



PATAMAR | CAPITAL

# Patamar Capital is a Leading VC Firm Focused on South and Southeast Asia's "Mass Market"



## PATAMAR'S EDGE

- 15+ years experience backing companies serving Asia's "mass market"
- Deep market knowledge and in-country teams embedded in six countries across South and Southeast Asia
- Strong relationships with key business families in Patamar's target markets
- Real experience helping portfolio companies expand into new countries

## Patamar Capital invests in tech-enabled companies and platforms serving:



- a) “Mass Market” consumers
- b) Small and medium enterprises (“SMEs”)



## Key Sectors & Themes

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Financial Services



Tech-enabled Distribution  
Platforms



# Capitalizing on Historic Economic Growth

## *Emerging Asia's Demographic Dividend*

### SOUTH ASIA



**Population**  
1.8 billion

**% Population under 18**  
36%

**Regional GDP Growth**  
6.7%

**India SME workforce**  
124 million

### SOUTHEAST ASIA



**Population**  
647 million

**Regional GDP Growth**  
5.4%

**Mobile Users**  
350 million

**Internet Economy**  
\$72 billion

*Regional Statistics from IFC, World Bank, Economic Times of India, Google, Temasek*

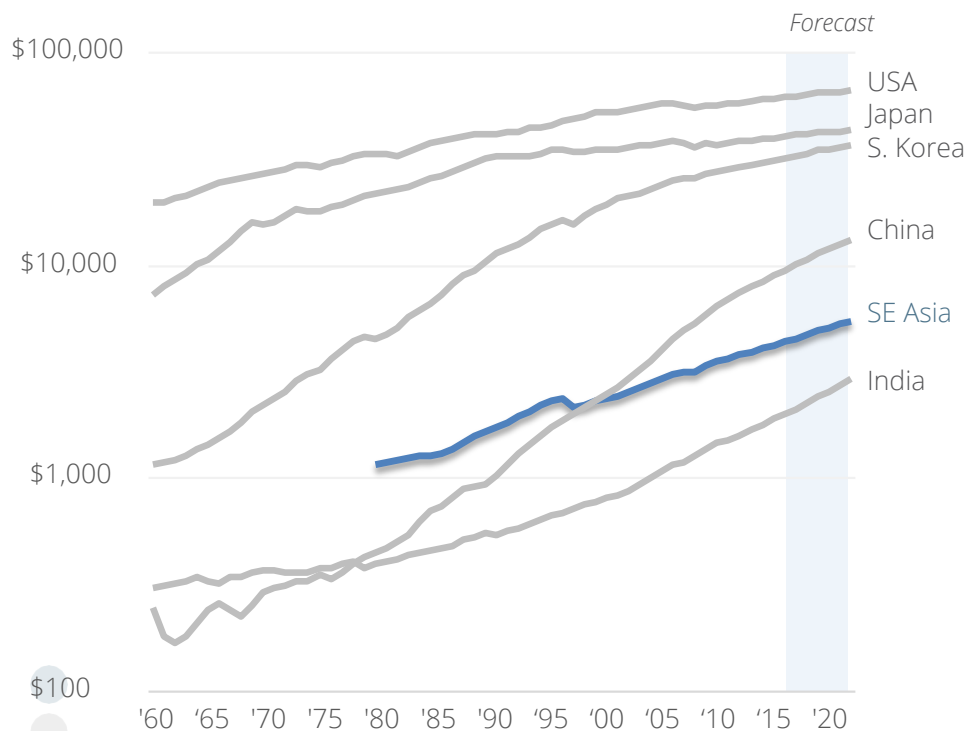


# Southeast Asia poised for growth on par with China's rise

Economic growth, the demographic dividend, and rise of disposable income in South and Southeast Asia will likely fuel the growth of companies, exits, and a venture capital industry similar to the growth that China experienced over the last 15 years.

## GDP per Capita in Real, Inflation-Adjusted Terms

*Expressed in Constant 2018 U.S. Dollars*



Source: IMF, World Bank, Asia Partners

## Generational Comparisons

*Constant 2018 U.S. Dollars*

- Chinese incomes today (\$10.1K) are equivalent to Korean real incomes in 1990 (28 year gap)
- Indian incomes today (\$2.1K) are equivalent to Southeast Asian real incomes in 1998 (20 year gap)
- SE Asian incomes today (\$4.6K) are equivalent to Chinese real incomes in 2007 (11 year gap)

# MAPAN: From Series A to Exit



Mapan (formerly PT RUMA) is a technology-enabled distribution platform that provides products and services tailored to the needs of low-income consumers, predominantly women.

## SERIES A

Patamar Capital leads financing round with Omidyar Network into Mapan. Managing Partner Beau Seil joins Mapan as Board Chair.

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## SERIES C

Patamar Capital follows on again into Mapan alongside Sea (formerly Garena).

2012

2015

2016

2017

## SERIES B

Patamar Capital follows on into Mapan alongside Golden Gate Ventures.



## EXIT TO GO-JEK

GO-JEK acquires Mapan



# Measurable Social Impact

We track and report on IRIS social metrics embedded in the DNA of our portfolio companies.

We are committed to pursuing the UN's Sustainable Development Goals



## LIVES IMPROVED<sup>1</sup>



Example: RUMA directly improves the lives of 100,000+ low-income entrepreneurs and their 1+ million customers.

## ECONOMIC BENEFIT<sup>2</sup>



Example: LEAF increases the incomes of low-income vegetable farmers by up to 40% annually.

## OTHER COMPANY METRICS



We track additional IRIS social metrics that further illustrate the impact of individual portfolio companies.

<sup>1</sup> IRIS Metric PI7098 <sup>2</sup> IRIS Metric P12594

# PATAMAR | CAPITAL

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