

## TrueMoney Jointly Contributes 1 Million THB in Earthquake Relief Efforts for Myanmar



Yangon, Myanmar – May 2025 – TrueMoney, a leading financial technology company in Southeast Asia, has successfully concluded a regional donation campaign, contributing 1 million THB to support communities impacted by the recent earthquake in Myanmar. The relief fund was a joint initiative by TrueMoney entities in Thailand, Cambodia, and Myanmar.

The total donation of 1 million THB will be directed to the United Nations Development Programme (UNDP) and the Myanmar Red Cross Society (MRCS) to ensure efficient and transparent distribution of aid to those most in need. In addition to their own contributions, the companies mobilized public support by leveraging their donation platforms to drive continued relief and recovery efforts in the affected areas. Utilizing TrueMoney's digital payment ecosystem, the initiative enabled seamless donations, with matched contributions provided to maximize impact.

TrueMoney Thailand has opened a channel through its app, allowing users to donate directly to Thai Red Cross Society without any deductions to help earthquake victims in both Thailand and Myanmar, while TrueMoney Myanmar has established the 'Pray for Myanmar Charity' fund to collect donations through the TrueMoney app and its extensive nationwide network of tens of thousands of TrueMoney Agents.

Mr. Tanyapong Thamavaranukupt, Co-President of Ascend Money, the operator of the TrueMoney platform, expressed his appreciation for the strong support received, stating: "This campaign reflects TrueMoney's deep commitment to corporate social responsibility and the power of unity during times of crisis. The heartfelt contributions from our customers, agents, and employees across Thailand, Cambodia, and Myanmar demonstrate how technology, when guided by compassion, can truly make a meaningful impact."



Mrs. Frandara Khuon, CEO Cluster of Cambodia and Myanmar, added: "We are proud to see how our platforms enabled thousands of people to contribute effortlessly. TrueMoney is not just a financial service—we are a community that cares, and this initiative proves that even small donations, when combined, can create a significant impact."

U Tun Tun Linn, Country Managing Director of TrueMoney Myanmar, emphasized the importance of sustained support: "The people of Myanmar have shown remarkable resilience, and we are honored to stand with them. The funds raised will help provide essential relief, and we extend our deepest thanks to everyone who participated, whether through donations or spreading awareness."

TrueMoney remains committed to leveraging its digital ecosystem for social good, reinforcing its role as a responsible fintech leader in Southeast Asia. The success of this campaign highlights how businesses, customers, and communities can unite to drive meaningful change.

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### **About TrueMoney Myanmar**

TrueMoney Myanmar Co., Ltd. was established in November 2014 as part of the Ascend Money group, a regional fintech leader in Southeast Asia. With over 30,000 agents across Myanmar, TrueMoney provides essential financial services such as top-up services, bill payments, and both domestic and international remittance services. By offering these solutions, the company empowers millions of unbanked and underserved individuals, helping to bridge the country's financial inclusion gap. Operating in key markets across Southeast Asia—including Thailand, Myanmar, Cambodia, Vietnam, Indonesia, Malaysia, and the Philippines—TrueMoney is a prominent financial services provider, playing a vital role in delivering accessible digital payment solutions. As part of Ascend Money, the fintech arm of Thailand's CP Group, TrueMoney remains dedicated to promoting financial inclusion and providing reliable, innovative financial services to communities throughout the region.

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