

Anthem Asia Invests in Xavey, a Myanmar-based Mobile Platform to Collect Research Data in Information-Poor Myanmar

Singapore-registered Xavey's Enterprise Mobility Solutions Empower Out-of-Office Workforces in Myanmar

YANGON, MYANMAR (BURMA), May 5, 2015 /EINPresswire.com/ -- Anthem Asia, an independent investment and advisory group building sustainable businesses in Myanmar, has invested in Xavey, a mobile data collection platform that is already changing the way surveys and research are conducted in Myanmar.

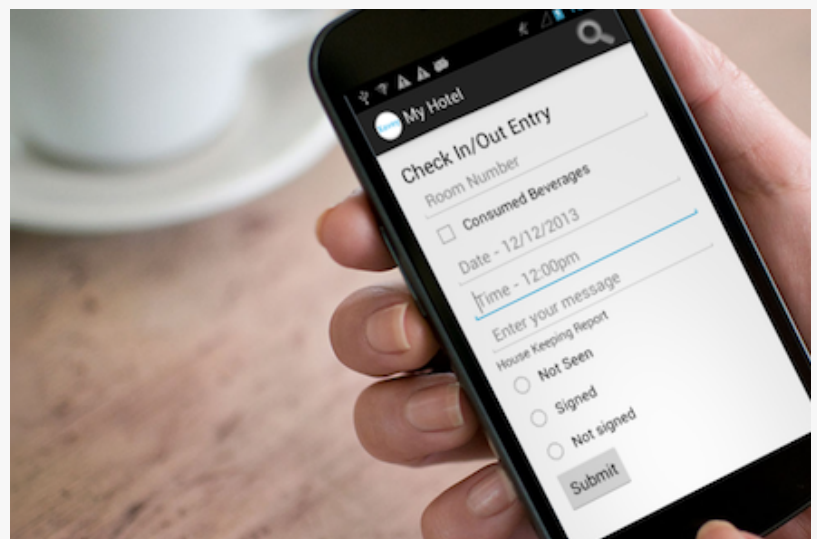
Xavey provides decision makers with reliable, timely information about people's attitudes, habits and spending patterns in a country where raw data is often hard to collect or out of date.

Anthem Asia has taken a significant minority equity stake to [Xavey Pte. Ltd.](#), a Singapore-registered entity operating out of Yangon. Xavey was established in December 2013 by entrepreneur [Aung Sithu Kyaw](#) and is already serving market research and NGO clients.

"We are delighted to back Aung and team and their ambitious plans to roll out a range of exciting new products that will make conducting surveys and undertaking research easier and more efficient," said Genevieve Heng, co-founder and director of Anthem Asia.

"The Xavey platform gives clients the data they need to make smart decisions that will guide the development of Myanmar as it becomes a significant Southeast Asian market in the coming years," Ms Heng added.

Anthem Asia is investing a six-figure US dollar sum as a first phase, an investment that will see the firm eventually become the largest minority shareholder in Xavey.



Xavey's mobile platform simplifies collecting survey data in the field



Xavey is changing the way research is conducted in information-poor Myanmar

Xavey currently offers market research firm, NGOs and other clients the ability to conduct Myanmar- and English-language field surveys using mobile devices. It converts paper-based research forms into mobile applications. The product runs online, via the cloud, or offline.

“Our ambition is to become the leading research technology platform with the largest consumer panel database in Myanmar and further afield,” said Aung, founder and chief executive officer of Xavey.

“With Anthem Asia as a partner, we will be able to accelerate our marketing and the development of our new suite of products.” Aung added.

Xavey is one of a number of investments Anthem Asia has made in the past 18 months. Last year, the firm invested in two marketing communications businesses, a Blink Agency, a digital marketing joint venture, and [Zagar Communications](#), a marketing and communications services firm 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 2013, is located in downtown Yangon, close to the Sule Pagoda. Subsequently, Anthem Asia invested in Thahara, a marketing and management platform offering access to small, unique properties across Myanmar.

Anthem Asia was co-founded by Genevieve Heng and Josephine Price, 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.

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