaborations, and by combining our technological expertise and market knowledge, we aim to constantly offer new value-added products and services to consumers.

Registered **mypaystation** merchants are easily able to provide telco reloads, bill payments and e-money services for their customers. Our products and services are offered via our **mypaystation** smartphone application and at any **mypaystation** point-of-sales outlets across Malaysia.



# PAYMENT • SERVICE • POINT



**mypaystation**

#### **mypaystation Mobile App**

- ✓ Available on Android platform (IOS support in Q2, 2017)
- ✓ Responsive design for optimal user experience
- ✓ No investment required in any ICT infrastructure
- ✓ Quick and easy registration
- ✓ Payment confirmation in real-time

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#### **WHO ARE OUR MERCHANTS**

Join our constantly expanding merchant base where we can help you develop, expand and grow your business securely.

- ✓ Retailers with multiple outlets interested to generate more revenue for your business.
- ✓ A neighborhood shop interested in offering new products and services to your regular customers.
- ✓ An individual who is keen to start a small business while saving on your monthly bills.

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#### **WHAT WE OFFER OUR MERCHANTS**

You need to offer a range of products and services that attract customers, complement your existing product range and generate revenue. Our merchants work with us because we ensure they have the support they need and the widest range of products they want to make their business successful.

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#### **THE SERVICES WE PROVIDE**

We help our merchants get the RIGHT products and services to the RIGHT customers. By registering as a **mypaystation** merchant, you are able to provide the following services to your customers.

- ✓ Pay utility bills - water, electricity, broadband and other bills
- ✓ Pay postpaid mobile phone bills
- ✓ Reload prepaid accounts
- ✓ Reload prepaid mobile accounts in another country
- ✓ Reload online game points
- ✓ Settle assessment bills or fines with local municipal councils

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#### **WHAT SETS US APART**

- 1.** Increased revenue: Innovative products and services to increase your customer base and revenue.
- 2.** Access to a wide range of billers – utility companies, ISPs, mobile phone providers, government agencies
- 3.** No investment in inventory or acquisition of equipment.
- 4.** Very attractive commissions on sales made.
- 5.** Dedicated customer service support to assist you with questions and concerns on your account.
- 6.** Internationally accredited banking-level security handling our e-wallet system.
- 7.** Inventory management tools to add, edit, track and manage transactions through a safe and secure database.
- 8.** Customer management tools to store customer data, update records and generate reports.

## OUR MANAGEMENT TEAM



**SHARANI MOHAMMAD**  
*Chairman*

**Sharani** is the Chairman of MyPay Sdn Bhd. He is also the Non-Executive Chairman of Vezion Group, a company specialising in security, technology and business consulting. Since 2012, Sharani has also been the Associate Director of WAP Investment SA of Switzerland, a company which identifies and evaluates European technology for investment and strategic partnerships.

Sharani has also founded various start-up companies in the country over the past 15 years. In 2005, he founded Smart Dolphin Corp which provides contents and data management solutions for the telecommunications industry. He founded Aston Business Consulting Malaysia in 2008 and consulted on areas such as defence, security solutions, specialised training, and oil and gas upstream services. In 2009, he founded Blue Cast Tech, provider of the first Bluetooth proximity marketing in Malaysia.

An IBM Certified Professional, Sharani has vast expertise and experience in the ICT and security industries. His areas of expertise include in technology evaluation, government and enforcement security solutions, network planning and integration, government liaison, military communications training and security printing. Amongst his accomplishments include as the R&D Technology Advisor in Content Management (Adastral Park, Ipswich) for British Telecom Plc, UK; Project Leader for the First Global WAP Interconnect Provider Gateway /WAP Portal for Ericsson; Project Leader for First Global M2M Telemetry for Coke Vending Challenge for Celcom Malaysia; and Project Leader for the First Encrypted GSM Network Over 3G for the Signal Division of the Malaysia Armed Forces.



**MICHAEL CHOONG**  
*Executive Director*

**Michael** is the Executive Director of MyPay Sdn Bhd. He is also the co-founder of the Vezion Group, a company he set up in September 2010, which provides technology and business consulting in the areas of ICT, identity management, smart cards & e-passports, electronic payment, surveillance & analytics, anti-fraud tax management and cybersecurity.

Michael started his career with Akitek Jururancang, the largest Malaysian architect consulting company as a Resource and Technical Assistant. In 1994, he became the Consulting Manager for Teamworkz Technologies which pioneered, amongst others, the use of Lotus's world-leading workflow software to develop an electronic office platform and cost management system for several oil & gas and construction companies. In 1998, Michael joined Ericsson Business Consulting Malaysia as Strategic Account Manager and was responsible for marketing enterprise solutions for the banking and financial services industry. While at Ericsson, he successfully pioneered the first mobile independent wireless internet services provider in Malaysia.

In 2002, Michael was appointed Head of Sales and Marketing for IRIS Corporation Berhad and assumed the position of Director of Sales and Marketing in May 2005. Throughout his tenure with IRIS, Michael represented the company on various overseas trade delegations with the Malaysian government and was responsible for establishing contacts and identity management projects with governments across the Asia Pacific, Middle East and African regions.

Michael graduated with a Bachelor of Science honours degree in Industrial IT from Lancashire Polytechnic, United Kingdom in December 1989.

## OUR MANAGEMENT TEAM



**ALVIN LIM**  
*Head of Sales and Marketing*

**Alvin** possesses vast experience in sales and marketing, having worked in the sales and business development units of various small-medium enterprises and multinational companies Malaysia. Prior to joining MyPay, Alvin was the National Sales Manager of Ceres Telecom Sdn Bhd, a Mobile Virtual Network Operator (MVNO) owned by Virgin Mobile MEA (part of the Virgin Group) and Kumpulan Perangsang Selangor, which operates the brand name FRIENDi. At Ceres, he oversaw FRIENDi's sales and business development as a whole and was responsible for the restructuring, building and repositioning of its business model.

In 2013, Alvin joined Talk Focus Sdn Bhd, the MVNO operating TRON, as Head of Sales. Within the three years that he was there, Alvin oversaw the overall retail operations, sales and promotional programmes of all TRON stores. He also championed a hybrid project with the setting up of TRON-MD Concept Store from scratch, and was responsible for the channel and distribution management of 10 Master Distributors across Malaysia. Before joining Talk Focus, Alvin was the Area Manager of PLDT Malaysia Sdn Bhd, a MVNO established in partnership with Axiata, offering tailor-fitted mobile prepaid services for Overseas Filipino Workers in Malaysia.

His earlier career included being in various sales, marketing and business development roles in Accord Corporation Pte Ltd, Singapore and Mah Sing Group Bhd.

We will continuously drive new solutions, and leverage our scale and capability, while remaining committed to developing our business through our merchant network and our strong relationships with our partners.

## OUR COMMITMENT

We believe there are vast opportunities for sustainable growth in revenues from the products and services we offer and we aim to continuously introduce new capabilities that will help our merchants and partners grow their businesses profitably.

## CONTACT DETAILS

If you would more information about becoming our Merchant or Partner, please contact us. Our team will get back to you promptly.

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