



## JOIN MALAYSIA'S BIGGEST EVER ONLINE SALE EVENT AND ENJOY GREAT DISCOUNTS

- More than 1,000 participating online merchants offering products in more than 20 retail categories in Malaysia's very own **#MYCYBERSALE 2017**;
- Fashion, health & beauty, baby & kids and electronics' retail categories lead the pack this year, registering nearly half of the total number of online merchants;
- Almost 500 online merchants are shipping orders to selected countries in Asia and beyond;
- A national initiative since 2014 by the Government of Malaysia to create a strong and vibrant e-Commerce ecosystem

**KUALA LUMPUR – OCTOBER 6 2017:** Get ready to click, slide and tap to your heart's content from wherever you are, as Malaysia's very own record-breaking online sale event, **#MYCYBERSALE** returns to woo consumers with more unbelievable deals, jaw-dropping prices, huge discounts and a wide range of products from over 1,000 online merchants.

Shoppers abroad can also get a piece of the action as more than 480 online merchants are ready to ship overseas orders in over 20 retail categories such as fashion wear; health and beauty products; and baby and kids' and electronics items. These countries include Australia, Thailand, Indonesia, Philippines, Vietnam and Hong Kong.

At the stroke of midnight (Malaysian time) on October 9, the merchants will start looking at orders coming in when the online sale event kicks off and it will not stop until 11.59pm (Malaysian time) on October 13.

**#MYCYBERSALE** is an annual national initiative by the Government of Malaysia since 2014 to boost the adoption of eCommerce amongst SMEs, micro enterprises and marketplaces.

The place to start your incredible shopping experience is the international pavilion at [www.mycybersale.my](http://www.mycybersale.my) where you will be spoilt for choices with the wide range of products offered at incredible discounts and prices.

"The best of Malaysian and global brands are in **#MYCYBERSALE 2017** and consumers shouldn't miss it as it is on for just five days," said PIKOM Chairman, Chin Chee Seong.

Royal Selangor and Tumasek are some of the big brands where consumers can find exquisite Malaysian-made pewters for their loved ones.

Those seeking great holiday package deals, shouldn't miss this sale as there are many travel merchants to choose from, including Malaysia Airlines.

You can also shop till you drop in online marketplaces like Lazada and Zalora.

This is the season to dress up for the festive periods and year-end parties and you can find attractive fashion wear, handbags, shoes and other accessories at discounts of up to 80%.

Find gifts for your friends and families such as Photobooks, preserved flowers and handmade products.

Buy your favourite books at up to 80% off, shoes for less than US\$5, branded footwear products for less than US\$1, designer eyewear for up to 80% off and evening gowns at tremendous discounts.

**#MYCYBERSALE** has grown from strength to strength, registering a gross merchandise value (GMV) of RM67 million in 2014, RM117.7 million in 2015, and RM211 million in 2016. This year's GMV target has been set at RM300 million.

Over 16,600 foreign buyers made purchases from **#MYCYBERSALE 2016** and the numbers are expected to be even higher this year.

Chin said the association is also proud to announce that **#MYCYBERSALE 2017** has made its way into the Malaysia Book of Records for the most number of online merchants in an online sale event. At least 1000 merchants are participating this year compared with 600 merchants in the 2016 edition.

The number of online merchants this year, is also almost four times more than the 280 participants in 2014.

Citizens or permanent residents of Singapore, Indonesia and Brunei who spend at least RM50 (about US\$12) in a single receipt will get a chance to win lucky draw prizes, such

as a four day-three-night trip to Korea, kitchen and home appliances, mobile phones, skincare products, smart watch and much more. Terms and conditions apply.

**#MYCYBERSALE** exporters will be promoting and shipping products to consumers in countries around Asia and even beyond, through strategic partnerships with key regional ASOCIO (Asian-Oceanian Computing Industry Organization) e-Commerce alliance members like 28mall in Hong Kong, Qoo10 in Singapore, and Tarad in Thailand,”

This year’s **#MYCYBERSALE** is supported by 18 sponsors namely Commerce.Asia and global brands such as Mastercard, Lazada, SF Express, 11Street, iPay88, LWE, and Fusionex, as well as over 90 partners like Maybank, Telekom Malaysia and Celcom.

“As in previous years, a comprehensive and robust infrastructure has been put in place to ensure all transactions are safe, secured and processed speedily to ensure customer satisfaction,” added Chin.

According to Chin, this was made possible through partnerships with logistics and fulfilment partners, payment gateway partners, banks, media partners, trade chambers and associations, marketplace providers, and major local and global brands.

Get ready for **#MYCYBERSALE**, a shopping experience like no other at [www.mycybersale.my](http://www.mycybersale.my) from October 9 to 13, 2017.

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