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For immediate release

Press release:

DFJ VinaCapital invests in mobile transaction technology provider mobizCom

DFJ VinaCapital L.P. (DFJV), a venture capital fund that invests in start-up technology companies, is pleased to announce its investment in **mobizCom**, an emerging leader in secure mobile transaction solutions.

mobizCom, founded in Ho Chi Minh City in July 2007, offers a secure mobile transaction technology for a range of applications, from mobile stock trading and mobile banking to mobile payments.

A secure, easy-to-use solution

mobizCom has developed a proprietary, international patent-pending technology called **OTAC** (One Time Authentication Certification). OTAC is a breakthrough technology as it is the first mobile transaction system that embeds authentication into a simple, one-time SMS message. It allows users to make transactions securely and conveniently via their mobile phones, handheld devices or PCs through SMS, or via WAP and the Internet.

The key benefits of OTAC are ease of use, simplicity and security. OTAC can be easily downloaded and installed onto mobile phones, it does not require a change of SIM card or expensive point-of-sale (POS) equipment, and it enables transactions to be executed in one step with few user commands. Through the cutting-edge OTAC technology, mobizCom solves the current issues of trust, security and affordability in the mobile payment services space.

OTAC has been optimised to deliver mobility solutions to banks, securities companies and merchants. By supporting the introduction of secure mobile transactions in the Vietnam market, mobizCom and DFJV aim to boost electronic and mobile commerce (e- and m-commerce).

"We are excited to reach the next phase of commercialising OTAC and our mobile transaction system in cooperation with DFJ VinaCapital," says mobizCom founder and Chief Technology Officer Dr. Tran Tho Nguyen.

DFJ VinaCapital L.P., which has made recent investments in Timnhanh, GapIT and Chicilon Media, adds mobizCom to its growing stable of Vietnam technology leaders.

"DFJV's goal is to support innovation in the Vietnam marketplace, and mobizCom with its OTAC technology is a true leader in its field," says DFJV Managing Director and VinaCapital Head of Investment Mr. Andy Ho.

"DFJV will aim to help mobizCom in the coming year to partner with leading merchants and financial institutions to build customised solutions that add value to their businesses and convenience for their customers," says Andy.

A rapidly growing market

The mobile phone penetration rate in Vietnam is approximately 20 percent, with subscribers expected to rise rapidly at around 23.5% per year in the 2008-2013 period. Vietnam's booming economy and rapidly growing youth population have been driving significant consumer demand for mobile services. However, online or mobile purchases are still not available due to the lack of a payment infrastructure.

MobizCom is currently in talks with important partners to introduce its products to the France, Hong Kong and China markets. It is also seeking partners in the North American market.

Mobile stock trading

One of the first OTAC solutions was mobizStock, launched in Vietnam in 2007 and soon to be available to the public. mobizStock provides users the ability to trade stocks remotely via mobile phones and other hand-held devices. The mobizStock solution authenticates the users via OTAC, transfers stock orders to the securities companies and checks the availability of the accounts. The system then sends back notification of match order status, changes in the prices of stocks, headline news and other market updates. The advantages of the system are low cost; convenience of anytime, anywhere use; and the high security level offered by the OTAC technology.

“mobizStock is a new product that we hope will be accepted by customers as an easy and effective way to stay on top of the market and make trades quickly and efficiently,” say Dr. Nguyen.

“We are now ready to take the next step and introduce mobizCom solutions for a full range of m-commerce transactions.”

More about DFJ VinaCapital:

DFJ VinaCapital L.P. (DFJV) is a USD 35 million venture capital fund jointly managed by Draper Fisher Jurvetson (DFJ) and VinaCapital. The principal objective of DFJV is to achieve capital appreciation by investing in Vietnam’s emerging technology companies, including start-ups and equitising state-owned enterprises. DFJV contributes significantly to the success of portfolio companies by offering managerial and operational support, and assistance with financing and business strategy refinement. DFJV portfolio companies also benefit from VinaCapital’s and DFJ’s extensive network of potential customers, partners, venture firms, investment banks, and other sources of capital.

More about VinaCapital:

VinaCapital Group is one of the largest fund managers in Vietnam. The Group combines its deep market experience and networks to generate strategic investment and financing products, alongside merger and acquisition activities. VinaCapital manages total assets valued at approximately USD 2 billion under its four funds:

- Vietnam Opportunity Fund (VOF) is VinaCapital’s flagship fund. Established in 2003 with initial capital of USD 10 million, it now has a net asset value of USD 870 million (at 31 March 2008).
- VinaLand Limited (VNL) is a real estate fund established in March 2006 which now has net assets of USD 735 million (at 31 March 2008).
- Vietnam Infrastructure Limited (VNI) was established in July 2007 and now has a net asset value of USD 360 million (at 31 March 2008).
- DFJ VinaCapital L.P. (details above)

VinaCapital currently employs over 180 investment personnel in its offices in Ho Chi Minh City, Hanoi, Danang, Nha Trang and Hong Kong. More information on the Group can be found at www.vinacapital.com.

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