

2020.08.19

## yathar has formed a business alliance with Myanmar food delivery service "Hi-So"



We are pleased to announce that yathar Myanmar Co., Ltd. (Headquarters: Union of Myanmar (hereinafter Myanmar)), a subsidiary of yathar Pte. Ltd. (Headquarters: Singapore), which develops yathar, the gourmet beauty platform that has No.1 share of users in Myanmar, President: Shunsuke Ichikawa) Hi-So Co., Ltd. (Hi-So), which provides food delivery and online shopping services in Myanmar, have formed a business alliance to start providing the "Hi-So Food" services within yathar.

### Overview of the partnership

As a gourmet beauty platform in Myanmar, yathar is No.1 in the country for downloads and monthly active user (MAU) (\*) and is contributing significantly to revitalizing the restaurant and beauty industry in that country.

\* Within the "Food & Drink" category app released in Myanmar on Google Play and App Store. (Our research)

Hi-So provides matching services for logistics companies and food delivery / online shopping services in Myanmar.

Currently, against the backdrop of the chronic traffic congestion in urban areas and concerns about the new coronavirus, the demand for delivery is rapidly increasing in Myanmar, and due to the need to support sales at restaurants, we decided to share our know-how and support related to restaurants and delivery.

With this business alliance, yathar has implemented deep link type buttons at stores where delivery can be used, enabling seamless ordering of deliveries via Hi-So. In addition, yathar will share a database of store information with Hi-So, and will help to contribute to the user's shopping experience, improvement of convenience, and support of restaurants.

## About yathar

Service name: yathar (meaning "taste" in Myanmar)

Website: <https://yathar.com>

yathar Pte. Ltd.

- Location: 8 Wilkie Road #03-01, Wilkie Edge Singapore 228051
- Representative: Shunsuke Ichikawa
- Capital: 895,000 USD
- Established: April, 2020

yathar Myanmar Co., Ltd.

- Location: No-17, 5 Floor, Kwat Thit Street, Kyi Taw Ward, Mingalar Taung Nyunt Township, Yangon, Myanmar
- Representative: Shunsuke Ichikawa
- Capital: 1,060,000 USD
- Established: February, 2018

## About Hi-So

Hi-So Co., Ltd.

Location: Myanmar

Representative: Kenta Takada

Established: January 2020 Providing "Hi-So", a platform for immediate sale and delivery of food, foodstuffs, clothing, cosmetics, etc. in Myanmar/Yangon. Currently, there are over 700 member stores, and since the service started in October 2019, the monthly number of deliveries has recorded a double-digit growth on average.

?Hi-So Mall Application

iOS <https://apps.apple.com/us/app/hi-so-mall/id1462165545>

Android

<https://play.google.com/store/apps/details?id=com.hiso.user>

## Inquiries regarding press release matters

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