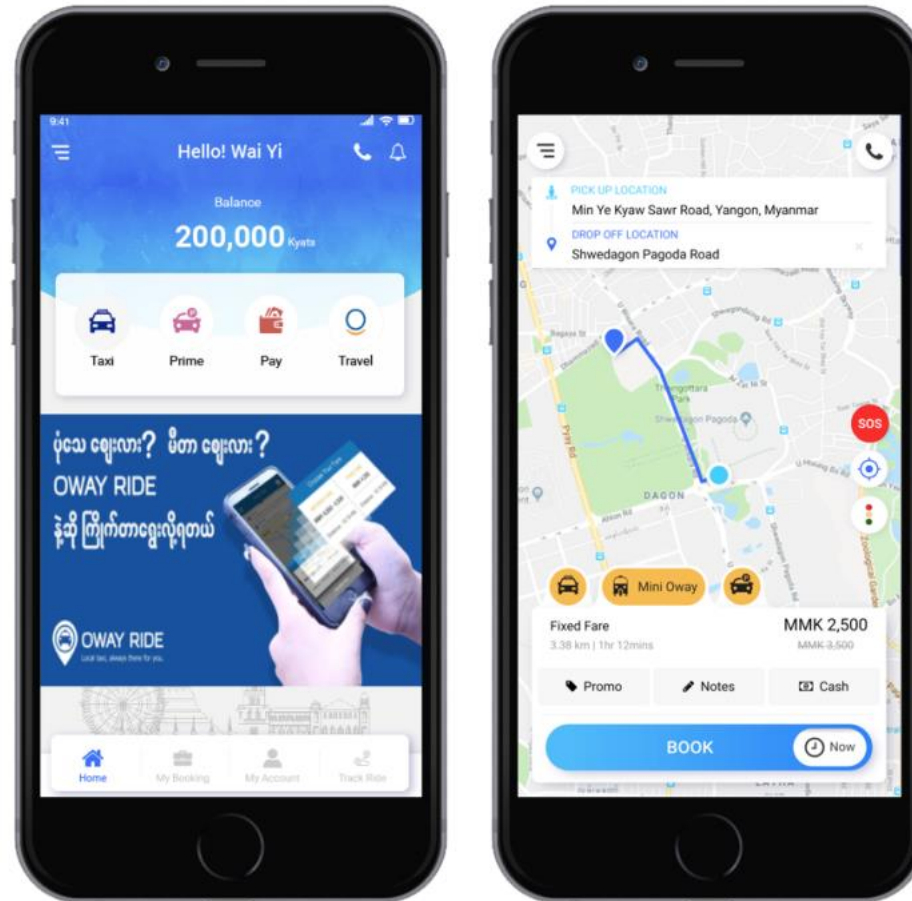




# Mobile E-commerce and Cybersecurity

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# Oway Ride, Travel, Transport, Pay, E-Commerce..



# Mobile Penetration fuels E-Commerce Growth

Since Myanmar's telecoms revolution began in 2014, the number of internet users has risen from 2 million to more than 39 million.

As of May 2018, 43.72 million SIM cards had been sold by Myanmar's four operators – MPT, Telenor, Ooredoo, and MyTel.

Mobile Penetration has increased from 6.99pc penetration (2012) to 89.38pc (2018).

# Opportunities

**Southeast Asia's internet economy hits an inflection point**



**350M**

internet users



**\$72B**

transaction value

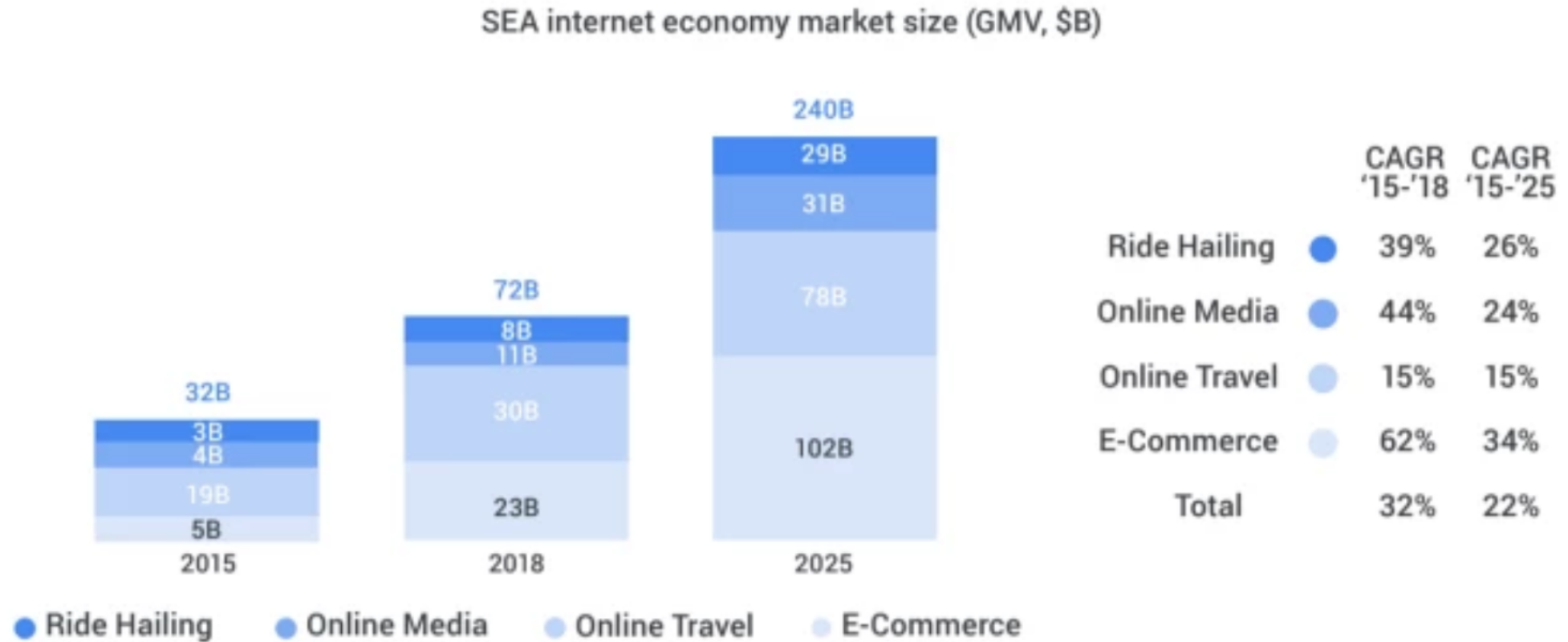


**\$24B**

funds raised



# e-Conomy Southeast Asia 2018



# As digital transactions grow, so do attacks.

- ❖ Rapid Growth increases Cybersecurity Risks in Myanmar: initial focus on building platforms and infrastructure, lesser focus in cybersecurity.
- ❖ Recent data breaches worldwide in Travel sector since May 2018:
  - ❖ British Airways website hack (380,000 passengers affected)
  - ❖ Chinese Hotel Chain (Huazhu)
  - ❖ Fastbooking hack (Prince Hotel chain in Japan)
  - ❖ Cathay Pacific Data Breach (9.4 million customers affected)
  - ❖ WWPKG Travel Agent Data Breach (Hong Kong)

# **Hackers sell data of 130 million Chinese hotel guests on the dark web for 8 Bitcoin**

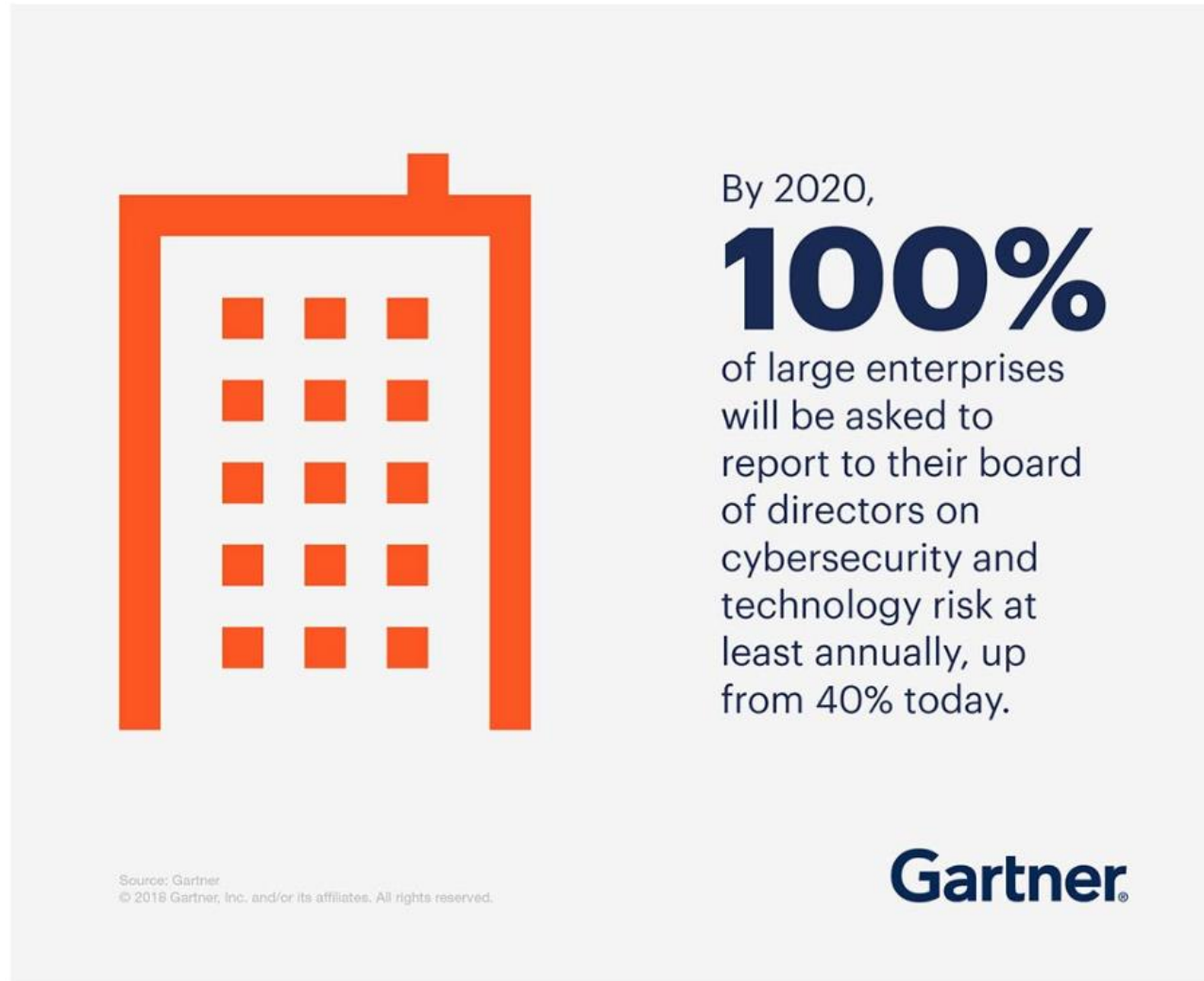
The company's developers accidentally uploaded the entire database to Github

# Regulation Changes

- ❖ Thailand: Thai Cybersecurity Bill updates (2018) by Ministry of Digital Economy and Society
- ❖ Vietnam: Cybersecurity Law (2018)
- ❖ China: Cybersecurity Law (2017)
  - ❖ To comply, Apple iCloud operations in mainland China will be transferred to Cloud Guizhou Data Industry Development Co., Ltd., Apple's partnership cloud service enterprise. (Ref: Apple Support)



# Cybersecurity becomes a boardroom-level issue



# Challenges for local e-commerce businesses

- ❖ Mindset
- ❖ Talent
- ❖ Legal Framework
- ❖ Collaboration
- ❖ Action

# Awareness and Sense of Urgency

- ❖ No one is immune to cyber attacks.
- ❖ It is a marathon, not a sprint.
- ❖ People, Process, Technology.
- ❖ It is a Team Sport, and Collaboration is the key.

# Some Suggestions

- ❖ Cyber criminals are businessmen. Secure basic vulnerabilities so that it is not worth their time and effort to break into.
- ❖ Protect key data assets: Treat it like Gold
- ❖ Pro-active: Prevention is the best medicine
- ❖ Prepare to respond: Contingency planning

