

## EXECUTIVE SUMMARY

The Sri Lankan marketplace is subject to rapid change due to dynamics in consumption patterns, adoption of new consumption habits and increase in consumer knowledge levels. Replicating the advanced markets, Sri Lankans are also becoming time and quality conscious. Hence a need for convenience in consumption has emerged among the upper and middle income groups. The requirement in making informed consumption decisions based on facts has become the key characteristic of modern consumers.

Technology adoption in Sri Lanka is rapidly increasing. Current smart phone penetration in Sri Lanka is approximately 10% with broadband penetration level reaching 10%. A higher proportion of smartphone users consume data enabled services, mobile applications and social media extensively.

Our offering through Tagged.lk is to provide a Digital Lifestyle Mobile Platform enabling the users to experience digital shopping experience with integrated location specific content, while enabling the retailers to provide a more integrated customer experience. Applications of this platform can be extended across many industries ranging from retail setting to services. At the primary implementation stage we will focus on mobile advertising which we envision to extend to more innovative business models enabling our partners to explore new business avenues while providing their customers a truly digital experience.

The platform will comprise of a mobile application for smart phones and a state of the art web site. Our aspiration is to implement Sri Lanka's first SMART Store / Office customer experience management solution, integrated with location specific information services to users.

We have formed a registered partnership to carry out business activities, and currently six strategic partners have expressed their interest in carrying out a pilot implementation of the platform. We are aggressively canvassing for new alliances and finalizing product concepts for more than ten consumer brands in Sri Lanka.

We aspire for continuous innovation through the platform to create stakeholder affinity. Our aspiration is to be the preferred “Infomediary” between the consumer and the retail space through Tagged.lk platform thus providing a truly digital experience.