



## ***Live Life Your Way with WavePay***

*Wave Money unveils new WavePay tagline along with new TV commercial*

**27 August 2020, Yangon** – Enter a world of lifestyle possibilities with WavePay, Myanmar’s trusted mobile wallet application. Powered by the country’s leading mobile financial services provider Wave Money, WavePay unveils an exciting array of in-app services under its new tagline *“Live Life Your Way.”*

With over 60,000 agents and 89% geographic coverage of Myanmar, Wave Money takes its long-term commitment to financial inclusion to a new level with WavePay services that are designed to transform and improve lives.

The WavePay mobile application delivers reliable, secure and instantaneous payments - anywhere, anytime. Its intuitive and simplified interface gives every smartphone user in Myanmar effortless access to a wide variety of financial services and solutions. Simply download the app, register and start living life your way.

*“Live Life Your Way* reflects our promise to meet the needs and expectations of Myanmar’s growing base of mobile wallet users. With WavePay, they can pursue their passions and interests, enjoy what they love, and reap the benefits of secure, fast and convenient digital payment,” said Brad Jones, CEO of Wave Money.

With a tap on the WavePay app, users can transfer money, top up mobile, pay utility bills and repay loans, buy travel and leisure tickets including game items for mobile games, and make a difference by donating to causes and social impact programmes. WavePay also provides a secure and convenient way to pay at checkout counters or when shopping online.

For those using WavePay for instant money transfers, cash in and cash out through extensive agent network nationwide. WavePay users can transfer from one account to another free of charge. They can also easily cash in, free of charge, through Yoma Bank, KBZ Bank and CB Bank. Yoma Bank account holders can likewise seamlessly link their WavePay account to transfer cash to/from WavePay to Yoma Bank SMART account online, without charges.

WavePay has a comprehensive roster of merchant partners in Myanmar. One can use WavePay for loan repayment and microfinancing through [AEON](#), [Fullerton Myanmar](#), [Rent2Own](#) and [Yoma Bank](#). Shop online – from food supplies to beauty & wellness products and technology – with [METRO](#), [rgo47](#), [Bella Cosmetics](#), [Organic Valley](#), [mBuyy](#), and [ICT.com.mm](#). Pay utility and service bills for [StarCity](#), [Yoma Micro Power](#), [Pun Hlaing Siloam Hospitals](#), [Telenor](#) and [5BB Broadband](#). Buy game and gift cards from iTunes, Google Play, Amazon, Steam Wallet and Xbox through [giftcard.com.mm](#). WavePay users can check out more merchants on the app and enjoy great deals and perks, including 4.5% cash backs for mobile top-ups and exclusive partner discounts.



Uniquely positioned for digital natives, tech aficionados and young urbanites in cities such as Yangon and Mandalay, WavePay is a popular choice among Myanmar millennials and Generation Z that grew up and thrive in a mobile-first society.

“Today’s younger generation are always connected to their smartphones and their daily lives are enriched, enabled and empowered by super apps such as WavePay,” Brad Jones added.

Since launching in 2018, WavePay has been connecting people and businesses across Myanmar. It is also the payment platform of choice among many government and non-government organizations (NGO) mobilizing assistance during this COVID-19 pandemic.

WavePay’s new slogan and refreshed logo are part of an integrated brand strategy which aims to bring the empowering WavePay experience to life. Wave Money is premiering the new tagline, logo and TV commercial on Saturday, 29 August via a virtual concert featuring the WaveKhit Band. Viewers can enjoy performances, lucky draws and surprise interactive engagement with celebrities. Catch the launch this Saturday at 8:00pm on the [Wave Money official Facebook page](#).

#### **About WavePay**

Introduced by Wave Money, WavePay is a mobile wallet application that delivers a new era of digital finance for Myanmar. WavePay was launched in 2018 to make every day financial transactions more convenient and accessible for the people of Myanmar. WavePay offers major use cases such as money transfer services, mobile top-up, bill payment, loan repayment, basic utility services payment, merchant payments, ticketing services and donations. In partnership with other digital companies, WavePay fosters a vibrant fintech ecosystem and an enriching, secure and convenient digital payment experience.

#### **About Wave Money**

Wave Money is the leading mobile financial services provider operating with over 60,000 Wave shops across Myanmar. Wave Money is a joint venture between Telenor, Yoma Bank and Singapore Exchange listed Yoma Strategic Holdings and provides easy, fast and reliable mobile financial services through a nationwide agent network. Wave Money introduced a unique way of transferring money, bringing millions of people in Myanmar access to formal financial services. Through Wave Money, thousands of people a day are sending money anywhere and at any time. The Wave Money call center operates 24/7 and is always available to respond to any customer queries. For more information, please visit: <http://www.wavemoney.com.mm>.

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