

Anthem Asia Invests in Blink, a New Myanmar-based PR & Digital Marketing Agency

Independent investment and advisory group backs talented local young entrepreneurs in fast-changing marketing & communications sector in Myanmar (Burma)

YANGON, MYANMAR (BURMA), May 13, 2014 /EINPresswire.com/ -- Anthem Asia, an independent investment and advisory group building sustainable businesses in Myanmar, has invested in a new Yangon-based PR and digital marketing agency called Blink.



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Josephine Price

Anthem Asia has taken a significant equity stake and is providing working capital for Blink, a start-up headed by a group of entrepreneurs led by local TV presenter Stephen Kyaw and digital specialist Erik Oo.

“The Blink team represents the future of the new Myanmar—young, smart, energetic with bags of ambition,”

said Josephine Price, co-founder and managing director of Anthem Asia.

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“With a population estimated at more than 60 million people, the demand for locally-based marketing and communications expertise will become more important as Myanmar becomes a significant Southeast Asian market in the coming years,” Ms Price added.

The total size of the investment is a “modest” six-figure sum in this phase. Anthem Asia has a large minority interest in Blink; Kyaw, OO and two other principals of Blink hold the remainder.

This is Anthem Asia’s second communications-related business. Earlier it established [Zagar Communications](#) to provide marketing and communications services for foreign clients and for third-party PR agencies based outside the country.

Other investments include an office and business services business called [Hintha Business Centres](#). The first Hintha facility, which opened in September last year, is located in downtown Yangon, close to the Sule Pagoda. Subsequently, Anthem Asia has invested in [Thahara](#), a marketing and management platform offering access to small, unique properties across Myanmar.

Anthem Asia was co-founded by Josephine Price and Genevieve Heng, both of whom have extensive investment and private equity experience growing companies in emerging Asian markets. They have successfully been through complete investment cycles with a range of Asian mid-market businesses. Other team members have significant investment and operational experience in Asia’s emerging markets.

The firm focuses on opportunities requiring first phase investments of between US\$100,000 and about US\$1.5 million. Many small- and medium-sized businesses could not effectively absorb greater initial quantities of capital. Many businesses require expertise and advice, more than capital.

Anthem Asia is an independent investment and advisory group building sustainable businesses in Myanmar. Anthem Asia has a permanent presence in Yangon. It supports the UN Principles of Responsible Investment.

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