

The Future of Asian Online Communities

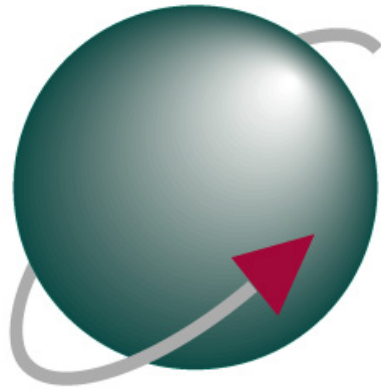
T.S. Wong

Chief Executive Officer

MyWeb



Asia-Pacific
Information Technology
Summit



MyWeb Inc.com
The Portal on your TV

ASIA PACIFIC IT SUMMIT '99

Presentation by :

T S Wong, CEO



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Internet in Asia

In China, the Web Revolution will
be Televised

- the Industry Standard



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The FACTS

- China has 450 million installed TVs and only 12 million PCs
- India has 60 million TVs and only 3 million PCs
- US has almost 50% home PC penetration

TVs are the infrastructure for Internet growth in Asia

Source - Goldman Sachs



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Asian Potential

- 6 Billion Eyeballs
- On-line Advertising - USD1.5 Billion
- E-Commerce - USD 26.5 Billion

HUGE MARKET POTENTIAL!

Source - Goldman Sachs

Winning Business Model

BIZ MODEL = PORTAL for your TV
= **TV Portal or "TVortal"**

It's the first thing you see switching on your TV !!





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GLOBAL COMPANY, LOCAL TOUCH



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TVortals vs Portals

- Content for the living room
- Services for everyone in the family
- Entertainment vs Work
- Navigation via remote control

TV portals are lifestyle portals



Characteristics

- Highly localised content & applications
 - Electronic road maps, localisation by provinces
- Customisation of strategy to suit culture and environment
 - cash on delivery for e-commerce, auctions.
- Application vs text content
- Provides tangible benefits



MyWeb China

Our goal :

The TVortal on 450 million TV sets





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MyWeb China : Overview

- Partnership with Infrastructure/ISP
 - Beijing Telecom, Shanghai Online
- Partnership with manufacturers
 - Haier, Soyea Tech, Philips
- Partnership with content/application
 - China Sci-Tech for Financial Info
 - People's University for Education
- Partnership with "infrastructure" providers
 - Beijing Taxi co.





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MyWeb China : Overview

■ Strategy

- to leverage on the distribution, marketing, brand and political strengths of consortium partners
- to be the undisputed market leader in the TV portal space
- to brand MyWeb as an easy and convenient means of access



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