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## Myanmar Greenfield Equipment Leasing Company Secures ADM Capital Investment

Through a combination of equity and scheduled future debt financing, ADM Capital has invested in Rent 2 Own (R2O), a greenfield equipment leasing company in Myanmar with strong growth potential and an opportunity to capitalise on first mover advantages amid increasingly favourable economic and political conditions.

R2O is Myanmar's first specialized lender to SMEs by way of hire purchase / leasing equipment and the company is strategically targeting two key segments; small to medium enterprises requiring equipment in Yangon and Mandalay, and motorcycle distributors in the outskirts of Yangon and other strategically chosen locations across Myanmar.

The Founder and CEO, Mr Philippe Lenain, is highly experienced and has started similar platforms in both Vietnam and Cambodia - he has built a strong team composed of both local professionals and expatriates from Europe, and developed an IT structure that will act as the backbone of the hire-purchase firm. Mr Lenain and his team have performed a number of in-depth market surveys which reinforce the demand for R2O's services:

- Equipment vendors revealed a quasi-vacuum in point of sale financing solutions – a priority sector of immediate focus will be the healthcare sector, as a large number of practices have outdated equipment and facilities whilst Mr Lenain has already built relationship with the equipment providers.
- A number of motorbike vendors offer financing packages from local banks, however, the conclusion of the market research is that vendors are very unhappy with the service provided by the banks, and would openly welcome new service alternatives.

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