



## Business Deck

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Freedom isn't just a dream  
Freedom is movement

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# 01

## Company Profile



Welcome to Freedom  
A movement that turns on the axis of Possibilities

as Featured in



**Forbes**

THE BUSINESS TIMES

 **TECH IN ASIA**

**Bloomberg**

BUSINESS  
INSIDER

# The Journey



**2017**

Founded by a group of entrepreneurs with an immense desire to promote a life well moved.

Awarded FEM RMC of the Year  
and  
Most innovative company of the year

**2018**



**2020**

Secure USD 7 Million Series A Funding  
  
Acquires media company "The Finder"  
and logistic provider "Get Van"

Launched Moovaz Relocation Platform

**2021**



# Services

One-stop International Relocation Platform



International Household  
Moving



Pet Relocation



Finance



Telco & Utilities



Immigration



Short Term  
Accommodation



Transportation



Leisure



Education



Maid Services



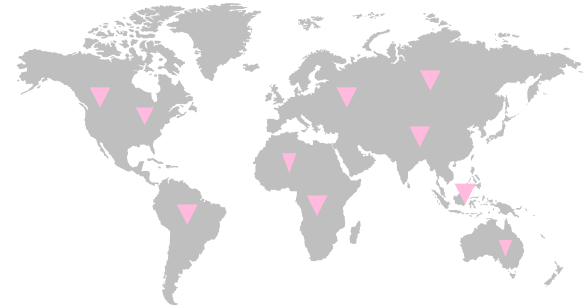
Job Search



PR Application

# Location

170+ countries covered & more than 10,000 family served



# Client

Trusted by Professionals in

Telstra

Lazada

Goldman Sachs

FUJI XEROX

DELL

NYU



Abbott

TATA

jooble  
Find your job

# Team



**Jerry Chua**

Jerry is the co-founder of Moovaz

Graduating from National University of Singapore (NUS) in 2008, Jerry has at least 10 years of experience in entrepreneurship, management, business development, sales, finance, and operations.

## Vision

Moovaz dedicated to ensuring a smooth and hassle-free relocation experience from the start of immigration to settling in the new country. Moovaz lift the stress off your shoulder with our tech and people, so you can enjoy en-routing to a new journey.

## Mission

Moovaz envision a world without borders.

A world where what connects us is stronger than what divides us. We aspire to be one global community, inspiring each other to discover what's on the other side. Moovaz unburden everyone from the overwhelming task of international relocation by making it seamless, simple and easy.



**Junxian Lee**

Lee Junxian is the Co-Founder and Chief Executive Officer (CEO) of Moovaz

Graduating from National University of Singapore (NUS), Fudan University and Harvard University, and with more than 5 years of experience, Junxian has deep knowledge in private equity, big data analytics, and logistic operations

02

# Industry Trend



International  
Relocation

# Industry Overview

Market Insight

## Estimated Global Mobility Industry Market Value in 2020



USD 80.2 Billion

Source: Moovaz

## Pricing Model Adoption



- Menu Based Pricing
- Incentive Based Model
- Fixed Price
- Cost Plus

Source: Beroe Market Intelligence

## Maturity Level



**High Market Maturity Region:**  
US, UK, Australia, Western Europe

**Medium Market Maturity Region:** Brazil,  
China, Singapore

Source: Beroe Market Intelligence

## Expected CAGR 2020 – 2024



**High Market Maturity Region:** 3%

**Medium Market Maturity Region:** 7%

Source: Beroe Market Intelligence, BusinessWire

Late 1990s  
&  
Early 2000s

Global mobility was not as popular and people moved mostly for job assignments or immigration. Expatriates were typically senior employees with immense work experience sponsored by a multinational corporation.

2010s

More employees became interested in a global stint, including those at relatively junior levels. Further, more people became interested in immigrating resulting in the term “global citizens” encompassing more than the traditional business expatriates, but also self-initiated expatriates, digital nomads and flexpatriates. The decade also saw a rise in international student mobility, with the number of foreign tertiary students enrolled worldwide increasing by 50% between 2005 and 2012.

2020s  
&  
Beyond

The COVID-19 pandemic led to trends such as remote work and virtual offices, prompting expatriates and international students to return to their home countries resulting in a rise in international relocations. In the coming years, it is expected that there will be a reduction of traditional mobile employees



# COVID-19: The Impact for Global Mobility

Based on the survey of 350 Respondents, 8 Industry sectors, 37 Participant Locations

## Planned International Moves



Around half of companies are allowing their people to start their 'move' by working from their home country (with some variations depending on industry sector and company HQ location).

Source: PwC

## Current International Moves



Almost two thirds of companies are allowing current mobile employees to temporarily return to their home country and work remotely.

Source: PwC

## Strategy



The top 3 strategies are to keep up with regulatory changes, work on communications and planning, and understanding the mobile employees

Source: PwC

## Future Outlook



Despite the rise of remote work and ongoing lockdowns, job seekers' interest in gaining new work experiences abroad has also started to bounce back.

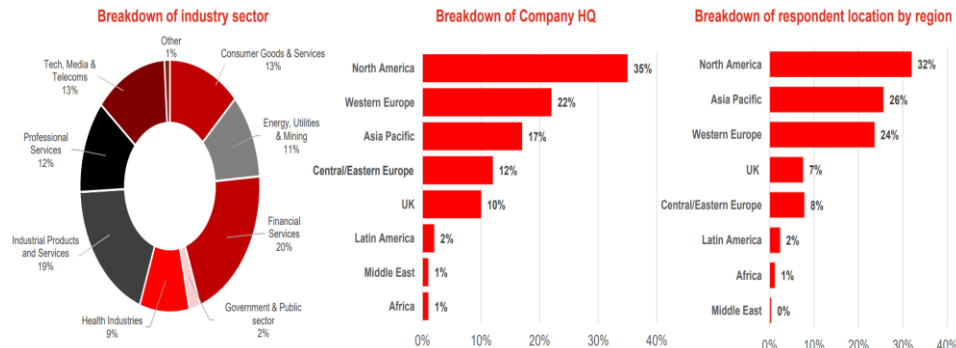
Some countries in the region have already begun to ease entry restrictions for foreign nationals because of a shortfall in skilled workers

Most of respondents tells that they will return to business as usual as soon as possible with the same number of moves (44% of respondents). 20% think there's likely to be a decrease in international moves, while 12% think this will have a fundamental impact on workforce mobility.

Hence, it is expected that the relocation market will increase during and after the recovery phase of COVID-19

Source: PwC, Tech in Asia

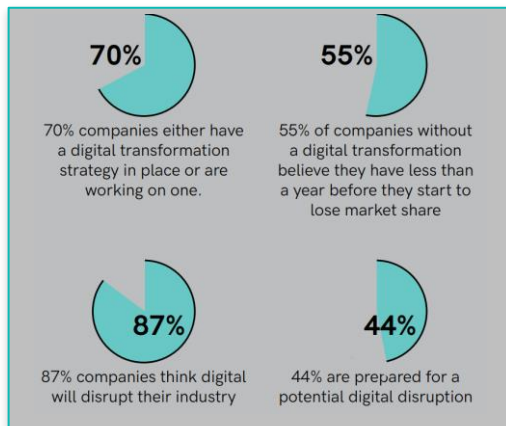
## Respondent demographics



# Digital Transformation

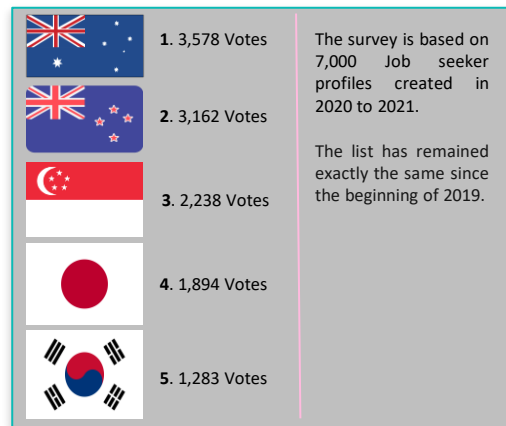
Accelerated by COVID-19

## Key's Stats on Digital Transformation



Source: ZDNet, Silicon Republic, Progress Global Survey

## Relocation Destination Choices in APAC (Top 5)



Source: Relocate.me

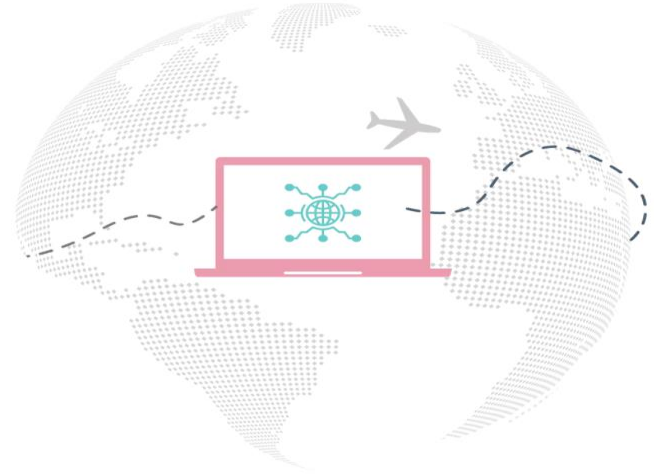
## Strategies to create more value to customer

- **Meet Customer Online:** Develop online presence to engage and connect with digitally-savvy customers and to accelerate growth
- **Offer a Unified Customer Experience:** Ensure every channel of engagement provides a consistent experience
- **Digitize Operations:** Identify and swap your operations for digital options
- **Provide Timely Information:** Provide customers with information online when they search for it and throughout their customer journey

Source: Moovaz

# 03

## Competitive Landscape



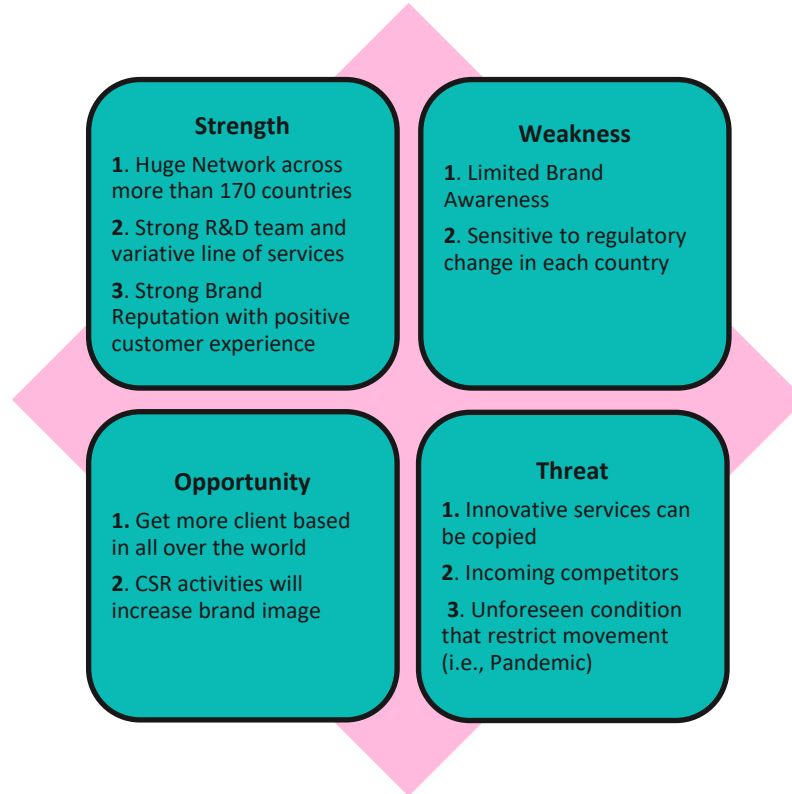
# Competitive Landscape



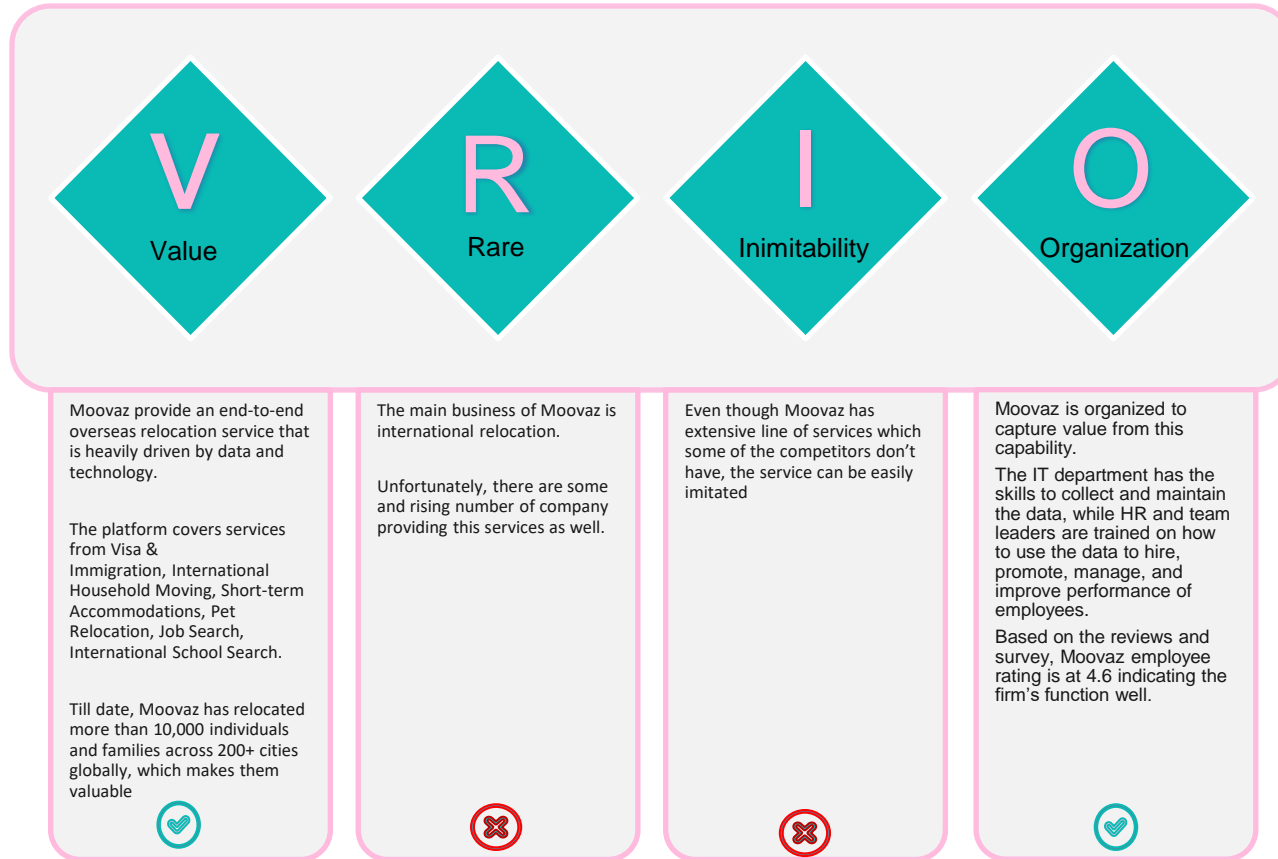
|                                     |   |   |   |   |   |
|-------------------------------------|---|---|---|---|---|
| Countries Covered                   | ★ | ★ | ★ | ★ | ★ |
| Range of Services                   | ★ | ★ | ★ | ★ | ★ |
| User Friendly & Ease of Information | ★ | ★ | ★ | ★ | ★ |
| Customer Experience                 | ★ | ★ | ★ | ★ | ★ |



# SWOT Analysis



# VRIO Analysis





Free from worry

Free from fear

Full of freedom